



LA SPINETTA

"making wine with passion"

Giorgio Rivetti

"Our philosophy is to take a step back, away from a globalization of taste and instead take a step forward towards respecting our terroir, culture and history."

Growing up in Piemonte, Giorgio Rivetti realized at an early age that he had a passion for wine. After studying viticulture and enology at the Scuola Enologica di Alba, one of Italy's oldest wine institutes, he apprenticed in both Burgundy and Bordeaux. He returned to Piemonte and began working alongside his father Giuseppe Rivetti, "Pin", making the family's acclaimed Moscato d'Asti.

His father taught him that the secret to making great wine was found in the vineyard. Giorgio quickly learned that by respecting the vine and its terroir and by dramatically reducing yields, the result was always top quality fruit - the essential to all great wine. He continues to employ this philosophy today and says, "I don't achieve any magic in the cellar; I start with great fruit and the rest is simple."

Giorgio made his first red wine Barbera d'Asti Ca di Pian in 1985. It was a fruit forward, rich and velvety but elegant example of Barbera that led many to rethink the potential of this under-appreciated local grape. With the success of La Spinetta's Moscato d'Asti and Barbera d'Asti, Giorgio led his family to acquire top vineyard sites throughout Piemonte. By 2000, La Spinetta's line-up included fifteen mostly single-vineyard wines including a Barolo, Barbaresco and Barbera - some of Italy's most exciting wines.

La Spinetta 10 years ago has expanded to Tuscany with its new estate Casanova della Spinetta. Here, Giorgio is only focusing on the region's Sangiovese grape and is making three different wines that capture the essence of pure Sangiovese.

Giorgio Rivetti has cultivated an international reputation for the wines of La Spinetta. He is arguably one of the most influential winemakers in Italy, receiving critical acclaim for almost every wine he makes. Gambero Rosso awarded La Spinetta "Winery of the Year" in 2001 and "Three Stars" in 2006, only the 2nd winery ever awarded this distinction.

In June of 2011 La Spinetta, lead by Giorgio, acquired Italy's oldest metodo classic (Champagne Method) producer, Contratto in Canelli, Piedmont. With this acquisition Giorgio wants Contratto, which was founded in 1867, to return to its rich heritage of 150 years in wine-making, but, enhanced by modern knowledge and technology as well as great passion and respect for tradition, moving ahead into a bright future.

In addition to over 30 times being awarded 3 glasses from the Gambero Rosso (Italy's most prominent wine award), the International Wine Critics have taken note of Giorgio's wines; Robert Parker, Wine Spectator and James Suckling having awarded over 50 scores of 95 or greater to his wines, including his coveted Barbarescos (Gallina, Staderi and Valeriano) and Barolo Campe.

