

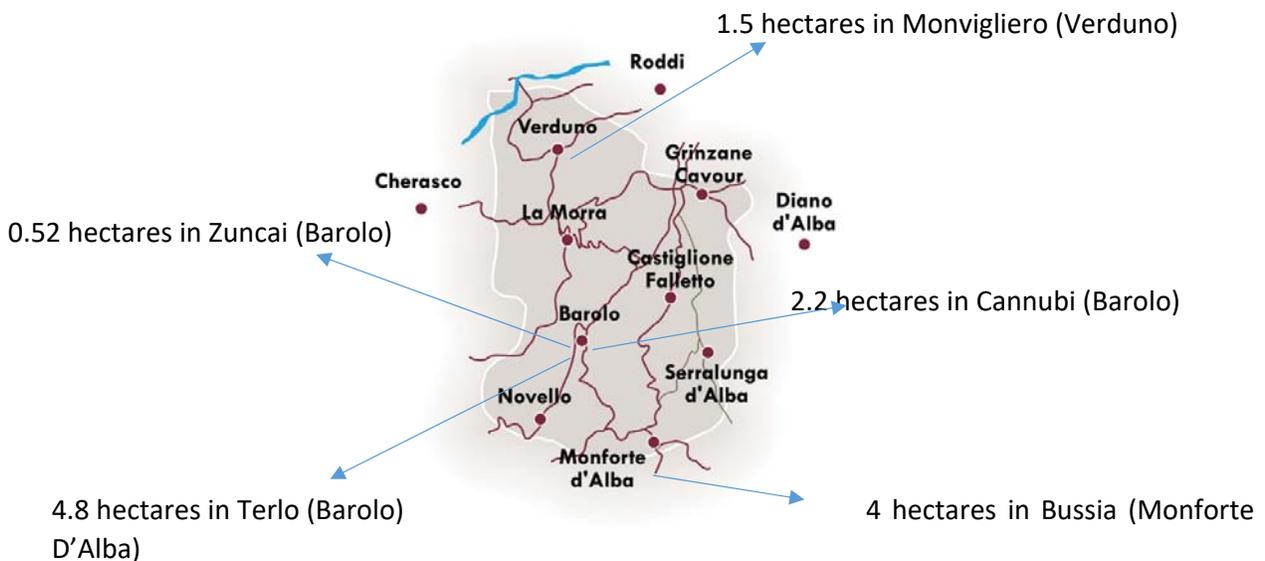


Poderi Luigi Einaudi, established in 1897, has always invested in quality and excellence with the aim of presenting itself as an attentive leader in the wine industry and leaving a mark on the history of Dolcetto di Dogliani, which has been known as Dogliani DOCG since 2011 (a wine produced in the historic area where Dolcetto was born), and Barolo DOCG, the appellation that best expresses the typicity of the different terroirs that make up the Langhe.

Matteo Sardagna Einaudi and his family have embarked on the important task of investing in increasing their range of vineyards in Barolo. Their goal is to best express the magic and diversity of this amazing territory.

In order to better reach these objectives, Einaudi has equipped (and expanded) the cellar with 24 of the latest generation of porous cement tanks (La Calce del Brenta), which are smaller in size, making it easier to manage micro-fermentation as well as terracotta amphorae. The intent is to elevate the specific characteristics of each vineyard, from which grape clusters have been meticulously selected through direct and scrupulous organization.

The area under vine in Barolo comprises:



There are two lines stemming from this ambitious project:

- the one featuring the Barolo Cannubi, Terlo Vigna Costa Grimaldi, Bussia and the Monvigliero cru vineyards:
- and that of **Barolo Ludo DCG**, which takes on a leading role in terms of the communications of the project.

The project allows for the selection of the best grapes to go to the production of single-vineyard Barolo, which will be produced in limited quantities. The remaining grapes, which are still high quality, will go to a Barolo made from all four vineyards: LUDO.

Ludo (the nickname of one of Matteo's children) comes from the Latin word *ludus*, which means play. It is also the name of a board game, which inspired the design of the wine's label, having maintained the color and shape of the original game (In the US, it is Parcheesi):



(the game board)



(the label design)

Barolo Ludo, which will take the place of Barolo Terlo DCG, will combine the best qualities of the four different Nebbiolo vineyards/terroirs:

- the POWER and STRUCTURE that distinguishes Bussia;
- the ELEGANCE specific to Cannubi;
- the BALANCE of Terlo;
- and the typical AROMAS of Monvigliero.

Hence, we are talking about a modern, ageable wine that is versatile and accessible to the most sophisticated palates, featuring a personality that can stand up to its different expressions.

And there is a characteristic for each of the four squares in the label design.

The first vintage of this wine is 2014, which was just released. It is characterized by

three of the four vineyards mentioned: Cannubi, Bussia and Terlo.



Technical Sheet

A wine of great class that highlights each of the single sub-zones from which its grapes come from: the power of Bussia (in Monforte D'Alba) is softened by the elegance of Cannubi (in Barolo) and has perfect balance, guaranteed by Terlo (within the Barolo limits). A brilliant garnet red, which will turn amber over time, exuberant aromas of fruit and spice, great body, full-flavored and velvety, with a long finale featuring goudron and spice.

An international product, thanks to its powerful expression, with a modern slant, made for everyone's palate.

The tannins ensure the wine's longevity, even up to twenty years in the best vintages.

This first vintage produced about 25,000 bottles.

The varieties

Variety: Nebbiolo

Rootstock: A20 A/SO₄

Density: 4,800-5,000 vines per hectare

Training system: Guyot

The vineyards

Area: Comune di Barolo, Monforte D'Alba (Cuneo)

Sub-area: Cannubi: 220 meters above sea level (Barolo); Terlo: 310 meters above sea level (Barolo); Bussia: 300 meters above sea level (Monforte d'Alba)

Soil: Marly and limestone

Exposure: South/southeast

Year of plantings: 1967-2002

Average yield per hectare: 70 quintals

Vinification:

In temperature-controlled stainless-steel tanks (30-32 °C/86-89.6 °F), with maceration after fermentation. Drawing off lees and racking after 22-25 days and complete malolactic fermentation with temperature control. Ages 30 months in oak barrels, with a long stint in bottle to complete aging process.