
Munskänkarna
Piedmont Masterclass
i Vini del Piemonte
3 November 2026 · Galleriet at Magnusson Fine Wine, Stockholm
From Roero to the Heart of Barolo
MASTERCLASS WITH:
Markus Nilsson
WWW.IVINIDELPIEMONTE.COM

Welcome to Piedmont

TONIGHT'S JOURNEY · 11 WINES · 11 PRODUCERS

FLIGHT 1

White & aromatic

Wines 1–3 · Arneis, Timorasso, Ruchè

FLIGHT 2

Nebbiolo & Barbera

Wines 4–7 · Langhe, Monferrato, Asti, Nizza

FLIGHT 3

Roero & Barolo

Wines 8–11 · Roero Riserva and three Barolos

THREE THINGS TO TAKE HOME

1. **Piedmont is more than Barolo**
   A wealth of grapes and appellations, from Arneis to Ruchè

2. **The place shows in the glass**
   Sand, marl and village: same grape, different wines

3. **A Piedmont for every table**
   Every wine has its moment and its dish

A word from I Vini del Piemonte

CARLO ALBERTO GAMBINO · EVENT MANAGER · ALBA

Grazie!

Eleven producers from Roero, the Langhe, Monferrato and the Tortona hills, brought to Stockholm by I Vini del Piemonte.

Tonight's tasting mats, wines and materials come from Alba. Thank you for making the evening possible.



Monviso over the Langhe vineyards. Photo: Mario La Pergola, Unsplash

Your host tonight

MARKUS NILSSON

- WSET-certified sommelier
- Founder of Vinkoll: tastings, wine trips, podcast and an app listing every wine tasting in Sweden
- Board member of Munskänkarna, Sweden's largest wine society, ~31,000 members
- Member of the nomination committee, Swedish Sommelier Association (Svenska Sommelierföreningen)
- Leads tastings for wine regions and producers across Sweden



Piedmont at a glance

THE REGION IN ONE MINUTE

THE NAME

Foot of the mountains

- Pie-monte: “at the foot of the mountains”
- Alps on three sides
- Capital: Turin

THE CLIMATE

Continental

- Cold winters, warm summers
- Alps shelter the hills
- Autumn fog: hello, Nebbiolo

