

B E N I D I
B A T A S I O L O

Beni di Batasiolo
2013 Press Kit



FACT SHEET

- **Founded:** 1978, Fratelli Dogliani renamed Beni di Batasiolo
- **Headquarters:** La Morra Cuneo, Piedmont, Italy
- **Ownership:** Dogliani Family
- **Owners:**
 - Fiorenzo Dogliani: *President and Managing Director*
 - Oreste Dogliani *Director of Winemaking*
 - Sabrina Dogliani, *Director of Public Relations*
- **Estate:** 100% estate-owned production from nine vineyard sites totalling 345 acres spanning four growing regions: Barolo, La Morra, Monforte D'Alba and Serralunga d'Alba
- **Composition:** 70% of holdings planted to Nebbiolo, remaining 30% is for the production of Dolcetto, Barbera, and Moscato wines
- **Varieties grown:** Arneis, Barbera, Brachetto, Chardonnay, Cortese, Dolcetto, Moscato Nebbiolo, Pinot Blanc, Sauvignon Blanc
- **Production:** Beni di Batasiolo crafts the classic wines of the Barolo region detailed below
- **Wine styles:** Barolo DOCG, Barbaresco DOCG, Barbera d'Asti DOC, Barbera d'Alba DOC, Dolcetto d'Alba DOC, Gavi di Gavi DOCG, Langhe DOC Chardonnay & Nebbiolo, Roero Arneis DOCG, Moscato d'Asti DOCG, Asti DOCG, Spumante Method Classico, Piemonte DOC Brachetto, Moscato Passito DOC and Grappa
- **Portfolio highlights:**
 - Corda della Briccolina, /Bofani/Cerequio/Boscareto Single Vineyard cru Barolos

- Five single-estate DOCG wines from northern sub-region of La Morra: Batasiolo, Bricco Cerequio Morino, and Zonchetta
 - Two DOCG wines from the Barolo and La Morra sub regions: Bricco Barolo and Zonchetta
 - Two DOCG wines from the Barolo and Monforte D'Alba sub regions: Bofani and Tantesi
 - Two regional DOCG wines from Serralunga D'Alba sub region: Corda della Briccolina, and Boscareto
 - Distribution: 67 countries (Top export markets are: U.K., U.S., Canada, Brazil)
 - Imported in the U.S. by: Boisset Family Estates
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- **Spa:** In addition to the winery, Batasiolo SPA includes a 38-room, 5-star luxury hotel and spa, Il Boscareto, located in Serralunga d'Alba



BATASIOLO TIME LINE

- 1882:** Dogliani family established as winegrowers in Langhe
- 1910:** Dogliani family begins making wine
- 1950s:** Family acquires 156 acres in Piedmont
- 1957:** Dogliani family begins selling wine to domestic markets
- 1974:** Winery began exporting to Northern European markets including Holland, Belgium and Germany
- 1978:** Family purchased the Kiola wine company with an additional 173 acres of Nebbiolo
Fratelli Dogliani renamed to Beni di Batasiolo
Winery began exporting to the U.S., Canada, Mexico and Brazil
- 1980:** Denomination of Controlled and Guaranteed Origin (DOCG) established
- 1990:** Began US market development with import rights for Marie Brizard in 42 states
- 2004:** Boisset Family Estates acquires importing rights to Batasiolo
- 2009:** Il Boscareto Hotel and Spa opens in Serralunga d'Alba and receives a 5-star luxury rating



THE VINEYARDS

The very best knows no limits.

The Barolo DOCG area is limited to the 11 villages surrounding Barolo, which is itself defended by a well-preserved, imposing castle that overlooks hills and valleys.

Within this relatively confined area lie what have been defined - not unjustly with the pride of their owners - as the "Great Vineyards," small plots of land that on account of their very particular positions, hillside elevations and soil composition offer the perfect conditions for outstanding wines.

These are where the very best labels come from.

La Morra is one of the villages with the highest number of hectares - more than 1,680 acres - planted with vines, and as many as 946.41 of these are reserved for the growing of Barolo DOCG: over 30% of its entire production.

No fewer than 230 growers are registered in this area, and it is here - in the Annunziata hamlet blessed also with particular natural beauty - that Batasiolo has its operational headquarters and more than one hundred hectares of vineyards, making it one of the most important producers by right.

All the grapes are brought together here from the various Properties strategically located in prime sites, often within the areas of the Great Vineyards: those which are attributed - in picturesque local style - with the superlative "marca leone", another way here of saying "only the very best".

