



Marchesi di Barolo

Founder pioneers of Piedmont's most famous wine

The ancient cellars of the Marchesi di Barolo company lie in the centre of the town of Barolo, in Piedmont, in a palazzo overlooking the Castle of the Marchesi Falletti. Right here, more than 200 years ago, a beautiful story began. And now, the Abbona family controls over 200 hectares of UNESCO World Heritage Vineyards.

The history of the winery coincides with the history of a wine, Barolo, which was born in these cellars, and begins in 1806 with a love story: between the Marquis of Barolo, Carlo Tancredi Falletti and a French noblewoman, Juliette Colbert de Maulévrier.

No one could have imagined then that one day this wine would become king: the King of wines, the wine of Kings.

Above: the Abbona Family, Davide, Anna, Ernesto and Valentina

Used to the beautiful fine French wines that she enjoyed before moving to Piedmont, Juliette immediately understood that the vineyards surrounding the Marquis's estate were very favourably positioned, thanks to the type of soil and microclimate, which combined together to create the perfect terroir for the Nebbiolo grape.

Juliette set to work, creating magnificent cellars and stocking them with barrels, for only after a complete fermentation and prolonged refinement in wood could the beauty of a wine made with all the typical qualities of the soil and the grape be revealed.

Remarkably, five of those 200-year-old

oak casks, used at the birth of Barolo, are still in use today, employed for refining the newest vintages.

According to the French tradition, Juliette named this noble Nebbiolo-based wine Barolo, after its land of origin. Powerful and austere, this is a wine that is capable of long ageing and expressing all the features of its extraordinary terroir.

Barolo and more generally speaking the Langhe (which takes its name after an ancient Celtic word meaning "strips of land"), is a very particular geographical region, protected from the wind, and benefitting from good sunlight and a high level of biodiversity.

The climate in this area, in fact, is exceptionally favourable for vines: "cool temperate continental" in type, it has

well-defined seasons, allowing grapes to be produced with particularly fine and intense aromas.

As the name suggests, the hills of the Langhe, were formed from the seabed which emerged millions of years ago. Even today, farming activity regularly throws up fossils that are clearly marine in origin.

In 1864, when Juliette died, she was also the last of the noble Falletti family. Before her death, however, as a devout Catholic, she left all her properties and assets to a specially-created charitable trust, called "Opera Pia Barolo".

This is where the story of Marchesi di Barolo meets another dynasty in Barolo: their neighbours the Abbona family, who had their own "Cavalier Felice Abbona e Figli" wine cellar near the entrance gate for the Falletti family's castle.

The most important family member was Pietro Abbona, who was born around the time of the demise of the Falletti family and worked with his brother Ernesto and sisters Marina and Celestina, in the family wine business. It was Pietro who was able to acquire the agency for the "Opera Pia Barolo" estates in 1929, including both the old and the new cellars of the marquises, or Marchesi di Barolo.

Already by the end of the 19th century, the "Cavalier Felice Abbona e Figli" wine cellars had brought lustre to the region and to the unique production of Barolo by winning numerous national and international awards.

Winemaker Massimo Martinelli wrote about the Abbonas in his famous book "Il Barolo come lo sento io" (Barolo, in my

taste and opinion). "Among the characters associated with the name of Barolo there are some true pioneers," he said, "the foremost of them is Commendatore Pietro Abbona, a true patriarch of Barolo, who made the wine of his land famous worldwide. His was the cellar where Barolo had its first steps in history."

Nowadays, Marchesi di Barolo is run with the same passion and dedication by the fifth and sixth generations of the Abbonas who continue the work begun more than two centuries ago. Their aim? To rigorously preserve the tipicity of local production while enriching, year after year, the history of this important cellar where a great heritage of know-how and dedication has been handed down in a family which has adapted tradition to new realities. Barolo is loved all around the world not only for its superb taste but also for its poetry and charm. It succeeds in conquering and seducing even the

most refined and complicated palates with its many nuances. But there is not just one expression of Barolo: all cru productions are deliberately vinified with the same philosophy and techniques to emphasise the quality of the vineyard itself – and therefore the terroir – through which its particular nature is expressed.

With a strong focus on the domestic market, which counts for about 45% of production, and a foothold in over 60 countries in the world, Anna and Ernesto Abbona's ultimate mission, together with their children Valentina and Davide, is to be the true ambassadors and faithful interpreters of the native varieties of the area and their natural environment, using modern technology to identify specific treatments for individual situations. Lately in fact, a company-owned estate in Barbaresco – certified organic since 2015 harvest – has also been added to the portfolio. Marchesi di Barolo is on the move.

