



Rocche dei Manzoni

PRESS KIT



Rocche dei Manzoni

INDEX

<i>Introduction</i>	3
1 HISTORY	4
<i>From haute cuisine to the world of wine: a bold journey</i>	
<i>A shared passion becomes a legacy</i>	
2 THE WINERY	5
<i>The logo</i>	
<i>The property</i>	
<i>The team</i>	
3 THE TERRITORY	6
<i>Monforte d'Alba and its slopes</i>	
<i>Microclima</i>	
<i>Organic and bio-dynamic farming</i>	
<i>The vineyards</i>	
4 THE WINE CELLAR	10
<i>The production philosophy</i>	
<i>The spaces</i>	
<i>Ezio Bosso and the music</i>	
<i>Made in Langa</i>	
<i>Visits to the winery</i>	
5 THE WINES	12

Rocche dei Manzoni

Introduction

Rocche dei Manzoni was founded by Valentino Migliorini in 1974. The winery is located in the small enclave of Manzoni, in Monforte d'Alba. Valentino's bold and visionary direction immediately set the company on the path that has led Rocche dei Manzoni to its present status as a winery that sets the standard for Barolo and the traditional method of sparkling wine production in Piedmont. It is a rare example of how the mastery of excellence can be achieved, in the production of both great red wines and elegant and prestigious sparkling wines. The secret, according to Rodolfo Migliorini - the owner of the company, who is supported by his wife Roberta and a trusted team of employees - lies in never being content to settle, to experiment continuously, and being extremely dedicated. The winery presently produces 18 prestigious wines on its 50 hectares of property, which is located exclusively in the municipality of Monforte as per the wishes of the Migliorini family.



Rocche dei Manzoni



1

HISTORY

From haute cuisine to the world of wine: a bold journey

In **1974**, Valentino Migliorini, who, along with his wife, was already the owner and promoter of a Michelin-starred restaurant, decided to buy a farmhouse in Monforte d'Alba in the Langhe. Working with the strength of his winemaking experience and his innate ability to stay ahead of the times, in **1976, Valentino created the first Langhe blended wine: Bricco Manzoni**, a blend of Nebbiolo and Barbera grapes. But he decided to go even further and, a couple of years later, in **1978, he began producing sparkling wine using the traditional method and introduced the use of small oak barrels for the aging of red wines**. Migliorini was the first to import the small oak barrels to the Langhe, and in a short time these numbered 300 units. By 1982 the small oak barrels were used for all vinification and, in 1999, the first 10-year reserve Barolo was produced.

Experimentation has marked the entire production of Rocche dei Manzoni and, together with attention to detail, it has led the winery to become a great interpreter of Piedmontese red wines and opened the way for the traditional method of sparkling wine production in the Langhe. It would take other producers more than thirty years to try their hand at sparkling wine production.

A shared passion becomes a legacy

*ōMy father was a great example. He always kept me close to him,
allowing me the freedom to experiment, even when
he did not agree with my ideas ö*

Rodolfo Migliorini

The Rocche dei Manzoni winery is presently under the direction of Rodolfo Migliorini, Valentino's son and great admirer of the Langhe. Rodolfo completed his education abroad through various experiences that allowed him to engage in realities outside of Piedmont. His cultural baggage, already well oriented by lessons learned from his father, was further expanded by the time he spent in other places. His decision to return to the winery and subsequently take over the leadership was thus the expression of his desire to continue the journey undertaken by Valentino with serious devotion.



Rocche dei Manzoni

2

THE WINERY

The logo



The Rocche dei Manzoni logo is the very essence of the winery. It comes from a reworking of the family's coat of arms that dates back to the 1400's and which has for centuries been the symbol of the family restaurant. It is comprised of two lions supporting a central shield, in the center of which is an enclosed lion. This is surmounted by an eagle and framed by multiple sun rays.

