

Piedmont

Updated: September 2008



Einaudi

*Location: Dogliani,
Province of Cuneo*



It all began in **1897**, when 23-year-old **Luigi Einaudi** (who was to become Italy's first President in 1948) purchased the first of the Einaudi estates (*poderi*) at San Giacomo, near Dogliani, heart

of Dolcetto country.

Here, Professor Einaudi resided in-between his academic work and the numerous activities as a financial writer and journalist. In spite of the magnitude and multiplicity of his interests, Luigi Einaudi **personally implemented the finest**, most up-to-date cultivation methods and equipment.

Today, the President's descendants have chosen to maintain continuity with their extraordinary heritage while looking to the future, turning the oldest wine property in the Dogliani area into a cutting-edge classic.

Granddaughter **Paola Einaudi**, her son **Matteo Sardagna**, and **Giorgio Ruffo** – together with technical director **Lorenzo Raimondi** and winemaker **Beppe Caviola** – have proven a winning team. They have assembled some of the region's **finest vineyard sites** under the Einaudi umbrella. Today, the total surface of the property (rather, the properties, i.e. **12 farmsteads**) is 321 acres (130 hectares), **124 of which (50 hectares) under vine**. The vineyards, in turn, are subdivided into **seven terroirs**. Four of these are in **Dogliani** (four hills, one of which is the **Vigna Tecc cru**, another the premier area of **San Luigi**), while **Barolo** comprises **two crus (Terlo and Cannubi)**. Terlo is part of the estate's original nucleus (marly-calcareous soil at 984 feet – 300 meters – above sea level) and supplies the select, single-vineyard Barolo of *Costa Grimaldi*. The south and southeastern slopes of the celebrated Cannubi hill, at an altitude of 722 feet above sea level, provide a Barolo of superb breed and longevity.

The **underground winery**, located at Tecc (beneath the guest quarters) and completed in **1993**, was gradually **doubled in size** and provided with state-of-the-art barrel and barrique cellars, sophisticated humidity control systems, and a new-generation, temperature-controlled bottle cellar stocking over 200,000 bottles.

Dogliani is a **historic Dolcetto terroir**; in fact, the variety is thought to have originated here. This Dogliani supremacy was officially recognized in July 2005 by means of Italy's top denomination, the **DOCG**.

Thus, the former DOC of Dolcetto di Dogliani Superiore (going back to 6/26/1974) has become Denominazione di Origine Controllata e Garantita as of the 2005 vintage. The wine may be called either Dolcetto di Dogliani Superiore DOCG or, more simply, Dogliani DOCG.

DOLCETTO DI DOGLIANI DOC (DOCG): *Einaudi was the first estate ever to produce and bottle under this appellation. Wonderfully versatile with food, their regular Dolcetto can be enjoyed quite young.*

DOGLIANI "VIGNA TECC" DOCG and DOGLIANI "IFILARI" DOCG: *100% varietals from select marly-calcareous and clayey soil, approx. 1,150-1,315 feet above sea level, these are select blends from the oldest and best Dolcetto vines on the estate. Superb concentration and breed. The name Vigna Tecc comes from one of the four Dolcetto hills on the Einaudi estate. Ifilari, on the other hand, is from the Italian word for "rows" – i.e., the best rows of Dolcetto vineyards on the remaining three hills. Both are oak-aged.*

BARBERA DEL PIEMONTE DOC: *100% Barbera from SW/SE exposed vines at 1,150-1,450 feet a.s.l., now 100% barrique-aged for one year (20% of the barriques are new); full-bodied, plummy and ripe with berry fruit, subtle nuances of vanilla and brushwood.*

ROSSO DELLE LANGHE "LUIGI EINAUDI" DOC: *Barrique-aged blend of Nebbiolo, Barbera, Cabernet Sauvignon and Merlot (25% each). Élevage in barriques for 18 months. Intense garnet, bouquet jumps out of the glass; full-bodied and complex on the palate, with excellent structure and soft tannins.*

BIANCO DELLE LANGHE "VIGNA MEIRA" DOC: *The only white wine of the range, a single vineyard from an Alsatian clone called Tocai Pinot Gris (not a blend!).*

BAROLO "CANNUBI" DOCG: *From superstar cru of Cannubi – Barolo's greatest, most expensive and historical, documented as far back as 1752! The Einaudi family succeeded in purchasing a little over 5.4 acres of this celebrated terroir in 1997. The S and SE slopes of the Cannubi hill provide unbelievable magnitude, breed and longevity. Terrain is 30% sandstone, 55% clay, 15% limestone, at an altitude of over 720 feet a.s.l.; crop is 2.2 tons/acre. The ensuing Barolo's superb concentration is enhanced and fine-tuned by élevage: 18-20 months in French barriques, 10-12 months in barrel. The result is grandeur and complexity, luscious aromas, layers and layers of velvet, spice, goudron, truffles; long, long finish and a long, long cellar life of over 25 years.*

BAROLO "COSTA GRIMALDI" DOCG: *Choice selection of the finest Nebbiolo grapes from the Costa Grimaldi vineyard within the Terlo cru. (Only about 20% of the grapes are cherry-picked for this wine.) Their intrinsic excellence is complemented by élevage, 20% in barriques, the rest in 18 and 30-hl. oak barrels.*

BAROLO DOCG: *From marly-calcareous soil at over 984 feet above sea level, aging is 20% in barrique, 80% in barrel. Incredible breed, intense and ample bouquet, full-bodied and velvety on the palate, with a lingering finish of spice, truffles and goudron. A cellar life up to 20-25 years.*