THE WINE

Quality first

- ~45,000 ha of vines
- 19 DOCG: the most in Italy
- Most wine is DOC or DOCG

THE GRAPES

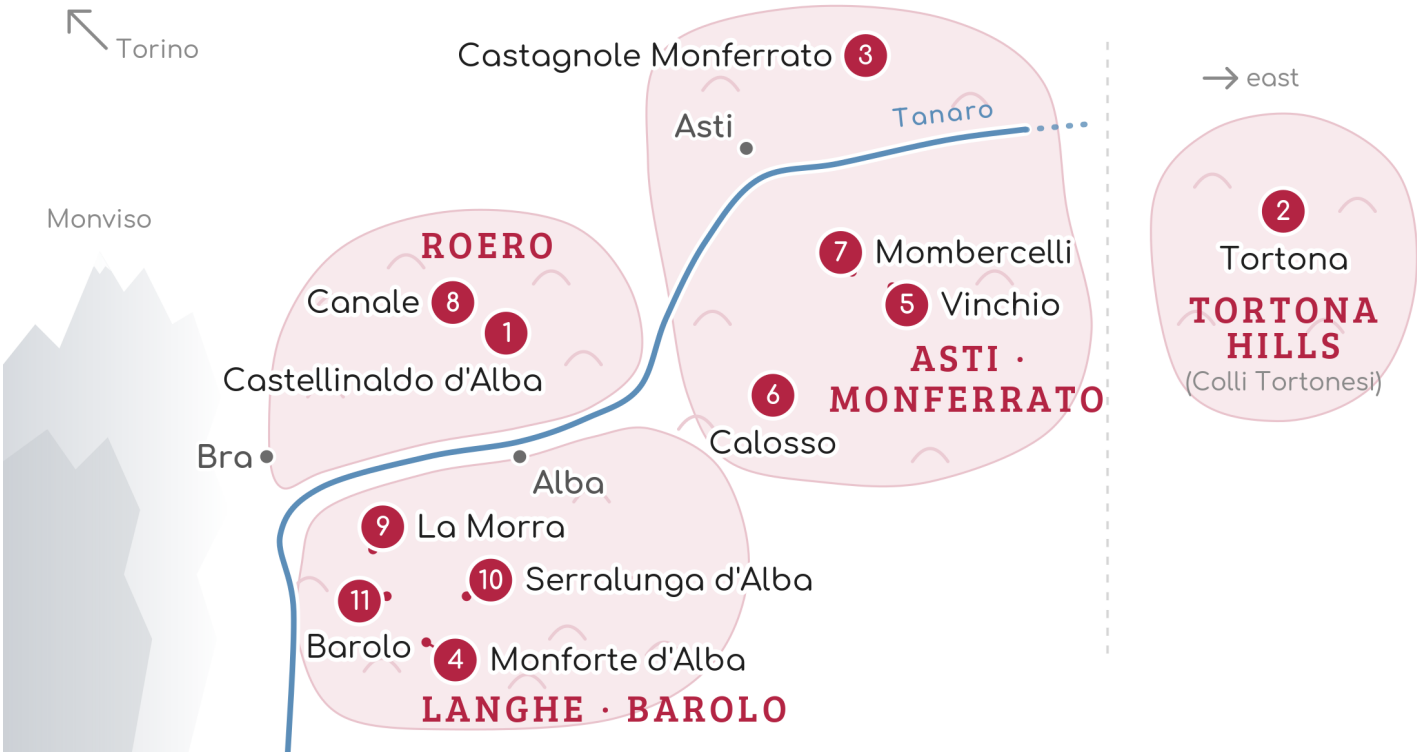
Mostly red

- Barbera, Nebbiolo, Dolcetto
- Whites: Moscato, Cortese, Arneis
- Langhe, Roero, Monferrato: UNESCO 2014

1 WHY IT MATTERS · PIEDMONT IS MORE THAN BAROLO Tonight we travel from Roero to Barolo, via Monferrato and the Tortona hills.

Tonight's map

FROM ROERO TO THE HEART OF BAROLO · SCHEMATIC



1. Cascina del Pozzo
2. Fontanafredda Timorasso
3. Montalbera
4. Franco Conterno
5. Vinchio Vaglio
6. Adriano Grasso
7. Vinicola Arno
8. Malvirà
9. Negretti
10. Casa E. di Mirafiore
11. Giacomo Borgogno

How to read a Piedmont label

FOUR WORDS WORTH KNOWING

DOC

Controlled origin

Defined area, grapes, yields and ageing. Tonight: Timorasso, Langhe Nebbiolo, Monferrato Nebbiolo.

DOCG

...and guaranteed

Stricter rules, and every wine is tested and approved. Tonight: the other eight wines.

Superiore

A step up

Higher minimum alcohol and longer ageing. Tonight: wine 6, Barbera d'Asti Superiore.

Riserva

Time

The longest ageing. Tonight: wine 8 (Roero, 32 months) and wine 11 (Barolo, 62 months).

1 WHY IT MATTERS · PIEDMONT IS MORE THAN BAROLO Piedmont has more DOCGs than any other Italian region: a lot to discover beyond the famous names.

Roero: the sandy left bank

FLIGHT 1 · WHITE & AROMATIC

Left bank

Across the river

Roero lies north of the Tanaro, facing the Langhe across the valley.

Sand

An ancient seabed

Young Pliocene sands, "the beach of the Langhe", cut by ravines: the Rocche.

Arneis

The local white

Once nicknamed "white Nebbiolo", revived from near-extinction in 1967.



