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MARCO TRABUCCO

Wedding Sparkles – Rivetti buys Contratto

They are veritable cathedrals under the ground, worthy of comparison to the famous ones of Champagne: the cellars of the Contratto winery at Canelli. Yesterday the company, one of the most important ones in the sparkling wine sector of Piedmont and beyond, changed hands. After extended negotiations, the Rivetti brothers of La Spinetta in Castagnole Lanze (themselves renowned producers of Barbaresco and Moscato) finally acquired the



property from the Bocchino family, producers of the well-known grappa whose advertisements in the 1980s also featured famous TV star Mike Bongiorno. The purchase sum, which has not yet been disclosed,



is expected to be set between €5m and €9m. The exact figure will depend on the assessment of the thousands of prized bottles tucked away in the cellars. The official announcement of the acquisition was

made yesterday by Giorgio Rivetti, the enologist in the Rivetti family, which also includes brothers Bruno and Carlo: “With this purchase, we are making one of our dreams come true. Italian sparkling wine does not yet enjoy the recognition it deserves on the international scene. Now, we will be able to bring the wine onto all the international markets, along with our Barbaresco, Barolo and Moscato. There are some real treasures hidden in those cellars.”

The Contratto brand is a prestigious label that has produced legendary spumante wines such as ‘For England’, ‘Bacco d’Oro’ and ‘Miranda’, which 20 years ago was the first Asti DOCG sparkling Moscato wine produced with the bottle-fermentation method.

*this is a free translation of the article “Matrimonio tra le bollicine: Rivetti compra Contratto”

