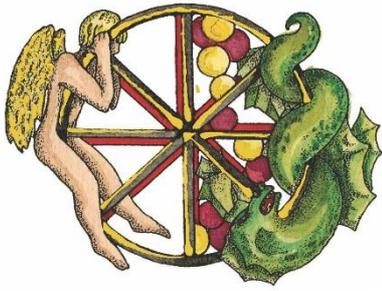


MALVIRÀ®



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Canale (Piedmont), Italy

Owners: Roberto and Massimo Damonte

Website: www.malvira.com

Winemakers: Roberto and Massimo Damonte

PRODUCER PROFILE:

Malvirà was established in the 1950's by Giuseppe Damonte, at a time when the potential of the Roero region (the area north of the Tanaro river, opposite the more well-known Langhe) was yet to be realized. Giuseppe had a great passion for farming and for wine, interests that he passed on to his two sons, Roberto and Massimo. Indeed, in 1974, Roberto and Massimo took the company reins and slowly began transforming the family's bulk wine business into an Estate focused on quality wine production.

Thanks to the brothers' significant efforts, today Malvirà owns 104 acres of vines across 6 different vineyards, and all wines are produced from Estate-grown fruit. Over the years, Malvirà has been one of the most ardent proponents of the Arneis grape (42 of the 104 acres of vineyard are dedicated to this local white grape) and indeed the Roero Arneis is the wine for which Malvirà is most recognized. In 2007, the Damonte's purchased the historic Renesio vineyard, a vineyard they had leased since 1983, the Cru from which the Arneis grape was first identified in 1478!

Malvirà continues to invest in tradition, with an eye to the future, producing wines that are characteristic of the Roero and the special vineyards from which they come, while at the same time carry a wide market appeal. In addition to Arneis, Malvirà also produces Favorita, Roero (100% Nebbiolo), Barbera and Birbet.

VINEYARDS AND VINIFICATION:

The Malvirà Estate is comprised of 42 hectares (104 acres) across six Cru vineyards, including: Trinità, Renesio, Saglietto, San Michele, San Guglielmo and Mombeltramo. The Roero region was once completely immersed by the sea, giving rise to a variety of soil types distinguished by this particular geological history, exceptionally rich in oceanic sedimentary and sandy soil. In fact, it is not uncommon to find fossilized shells in the vineyards.



Meticulous care is dedicated to the Arneis, a variety that requires particular attention in order to produce fruit able to make great wines. According to Massimo Damonte, who oversees viticulture at his Estate, the secret to a great Arneis lies in old vines as older vine age naturally helps inhibit yields, allowing the plant to channel more of its energy into producing smaller *quantities* of higher *quality* fruit. The average vine age for Malvirà's Arneis is 40-50 years old.

Malvirà employs organic farming practices and each vineyard is planted with the variety best suited to the soil type and particular combination of microclimate, altitude and exposition, resulting in wines with varying dimensions of flavor and complexity that truly are expressions of place.

