



Where origins meet



The Consortium

"Where origins meet", this is the essence of Nuoveralta', a consortium composed of several Piedmont agricultural firms that have joined forces with the aim of enhancing the heritage of one of the most important wine-producing regions in the world.

What is the value of Origin?

Hundreds of years ago, when the order of nature was marked by simple actions and farmers' produce was used for supporting their families, the Piedmont hills were renowned for bearing excellent grapes and were chosen because of the natural potential of the territory.

The innovation behind Nuoveralta' lies in the fact that it brings together producers situated in areas with different terrains, who with their capacity to be unique interpreters of the innate characteristics of the hills, are fundamental to obtaining wines that are true to their origins.

Moreover, the producers have subscribed to a common quality standard regarding non-irrigation of vineyards, hand-picking of grapes, keeping the use of pesticides to a minimum and attention to the nature of the wine. Through techno-enological supervision, wines and typical products that are most representative of each company, have been selected, creating a product portfolio that symbolizes a unique sensory journey into the diversity of Piedmont.



"Serres [1675] argued that agriculture is based on understanding the nature of the soil to be cultivated."

Wine Ecosystem





Nuove **Realtà**
 means **also**
 innovation **in** satisfying
 the needs of
 consumers **on**
 the lookout for
 different interpretation keys. A wine
 selection sporting
 labels with natural
 colours **and**
 embodying the
 wine makers' most
 characteristic
 products **under**
 one single brand
 that fashionably
 reproduces
 the rolling hills,
 symbols of the
Piedmontese
 viticulture.

History of Origins

Barolo

Already back in the Middle Ages and in following centuries Barolo became popular as a regal wine. It is said that this wine was often seen on Louis XIV's table but was just as appreciated by King Carlo Alberto and by another great personality such as Camillo Benso Count of Cavour a century later. The latter personally dedicated himself to the production of Barolo obtaining enthusiastic results and becoming a skilled vine grower; his Barolo could stand up to the best French wines. At the beginning of 1800 Pope Pio VII always demanded to have some available for his personal use. Given its absolute excellence this king of wines was celebrated by many a writer and poet who paid it enthusiastic homage.

Barbaresco

The ancient historian Titus Livius (59 b.c.), quoted this wine in its monumental works on Ancient Rome (59 b.c.). Ancient traditions recall that the Gauls descended upon Italy attracted by the excellence of the Barbaritium wine, from which then derived the name Barbariscum later to be known as "Barbaresco". This renown aristocratic wine was first discovered in 1799 when the Austrian General Melas asked for the "Nebbiolo of Barbaresco" to celebrate his victory over the French troops. It was only in the second half of the XIX century that the production of dry Barbaresco was actually started, emphasizing the extraordinary features of this wine.

Langhe Chardonnay

The French vine takes its name from a small village of the Maconnais. It dates back to the Carolingian Age and is the result of a crossbreed between pinot noir and goudaisb. It arrived to Italy only years later. The Langhe region has successfully experimented with this vine obtaining excellent oenological results. It owes its success to the vine's good adaptability to the pedo-climatic conditions of the Langhe region.

Nebbiolo d'Alba

"Nebbiolo" draws its name from a legend about a monk who cultivated an orchard and small vineyard close to his shack. One morning he woke up to find a thick fog shrouding his garden and the vines and thought it was a warning by God, so he stopped at once and went back to his prayers. When the vintage season came, the fog disappeared leaving dewy drops on the ripe grapes shining in the sunlight. The name Nebbiolo recalls the cold morning mist typical of the vintage season. The Roman writer Lucius Columella, who lived in the first century a.c. when mentioning "the black grapes produced in the north of Italy, characterised by a slight aftertaste of pitch" was certainly referring to Nebbiolo. Historically, a document dated 1268 found at the Castle of Rivoli mentions the Nebbiolo and the "Nubiola" grapes were also cited in the XIV century; in the XV century the Bishop of Turin demanded that the rent for the church properties be paid in barrels of Nebbiolo. It is said that The Savoia royal family favoured this wine over others and often used it as a subtle diplomatic instrument.