CORDA DELLA BRICCOLINA



The Nebbiolo grapes used to produce the “Corda della Briccolina” cru are grown on the hills of the village of Serralunga d’Alba. Following a 15-day fermentation on the skins, the wine is placed in barriques, where it stays for at least two years. A further year in the bottle develops an intensely garnet-red colored wine which has overtones of ripe fruit that blend well with the wood. Its dry, full, well-balanced taste is provided by the soft, velvety tannins, while its length and aftertaste are decidedly inviting and intense.



BENI DI BATASIOLO VINEYARD PROFILE

Village of Serralunga d'Alba

Altitude 1,325.5 ft.

Total 4.05 acres

Nebbiolo for Barolo 4.03 acres.

This small vineyard facing south-west on hills overlooking the village of Serralunga is marked by clay soil packed with grey marl and with surface sprinklings of sands, softening the final product.

BOSCARETO



This wine is made from Nebbiolo grapes grown on the highly desirable higher slopes of the Boscareto vineyard in the village of Serralunga d'Alba. The traditional fermentation with maceration on the skins lasts 10-15 days. Following this, the wine is aged in oak casks for at least two years and then in the bottle for around one year. Bright garnet-red, it has an ethereal, engaging nose, and an austere, well-structured taste .



BENI DI BATASIOLO VINEYARD PROFILE

Village of Serralunga d'Alba

Altitude 1,381.23 ft.

Total 90 acres

Nebbiolo for Barolo 39.44 acres

Moscato d'Asti 40.87 acres

Located at an altitude of over 1,300 feet overlooking the village of Serralunga, the soil on the south-eastern slope has a high clay marl content, producing wines packed with extract, alcohol and bouquet, while the south-west slope has sandy infiltrations which lighten the structure, making it more suitable for the production of fragrant white wines.

TANTESI



Grapes from this vineyard include Barbera which is for a proprietary wine called Sovrana, and the Nebbiolo is used for the Barolo DOCG and Dolcetto for the Dolcetto DOC.



BENI DI BATASIOLO VINEYARD PROFILE

Village of Monforte d'Alba

Altitude 1,377.95 ft.

Total 37.78 acres

Dolcetto d'Alba 7.31 acres

Barbera d'Alba 2.25 acres

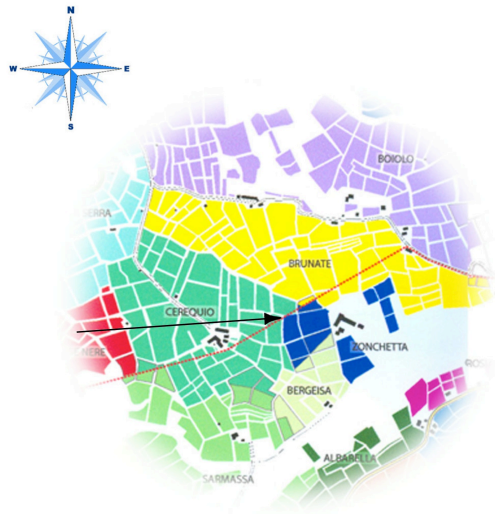
Nebbiolo for Barolo wine 25.95 acres

This vineyard located at an altitude of over 1,300 feet occupies the south-west facing slope of the hillside. The soil at the top is mainly sandy, while the remainder is packed with clay and lime.

ZONCHETTA



This vineyard is the source for many of the regional wines for Beni di Batasiolo.



BENI DI BATASIOLO VINEYARD PROFILE

Villages of La Morra and Barolo
Altitude 784.12 ft.
Total 26.34 acres

Nebbiolo for Barolo 17.79 acres
Dolcetto d'Alba .5189 acres
Chardonnay 3.63 acres

This vineyards lies in a large natural amphitheatre near Barolo facing south-east.

The marl which is typical of the soil in this area guarantees strongly-perfumed wines.

BRICCO DI VERGNE



The Vergne vineyard lies in between the famous towns of Barolo and La Morra.



BENI DI BATASIOLO VINEYARD PROFILE

Villages of La Morra and Barolo

Alt. 1,574.8 ft.