Roero. Photo: MAk, Munskänkarna image bank

2 WHY IT MATTERS · THE PLACE SHOWS IN THE GLASS Sand gives fragrance and freshness: you will taste it in wine 1 and again in wine 8.

Arneis: meet the grape

FLIGHT 1 · WHITE & AROMATIC

WHERE IT GROWS

Roero first

- ~890 ha in 19 villages, ~7 million bottles
- Langhe Arneis DOC: south of the Tanaro
- A little in Monferrato and abroad

ON SAND

Light & perfumed

- Most of Roero: loose, fine sands
- Pear, white flowers, chamomile
- Fresh and delicate: drink young

ON CLAY & LIMESTONE

Rounder & firmer

- Marl pockets in Roero and the Langhe
- Riper fruit, almond, more texture
- Gains depth with a year or two

FOUR STYLES

Same grape

- Roero Arneis: steel, fresh
- Riserva: longer ageing, more depth
- Spumante: sparkling
- Passito: sweet, from dried grapes



White grapes. Photo: dinvinguide.se

2 WHY IT MATTERS · THE PLACE SHOWS IN THE GLASS Wine 1 grows in Castellinaldo on 70% sand: the fresh, fragrant side of Arneis.



1

FLIGHT 1 · WHITE & AROMATIC

Cascina del Pozzo

Roero Arneis DOCG 2025

Castellinaldo d'Alba

Roero. Photo: MAk, Munskänkarna image bank

WINE 1 OF 11

Cascina del Pozzo

ROERO ARNEIS DOCG 2025 · CASTELLINALDO D'ALBA

1



GRAPE
100% Arneis

SITE & SOIL
Castellinaldo, 280–330 m, 70% sand

MAKING
Steel, 4–6 months on the lees, no oak

IN SWEDEN
Majaru AB · approx. 180 kr

THE PRODUCER

- Marchisio family: grape growers in Castellinaldo since the early 1900s
- 1978: Flavio was the first in the village to sell wine under his own name
- 1996: their first Roero Arneis. Today 22 ha, winemaker Lorenzo Marchisio

THE WINE

- Arneis means "little rascal" in Piedmontese: a tricky grape to grow
- Sandy Roero soils give perfume and freshness
- The youngest wine of the night, 13% alc.

IN YOUR GLASS Citrus, pear or white flowers? How does the texture feel after months on the lees?

Take-away: ***Roero's sand in the glass: fresh, fragrant and made for the table***

Timorasso: the grape that almost vanished

FLIGHT 1 · WHITE & AROMATIC



Timorasso grapes. Photo: filippobartolotta.com

1985

~0.5 ha left

Timorasso had almost disappeared from the Tortona hills.

1987 →

One believer

Walter Massa in Monleale bet on its ageing potential. Others followed.

Today

~500 ha

A revival under the name "Derthona", the Roman name for Tortona.

1 WHY IT MATTERS · PIEDMONT IS MORE THAN BAROLO Piedmont is red-wine country, yet Timorasso is a white that can age for a decade.



2

FLIGHT 1 · WHITE & AROMATIC

Fontanafredda

Colli Tortonesi DOC Timorasso “Derthona” 2024

Tortona hills

Photo: Konstantin Kleine, Unsplash

WINE 2 OF 11

Fontanafredda

COLLI TORTONESI DOC TIMORASSO "DERTHONA" 2024 · TORTONA HILLS

2



GRAPE
100% Timorasso

SITE & SOIL
Tortona hills, 250 m, south-west, limestone marl

MAKING
Steel, 10 months on fine lees, no oak

IN SWEDEN
Enjoy Wine · approx. 250 kr

THE PRODUCER

- Founded 1858 by King Vittorio Emanuele II for his beloved "Bela Rusin"
- Europe's first concrete vats, 1887
- Farinetti family since 2008 · ~120 ha certified organic

THE WINE

- "Derthona" is the Roman name for Tortona
- Exotic and white-fleshed fruit, floral and almond hints
- 14.5% alc.: the structure lets Timorasso age like a fine white

IN YOUR GLASS Compare with the Arneis: more weight? More minerality?