Grignolino

The name Grignolino derives from "grignole", the local dialect term indicating the grape seeds which are abundant in this vine, but according to another theory, the name originates from the verb "grignare", a dialect word for laugh. The first news of Grignolino date back to the end of the XVIII century, but it was probably already known and used to produce the "chiaretto" wines back in the XVI century. The Grignolino originates from the hills between Asti and Casale which today represent the main production area. It can boast a wide range of enthusiasts like Umberto I who favoured it above all others. Today its value is constantly on the rise because of the limited quantity actually produced.

Ruche

This wine originates from the hills north-west of Asti, once known as Castagnolis Casalensis and today part of the municipality of Castagnole Monferrato. The name derives from "roncet", a local infective degeneration of viral origins to which the vine turned out to be highly resistant. The Ruche' stands out for its characteristic and original taste; it grows best on dry and calcareous soils characterized by an elevated solar radiation, typical of the narrow area of Castagnole Monferrato, beyond whose boundaries no Ruche' wine is produced.

Roero Arneis

This vine dates back to 1471 when mention was first made of arneis sul bricco di una collina (arneis on the tip of a hill). In 1700 the production of this wine was widespread and some spice sellers used it as the base of vermouth wine. At that time and up to a few decades ago it was consumed in the sweet variant to cheer women up and for marry-making on the last carnival days.

Moscato d'Asti

Rumours have it that the growing of "Moscato" vines within the Asti region was already mentioned in the "Statutes" of Comune di Cannelli in the early XIII century. However, Giovanni Battista Croce, a Milanese jeweller and goldsmith who moved to Turin in the middle of the century to work at the Court of Charles Emmanuel I, Duke of Savoy, is considered to be the father of the Moscato d'Asti; he also owned a vineyard on the Turin hills where he tested and improved the preparation techniques of sweet, aromatic and slightly alcoholic wines and vine breeding. In 1606, on the wave of suggestions and indications, he published a small volume about the excellences and diversities of Piedmontese wines.

Barbera d'Alba e Barbera d'Asti

The first formal trace of Barbera is found in a XVII century document preserved in the municipality of Nizza Monferrato. Official mention was also given in 1798 with the first Piedmontese ampelographic drafting of the cultivated vines made by Count Nuvolone, vice director of the Turin Association of Agriculture. Officers of the Savoy army elected the Barbera as "brave companion" for its contribution to calming the soldiers down during the most strenuous battles. Later on it was celebrated by highly acclaimed poets such as Pascoli and Carducci; the latter wrote "noble and generous Barbera, a wine capable of making one strong and powerful". W

Dolcetto di Dogliani

The name of this small town comes from Doglia and Lano, a mispronunciation of Janus from Giano, the Roman God of sky, light and sun. As the legend goes, Giano, passing through the Langhe region, stopped by Dogliani attracted by the delicious local wine. The Dolcetto of Dogliani was first mentioned in 1593 in a deliberation titled "Orders for the vindimie", official proof that before the end of the XVI century the Dolcetto grapes were already cultivated in Dogliani. Reliable researchers and historians can, however, trace it back to some areas all the way to the year 1000.





From the colour of soil to Piedmont Wine heritage



“ In the first century a.c. Plinio wrote that the clays of Alba Pompeia are perfect for vine cultivation, sensing as later demonstrated, that the geological composition of the soil determines the quality of grapes and wines ”



F.lli Manzone Winery
- Monforte d'Alba - CN



Voghera Winery
- Neive - CN



La Fusina Winery
- Dogliani - CN



La Bruciata Winery
- Santo Stefano Belbo - CN



Caldera Winery
- Portacomaro Stazione - AT



Brjnda Winery
- Castellinaldo - CN



Salami Producer Luisset
- Castellinaldo - CN

www.nuoverealta.com

operating office: fraz. Tetti 6, 12057 Neive - ITALY

tel: +39 0173 677144

fax: +39 0173 679727

mail: info@nuoverealta.com

Vat N. 03075850044



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