Total 46.08 acres

Nebbiolo for Barolo 8.13 acres

Barbera d'Alba 4.89 acres

Dolcetto d'Alba 14.6 acres

Chardonnay 10.45 acres

With its south-westerly exposure, the Bracco di Vergne vineyard dominates the upper Tanaro valley from which cool breezes arrive, lowering the night-time temperature during the ripening season. Layers of sand and sandstone lighten the structure of a mainly marly soil and contribute, together with the particular climatic conditions, to the production of very fine, perfumed wines.

CEREQUIO AND BRUNATE



Our fourth single-vineyard Barolo, Vigneto Cerequio, is made with Nebbiolo grapes selected from one of the most historical vineyards in the Barolo region. Cerequio, located in the town of La Morra, borders two other great vineyards, “La Serra” and “Brunate”, and its slopes face south to southeast, and reach an altitude of 1150 feet above sea level. Due to this ideal exposition, as well as the typical soil of the Langhe hills, composed of blue marl and sand, the grapes from Cerequio produce a wine of intense garnet-red, with a bouquet of wild berries balanced by hints of tobacco, and a dry, warm, voluptuous sensation on the palate.



BENI DI BATASIOLO VINEYARD PROFILE

Village of La Morra

Altitude 1,148.29 ft.

Cerequio: Total 6.2 acres

Nebbiolo for Barolo wine 5.54 acres

Brunate: Total 4.5 acres

Nebbiolo for Barolo wine 4.49 acres

Facing south in an excellent position opposite the village Barolo, like the rest of the valley it has mainly compact blue marly soil, lightened by layers of sand.

MORINO



Chardonnay from Barolo (La Morra) is fermented and aged in French barriques with a further elevation in the bottle for 8 months. Dry, velvety and elegant; a harmonious nose with hints of oak.



BENI DI BATASIOLO VINEYARD PROFILE

Village of La Morra

Altitude 820.21 ft.

Total 23.65 acres

Nebbiolo for Barolo wine 10.45 acres

Chardonnay 12.13 acres

Facing east on the medium-low part of a hillside, the microclimate featuring high temperature ranges, combined with the limestone soil with a low potassium content, makes this vineyard suitable for the growing of aromatic fine wines with good acidity.

BATASIOLO



Extending over the south-east facing slope of a steep hill on the left side of the Barolo valley, the soil has a high content of clay and blue marl, which get the best out of the Nebbiolo grape-variety.



BENI DI BATASIOLO VINEYARD PROFILE

Village of La Morra

Altitude 889.1 ft.

Total 69.96 acres

Nebbiolo for Barolo 18.9 acres

Dolcetto d'Alba D.O.C. 4.9 acres

Barbera d'Alba D.O.C. 5.4 acres

Chardonnay D.O.C. .98 acres

Extending over the south-east facing slope of a steep hill on the west side of the Barolo valley, the soil has a high content of clay and blue marl, which are ideal for the cultivation of the Nebbiolo grape-variety.

BOFANI



The vineyards from which this wine is made, are located in the village of Monforte d'Alba, cover one of the most interesting slopes of the “Munie” hillside, which is considered by many to be one of the best positions in the valley of Barolo. Intensely garnet-red with orange highlights, it has an ethereal, spicy nose with a touch of vanilla, and a dry, full, velvety, well-balanced taste with a licorice finish.



BENI DI BATASIOLO VINEYARD PROFILE

Village of Monforte d'Alba and Barolo
Altitude 862.86 ft.
Total 26.44 acres

Nebbiolo for Barolo 17.96 acres
Chardonnay 2.04 acres

This vineyard lies in a large basin facing southwest on soil which, though it has traces of sandstone, is mainly clay and composed of the calcareous marl that is typical of the Barolo Valley.



BIOGRAPHY

Fiorenzo Dogliani, CEO, Beni di Batasiolo

For centuries Dogliani has been a name synonymous with the distinctive wines of Piedmont. Both as a picturesque town that has long been famous for wines produced from Dolcetto - Dolcetto di Dogliani - and today as the family surname of one of Piedmont's most famous producers of Barolo. Fiorenzo Dogliani, CEO of the Dogliani family's Beni di Batasiolo winery, runs the family enterprise, Batasiolo SPA. In addition to the winery, Batasiolo SPA has embraced a wine-country destination lifestyle with its newly built, 38-room luxury hotel and spa, Il Boscareto which was opened in Serralunga d'Alba in 2009.