The property

Rocche dei Manzoni was founded by Valentino Migliorini in 1974. The winery is located in the small enclave of Manzoni, in Monforte d'Alba. The winery's facilities fit in perfectly with the surrounding landscape and are home to all the wine processing phases, from the selection of bunches to aging in the bottle. Rocche dei Manzoni occupies 50 hectares, all located in the municipality of Monforte and in the areas with the best terroir, those selected first by Valentino and later by Rodolfo. An indissoluble link has been formed over time with the Monforte hills, and has led the winery to only consider purchasing land within the municipality. Production is currently around 250,000 bottles and is represented by 18 wine labels.

In 1998, the **Pianpolvere Soprano** wine cellar in the vineyard of Bussia was purchased, and is run as an independent entity. It is a winery that uses organic farming methods and it is also a certified biodynamic farm from the 2017 harvest.

Rodolfo Migliorini has been in charge of Rocche dei Manzoni since 2007.

Rocche dei Manzoni

The team

“People make up the soul of this company”

Rodolfo Migliorini

The importance of teamwork at Rocche dei Manzoni is underlined by the long-term relationships that employees enjoy with the company. Two glowing examples of this are: Chiara Moscone, an administrative director with the company for 38 years and, Giuseppe Albertino, an enologist employed in the wine cellar for 34 years. Assisted by young, dedicated workers, they are the team that makes up the soul of Rocche dei Manzoni under the watchful eyes of Rodolfo and Roberta Migliorini.



3

THE TERRITORY

Monforte d'Alba and its slopes

Rocche dei Manzoni and its vineyards are located in Monforte d'Alba, a municipality that is home to some of the most extensive Barolo production. The mountainous territory varies greatly in its features and can be divided into two slopes:

Eastern slope:

overlooks the hills of Serralunga d'Alba and may be divided into two areas. The first of these is home to the Castelletto vineyard and the eastern side of the Perno vineyard and yields wines that are typically more zesty and elegant. The second starts off with the Ginestra vineyard and stretches to those of Le Coste and Ravera di Monforte. The latter two yield elegant and mineral wines, whereas Mosconi and Ginestra produce more solid wines.

Western slope:

features a remarkable extension that can be divided into four areas. The first of these is the western side of the Perno vineyard which extends to that of Gramolere. The second one lays over against Bussia and the vineyards of Bussia Soprana, Pianpolvere and Dardi, where the wines are more austere. The third area includes the Bricco San Pietro vineyard and the eastern side of the San Giovanni vineyard. The wines here are more fruity. The fourth and final area includes the largest portion of the Bricco San Pietro vineyard and the western side of the San Giovanni vineyard. It also includes the Manzoni Soprano vineyards that can produce structured wines.

Rocche dei Manzoni

Microclimate

Monforte's microclimate is characterized by the high altitude of its hills. Each vineyard has its own configuration and a well-defined character, but the course of these slopes creates channels that convey the air and help the vine grows in a healthy and vigorous manner. Moreover, the organic management of vineyards has contributed significantly to improving the produce from the point of view of complexity, freshness, longevity and character.

Organic and bio-dynamic farming

õ The land is being borrowed from our children ö

Rodolfo Migliorini

Rodolfo was the first to believe in sustainability and to convert the winery to organic and biodynamic farming methods. Rodolfo's sense of respect for nature and the territory has led his company and employees to pay the utmost attention to this aspect.

It involves integrated pest management, the total elimination of the use of herbicides, grassing of vineyards, green manure, sexual confusion of the vineyard, and the use of solely organic fertilizers. Moreover, it also includes the creation of artificial nests for birds and bats, which was begun back in 1998 as a way to help to fight insects that can harm plants and to protect biodiversity in the area. All of these practices are based on a single great goal: to respect the earth and its ecosystem.

The vineyards

*õ I am deeply connected to all my vineyards,
it is a great privilege for me to make wine with these grapes ö*

Rodolfo Migliorini

The winery's 50 hectares are mainly planted with vines of Nebbiolo grapes for Barolo and Chardonnay and Pinot Nero grapes for producing sparkling wine according to the traditional method. The vineyards are all located within the municipality of Monforte and were purchased in the 1970s. The average age of the plants is 35 years. The average altitude is 350 meters above sea level and the Guyot vine training system is used for cultivation. Although the working methods in the vineyard and the production philosophy employed always remains the same, the different composition of the subsoil in the various areas yield wines that can differ greatly from vineyard to another.

