

1, Falletti family have a very long history in Piemonte region, So is there any change of the wine making and vineyard management in this century? How does this affect the quality of Piemonte wine?

Nearly two hundred years ago when the Marquises Falletti started the amazing history of the Marchesi di Barolo things were very different in the vineyard. All the chemical and physical characteristics of the grapes that we now take for granted were little known, if not ignored at all.

Now we know them much better and this knowledge has generated a change in the way we plant, grow, harvest the vine and the way we make and age wine in order to obtain better results. Always maintaining the traditions and the respect for our territory.

The wine comes from the grapes and the grapes from the vine. Every year and especially during the recent ones, because of climate changes the plants and their fruits change so we have to adapt to these changes in order to favour what the plant gives us.

2, can you give a brief introduction of the Terrior in Piemonte region and your vineyard?

Terroirs in Piemonte are perhaps the most amazing ones in Italy. Piemonte is surrounded by the alps and by them is well protected thus enjoying a regional climate and several micro climates. It used to be a sea-floor so the land is full of good nutrients ideal for the growth of beautiful indigenous varieties of grapes that only here in Piemonte give their best results.

Our vineyards are mainly in the Langhe region, perhaps the most vocated of these areas in Piemonte, the Langhe are a series of several parallel hills with a very convenient exposure to the sun that make them perfect for wines of great structure and aromas.

Our vineyards differ very much from each other because the cooling of the earth from 15 million to 5 million years ago and the earthquakes that followed it created an incredible array of different hills geologically diverse.

It's wonderful to discover them all.

3, Nebbiolo is the most important grape in this region and in your vineyard. So what do you think this grape variety? How is it doing in your vineyard?

Nebbiolo, unlike other grapes is a very sensitive grape and it changes very much according to the soil on which is planted and the micro climate of that area.

The Langhe area and more the municipality of Barolo allow this quality to give the very best it has. Nebbiolo planted here gives great results but it is also true that the soil and the climate are the best for this type of grape. This is why it is impossible to have such great results in other areas. This explains the reason why this grape is cultivated in such restricted area.

Our vineyards were selected nearly two hundred years ago for the extraordinary affinity between the plant, the soil and the climate, giving the best possible fruit.

4, You winery are making 100% Nebbiolo, Barbera and Dolcetto, most Chinese wine consumer don't know too much about the last two grape varieties. Can you introduce the Barbera and Dolcetto to our reader?

Dolcetto and Barbera are two wines that we love, they are very much grapes from Piemonte and you will find them on every table here in the Langhe region since always. They are 'lighter' wines than the ones made with Nebbiolo because the grapes have different characteristics.

Dolcetto grapes are the first ones in our region to be mature for picking they give a wine of great structure and low acidity a wine that is ready to drink a few months after the harvest, already in the spring. It is often wonderfully fruity with a pleasant dryness that makes it a very good match for Chinese meat dishes of many of your regional cuisines.

Barbera has a later maturation, its grapes give a wine of great structure with a sensibly higher but pleasant acidity it needs in fact one year of aging in wooden cask to reach ideal maturation. The higher acidity makes it a perfect complement to pork dishes and condiments always so generous in the Chinese cuisine.

5, Marchesi di Barolo have Barbaresco and Barolo, they are both made by Nebbiolo, what is the difference of those two?

Not many people know that Barolo and Barbaresco are two very old villages only 20 kilometers apart from each other. As we said earlier on, Nebbiolo grapes change accordingly to where they grow. In the area of Barolo the wine has generally more structure given by the soil that enhance the tannic aspect of the grape, in fact Barolo wine needs to age one year more than the Barbaresco. In the area of Barbaresco Nebbiolo grapes develop one or two years earlier their potential in the wine made from them, maintaining still elegance and finesse.

6, How about your new-released Barolo (Barolo Cannubi, Barolo Sarmassa)?

Cannubi and Sarmassa are two exceptional 'Crus' of Barolo. Barolo Crus are identified by the name of the hills they grow on.

The hill of Cannubi is perhaps the most famous of them all and Marchesi di Barolo have a bottles of this nectar dating as far back as 1859 ! The hill has a beautiful exposure to South-East and its soil is very complete and balanced with sand, lime, calcareous with clay. This blend of components gives our Cannubi amazing aromas, a remarkable structure and colour and very elegant tannins. It is enjoyable when young and it will age for 20 years and more.

Our Sarmassa Cru is also facing South-East, on a slope whose soil is mainly composed by clay and lime and with the very important presence of stone that slows the growth of the plant because the roots make a bigger effort to get the nourishment for the plant if the soil is stoney. This effort though it is repaid by a very slow maturation of the grape that enable is to achieve a slower and perfect ripening. Sarmassa is the vineyard we harvest for last.

7, What is the most important market now for Marchesi di Barolo? How is your wine in china market?

Marchesi di Barolo are very well known in the USA, Germany and northern Europe. We are present in fifty countries and we are expanding our presence every year.

China, of course, is the most exciting country that has given us much satisfaction lately. Probably because Chinese distributors like the fact that we are a family company with an obsession for the quality of the product and also because of our history. Being the cellar where Barolo was born during the Marchesa Falletti years nearly 200 years ago grants the Chinese consumer the quality and heritage they know it is so important in wine making.

In China, we are represented by Amore Wines whose offices are in Shanghai. Amore Wines are a dynamic company where Italian and Chinese wine professionals blend and collaborate in an efficient and very productive way.

They are in Shanghai but they cover the whole country with their network of distributors.

In Shanghai we enjoy a very good reputation and you can find us in the best restaurants in town.

We also have a number of personal customers and friends like **Li Yongbo** who comes and visits us in our cellars in Barolo. We are very proud and honoured of our special friends in China.

Our most popular wines in China at the moment are the single vineyard Cru of Barolo **Cannubi**, our single vineyard of Dolcetto **Boschetti**, the Barolo and Barbaresco **Tradizione**, and our Barbera **Ruvei**.

A selection that shows the mature taste of the Chinese consumer who choose the excellent single vineyards as well as the more traditional Langhe wines and the Barbera Ruvei, our world's best seller wine that can be consumed every day.

We are confident that we will develop even further our presence in China because of our, our synergy with our importer and with the Chinese distributors who frequently come over to Italy to enjoy our wines in Barolo, dining with us at our renowned restaurant above the cellar.

We also come to China very often to spend time with them and enjoy Chinese food and its beautiful traditions. It is important for us to understand Chinese culture because there cannot be collaboration and expansion if the producer does not understand the local customs and Marchesi di Barolo are very receptive to these important factors.

Chinese people know how family ties are close to everyone's heart and we are a family company that makes true and original Barolo wine, in the heart of Barolo.