The Dogliani family's winegrowing history spans four generations in Italy's Piedmont region and traces its origin to just seven and a half acres of Nebbiolo vines in Barolo. With the launch of Beni di Batasiolo in 1978, the company's vineyard holdings now total 345 acres from nine vineyard sites and four growing regions: Barolo, La Morra, Monforte D'Alba and Serralunga D'Alba. As CEO, Fiorenzo directs the company from the Beni di Batasiolo winery located in La Morra Cuneo.

The youngest of 10 siblings Fiorenzo was born in the heart of Piedmont in 1944 and entered the family wine business at a young age. Initially, he acquired the skills of winegrowing and winemaking learning every aspect of wine production as the family business grew. In the late 1950s, Fiorenzo is credited with reaching beyond the borders of Piedmont to market the family's wines to restaurateurs in nearby Milan. It was this bold first move that established a presence for the company's wines on the domestic market and foreshadowed Fiorenzo's future role as an evangelist for the Piedmont region on the world market. *"I was born in to wine. It has been my passion and my life's work, Fiorenzo confides. There are jobs where you can make more money, but when you travel and see your wine in far-flung places, it's really very satisfying."*

Fiorenzo was among the first Piedmontese winegrowers to travel extensively to promote his wines and in 1974 the company began exporting to markets in Northern Europe where they export 25% of their production today. Fiorenzo's early efforts helped raise visibility for the company's long-lived Barolo and Barbaresco wines and establish a reputation for quality, one that is rigorously pursued at Batasiolo. By 1979 he was traveling to New York and Toronto introducing the trade and consumers alike to joys of Nebbiolo, an effort that helped speed the evolution of American palates at the time towards the appreciation of dry, sophisticated wines.

The American market has been one of the key export markets for the company since the 1990s and Fiorenzo credits the American taste for Italian cuisine, which is the #1 preferred

cuisine in the U.S. today, as well as the growing interest in food and wine pairing with helping create demand for Italian wine and with growing his company's portfolio. *"I get the greatest satisfaction from seeing someone who has turned me down many times finally decide to buy my wines."* As an ambassador of Italian wine culture, Fiorenzo's life-long passion for wine has, in turn, helped foster the great affinity with Italian culture that Americans enjoy today.

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PIEDMONT: A BRIEF HISTORY OF THE RESURGENCE AND MARCH TOWARDS UNIFICATION

In 2011, as Italy celebrates the 150th anniversary of its unification, all eyes look to Piedmont as the birthplace of the Italian [Risorgimento](#) or resurgence. The socio-political movement that began in Piedmont after the Congress of Vienna in 1815, unified the country under the rule of Victor Emanuel II in 1861.

Piedmont's earliest history is inseparable from that of France. In the 11th century, the region was annexed by the neighboring French region of Savoy while the surrounding municipalities including Asti and [Montferrat](#) remained independent. Savoy was elevated to a duchy in 1416 and Turin became its capital city under the rule of Duke [Emanuele Filiberto](#) in 1563. The region evolved further in to the Kingdom of Sardinia-Piedmont when the Duke of Savoy was named King of Sardinia in 1720. Repeated efforts on behalf of the French to lay claims on the region were put to rest in 1815 after the Congress of Vienna re-established the Kingdom of Sardinia-Piedmont and secured its independence.

In 1849, after his father Charles Albert of Sardinia abdicated the throne in the face of military defeat by Austria, Victor Emmanuel II became the King of Piedmont. The region allied with Britain and France in the Crimean War against Russia which launched it headlong into the ensuing civil wars of independence. Ten years after he assumed the throne, Victor Emmanuel II joined forces with Napoleon III against Austria in a conflict that was marred by Napoleon's secret negotiations with the Austrians and concluded by the Treaty of Turin in 1860.

That same year, the King supported [Giuseppe Garibaldi's](#) "[Expedition of Thousand](#)" which resulted in the rapid fall of the [Kingdom of the Two Sicilies](#) in southern Italy. The country moved closer to unification when Tuscany, Modena, Parma and Romagna sided with Sardinia-Piedmont and Victor Emanuel won against the Papal forces at the [battle of Castelfidardo](#) after which he was promptly excommunicated.

The Kingdom of Sardinia-Piedmont reached the pinnacle of its strength when [Giuseppe Garibaldi](#) ventured further south to conquer Sicily and Naples. On 17 March 1861 the Kingdom of Italy was officially established with Victor Emanuel II as its king. He remained popular in Sardinia throughout his reign for upholding the new constitution and enacting liberal reforms. The King of Italy held his title until his death in 1878 when he was bestowed with the epithet *Padre della Patria* or Father of the Fatherland.

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