Rocche dei Manzoni

The heart of Rocche dei Manzoni's production is found in the following areas:

"Dda Roul" vineyard

Bricco San Pietro, Manzoni Soprani, Monforte d'Alba (15 hectares)
Coordinates: **44° 34' 50.34" N - 7° 57' 17.41" E**

Situated around the winery's business center in the area of Manzoni Soprani, this beautiful vineyard benefits from exposure to the south, southeast, and southwest. The plot of land completely facing southwards is known as the "Vigna d'la Roul" (oak grove vineyard) and is one of the winery's major Barolo producing vineyards. The clayey limestone soil yields wines of great structure and exceptional longevity that are capable of astonishing quality after a long aging period; the young wine people come up with very accentuated and rough tannins and with pungent and persistent aromas.

"Cappella di Santo Stefano" vineyard

Perno, Monforte d'Alba (6 hectares)
Coordinates: **44° 36' 31.67" N - 7° 58' 15.66" E**

Benefiting from exposure to the south, southeast, and southwest, the soil of this vineyard consists of deep layers of gray marlstone that is very compact, alternating with sandstone layers embedded in reddish-yellow sand deposits; wine made from its grapes yields exceptional aromas, high varietal concentration and impressive structure yet also exceptional roundness and velvety tannins.

"Madonna Assunta La Villa" vineyard

Castelletto, Monforte d'Alba (10 ettari)
Coordinates: **44° 36' 08.94" N - 7° 59' 10.72" E**

This vineyard benefits from south-south east exposure and a clayey, gray-blue marlstone soil composition. It yields well-structured, full-bodied wines with great color intensity and a fruity bouquet, with hints of spices, red fruits and wild berries. This vineyard produces a "10-year" reserve Barolo. At one time, this vineyard, like that of Santo Stefano, was owned by the Curia and, in fact, there is a magnificent little 16th-century church nestled atop the ridge here that makes the surrounding landscape more fascinating and characteristic.

Rocche dei Manzoni

"Big 'd Big"

Loc. Mosconi, Monforte d'Alba (6 hectares)

Coordinates: **44° 35' 14.15" N - 7° 58' 56.01" E**

Located in the area of Mosconi, this vineyard benefits from exposure to the south and is used only for growing Nebbiolo grapes for Barolo and Barbera. The calcareous-sandy soil yields wines with great structure and exceptional roundness, spicy aromas and great concentration.

"Ciabot d'Agust" vineyard

Loc. Ginestra, Monforte d'Alba (7 hectares)

Coordinates:

Vineyard in the centre of one of the most renowned growing areas of Nebbiolo da Barolo: la Ginestra. This vineyard has a south-south, east-south, west exposure and is composed of limestone-clay, characterized by stratified layers of marl. It delineates the character of the wines which present great longevity, finesse, elegance and cleanliness that dance in perfect unison.



Rocche dei Manzoni

4

THE WINE CELLAR

The winery's business center is located entirely in Manzoni Soprani, Monforte d'Alba. The buildings that make up the complex fit perfectly into the beautiful hilly landscape of the Langhe. But Rocche dei Manzoni is much more, it is also a place where art, culture and music come together and create a unique opportunity to explore the great vintages that the Langhe has to offer.

The production philosophy

The production philosophy is based upon a desire to intervene as little as possible in the wine cellar operations. However, this does not mean that they do not have their own style. Rocche dei Manzoni has always been faithful to its core processes and these are based on the use of new small oak barrels for red wines. Over the years Rodolfo has learned how to properly blend wood to wine and this led him to introduce the use of egg-shaped concrete wine tanks in 2008. Thanks to these, the winery has managed to find the keystone to producing wines that are even more elegant and silky smooth.

