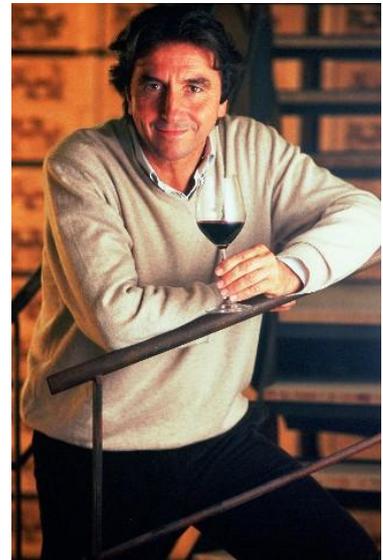


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LA SPINETTA OF THE RIVETTI BROTHERS ACQUIRES CONTRATTO, THE HISTORICAL SPUMANTE BRAND OF CANELLI. GIORGIO RIVETTI IN WINENEWS: "IT WAS IMPORTANT FOR US TO ENTER INTO THIS MARKET, AND TO DO SO WITH A RENOWNED BRAND."

It is official: the La Spinetta winery of Piedmont, owned by the Rivetti brothers, is the new owner of Contratto, the historical piedmontese Spumante brand. The deal was negotiated between Carlo Bocchino, proprietor of the homonymous distillery, and Giorgio Rivetti, the enologist of La Spinetta. With his brothers Bruno and Carlo, Rivetti heads the dynamic wine firm in Castagnole Lanze, which already has another production site in Tuscany under its wings. Bocchino and Rivetti have reached a full agreement about the transfer of Contratto, but the exact value of the transaction remains to be determined. In an exclusive statement to WineNews, Giorgio Rivetti explains that they still have to complete the inventory at Contratto, "and we have yet to finalise our precise objectives. What counts though is that two important companies have been united."



For Bocchino, this move should represent a return to concentrating efforts and resources on the family distillery and its other projects linked to the grappa production – after a series of significant investments in the business at Canelli that probably did not yield the expected returns. For La Spinetta on the other hand, the acquisition of Contratto represents the entry into the elite of Piedmontese and Italian sparkling wines, by way of a prestigious brand whose



Champagne-style production of wines, from Asti DOCG to Brut, have greatly influenced the history of Italian Spumante, and whose potential is yet to be fully expressed. "We are delighted to have bought this famous company," says Rivetti. "It was important for us to enter into this market, and to do so with a renowned brand. From now on, we can play an active role in making Contratto known in the world, thanks to our own high profile abroad." After Tuscany in 2001, La Spinetta is once more busy with a new acquisition, this time much closer to home – will it be the last? "Never say never", concludes Rivetti. "Who knows, we might acquire another

production in the next five or six years".

Focus – The story of Contratto



Contratto of Canelli is one of the historical brands of the sparkling wine culture of Piedmont. The company has made its mark in the history of Italian spumante with cult wines like its "For England". More recently, it started to produce the traditional red wines of the Asti and Langhe regions, which neither left anything to desire in terms of quality. The winery was bought in 1993 by Carlo Micca Bocchino, owner of the distillery of the same name, and for the first time, the property passed out of the hands of the family of its founder Giuseppe Contratto – "The Great Pin" – who had set it up in 1867.

Over these past 18 years, Bocchino funded the extraordinary restoration of the cellars and the historical Art Nouveau building in the Canelli town centre, where the offices of the company are situated. The refurbishment restored the garden and the old workshops back to their original splendour, and not least the magnificent cellar called 'Il Sempione', a veritable cathedral of the wine world, where the finest Spumante wines made in the Champagne tradition are patiently awaiting their full maturity. The Bocchino family has also set up a little museum, and a sumptuous professional kitchen that has hosted celebrated Michelin-starred chefs from all over Europe in a series of events entitled "The world's greatest hosts".

Focus – the story of La Spinetta

Founded in 1977, the winery of the Rivetti family in Castagnole Lanze, run today by Giorgio and his brothers Carlo and Bruno, has shown brilliant entrepreneurial talent. Starting out with Moscato wine of the highest quality, they added the 'Pin' (a Nebbiolo-Barbera blend) in the mid-1980s, followed by Barbaresco from top vineyards in the mid-1990s, and lastly taking up the most difficult challenge of Barolo, in the subzone of Grinzane Cavour, where the company purchased 8 hectares of Barolo vineyards in 2000.



In 2001, the Rivetti family launched its activities in Tuscany, more precisely in the hills between Pisa and Volterra, where they first acquired 20 hectares of vineyard at Casciana Terma, followed by another 45 hectares around Terricciola.

*this is a free translation of the article "La Spinetta dei Fratelli Rivetti acquisisce Contratto"