The spaces

Even with regard to space, nothing is left to chance. Our facilities are laid out in a clear design that governs their use and all phases of production. Every operation is performed in a specific environment and everything is entrusted to the knowledgeable hands of our in-house staff. As soon as the grapes arrive in the winery, they begin a top-to-bottom journey, starting on the upper floors for crushing, and moving down to the lower floors for aging in wood.

The most impressive area of the wine cellar is definitely that of the dome frescoed by the painter **Guy Rivoir**. Here, among marbles, columns and niches vibrate the notes of the Esconcerto "Allegro molto", a melody composed by Maestro Ezio Bosso, a dear friend of Rodolfo Migliorini.

Ezio Bosso and the music

The strong bond between music and the wines of Rocche dei Manzoni came about through a special meeting that took place 20 years ago between Rodolfo Migliorini and the musician Ezio Bosso. The friendship that developed over the years from this meeting led to the creation of a unique and unprecedented experience. After embracing Rodolfo's project, Ezio selected a "Symphony for Wine" from among his works: a composition suitable for playing during the wine aging process and acting to influence yeast fermentation in the bottles. The result has been given a special name: Door 185th, a sparkling wine that during its no less than 8 years in the bottle, undergoes exposure to music in a manner that is measured and controlled, both for time and an intensity, in order to optimize yeast activity.

Rodolfo Migliorini was the first - 12 years ago - to conceive of the idea to apply musical vibrations to the aging process of a sparkling wine and, with the data collected during the experiment, it is now possible to say that the music speeds up the activity of the yeasts and results in a better final product.

Rocche dei Manzoni

Made in Langa

The mark was born out of awareness of the excellence of the territory of Le Langhe, UNESCO World Heritage Site and has been showcased on bottles of Valentino Brut Riserva Elena for over a decade.

Made in Langhe is a mark guaranteeing the quality of the wines produced in this territory. From the mind of Rodolfo Migliorini, the mark is an excellent example of how *Metodo Classico* can be used to distinguish a territory that has always been dedicated to producing outstanding red wines. In occasion of the 40th (2018) anniversary of this wine, the Made in Langa mark will be extended to all *Metodo Classico* wines produced by the winery, highlight and reinforcing their territorial origins.

Visits to the winery

Rocche dei Manzoni welcomes visitors, by appointment, from Monday to Friday: 9:00 am - 6:00 pm. On Saturday and Sunday: by appointment and subject to availability.

Guided tours are available in Italian, English and German, and include a visit to the wine cellar and a wine tasting of three wines, and last up to two hours.

Visitors may choose from among three tasting tours:

•Rocche dei Manzoni•

a tour dedicated to the excellent wines that made the winery great, and attest to the courage and the far-sightedness of the Migliorini family. The tasting includes the following wines: Valentino "Brut Riserva Elena" traditional method (first Spumante produced in the Langhe in 1978); Bricco Manzoni Langhe Rosso DOC (first blended wine produced in the Langhe in 1976); Barolo DOCG (the first Barolo produced by the company, in 1974).

•Traditional method•

a tour devoted to exploring the first ever traditional method of sparkling wine production in the Langhe. The tasting includes the following wines: Valentino "Brut Riserva Elena" traditional method; Valentino "Brut Zero" traditional method; Valentino "Brut Zero Rose" traditional method.

•Vintage Barolo•

a tour dedicated to the discovery of the company's latest vintage of Barolo on the market. The tasting includes the following wines: Barolo DOCG "BIG' d BIG"; Barolo DOCG "Vigna d'la Roul"; Barolo DOCG Perno" Vigna Cappella S. Stefano"

Additionally, visitors who wish to purchase wines may do so at the winery's in-house shop during office hours (Monday to Friday from 8:30 am - 12:30 pm / 1:30 pm - 6:00 pm - and on Saturdays from 8:30 am - 12:30 pm).

The winery is closed during the third week of August and from December 24 - January 6 (inclusive).