Take-away: ***A Piedmont white with the backbone to age***

Ruchè: meet the grape

FLIGHT 1 · WHITE & AROMATIC

WHERE IT GROWS

Seven villages

- ~190 ha around Castagnole Monferrato
- DOC 1987, DOCG 2010
- Min. 90% Ruchè

ORIGINS

A mystery

- Legend: brought by the monks of San Rocco
- DNA: aromatic Malvasia × Croatina
- 1964: saved by a parish priest

IN THE GLASS

Aromatic red

- Rose, peony and violet
- White pepper and spice
- Soft tannins, warm and round

AT THE TABLE

Spice friendly

- Charcuterie and salami
- Spiced and Asian dishes
- Best young, within a few years



1 WHY IT MATTERS · PIEDMONT IS MORE THAN BAROLO Aromatic grapes are almost always white: Ruchè is a rare red exception, found almost only here.

Ruchè grapes. Photo: vinlegender.se



3

FLIGHT 1 · WHITE & AROMATIC

Montalbera

Ruchè di Castagnole Monferrato DOCG “Laccento” 2024

Castagnole Monferrato

Photo: Sebastian, Unsplash

WINE 3 OF 11

Montalbera

RUCHÈ DI CASTAGNOLE MONFERRATO DOCG “LACCENTO” 2024 · CASTAGNOLE MONFERRATO

3



GRAPE
100% Ruchè

SITE
Bricco Montalbera, Castagnole Monferrato

MAKING
20% of grapes left to overripen on the vine · steel, no oak

IN SWEDEN
Villa Nera AB · Systembolaget 7603701, 266 kr

THE PRODUCER

- Morando family estate: 130 ha, 115 of them in a single plot
- Makes around 60% of all Ruchè DOCG
- The first Ruchè to win Gambero Rosso's Tre Bicchieri

THE WINE

- Ruchè: ~190 ha in seven villages, DOCG since 2010
- Saved by parish priest Don Giacomo Cauda, who made the first dry Ruchè
- Rose petals and wild-berry jam, with a “rare silkiness”

IN YOUR GLASS Close your eyes: is it a red wine or a perfume? Roses, spice or berries?

Take-away: ***Piedmont's aromatic surprise: a red for spiced dishes and charcuterie***

Short break

FLIGHT 2 IS BEING POURED · NEBBIOLO & BARBERA

Empty your glasses into the spittoon and rinse with a splash of water.

Wines 4–7 are poured into glasses 1–4, in order from left to right.

4 Franco Conterno
Langhe Nebbiolo 2024

5 Vinchio Vaglio
Monferrato Nebbiolo “Ramaudio” 2024

6 Adriano Grasso
Barbera d'Asti Superiore 2023

7 Vinicola Arno
Nizza “Lorella” 2021

Photo: Mario La Pergola, Unsplash

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Nebbiolo in a minute

FLIGHT 2 · NEBBIOLO & BARBERA

Nebbia

Named after the fog

Harvested late, in October, when fog settles over the hills.

Pale

But powerful

Light in colour, high in acidity and tannin. Never judge it by its colour.

Rose & tar

The signature

Rose, violet and cherry; with age tar, leather and truffle.



Nebbiolo grapes. Photo: dinvinguide.se

TRY IT After wine 4, run your tongue over your gums. Rough and drying? That is tannin.

2 WHY IT MATTERS · THE PLACE SHOWS IN THE GLASS Tonight one grape from four places: Langhe, Monferrato, Roero and Barolo.



4

FLIGHT 2 · NEBBIOLO & BARBERA

Franco Conterno

Langhe DOC Nebbiolo 2024

Cascina Sciulun · Monforte d'Alba

Photo: AOn, Munskänkarna image bank

WINE 4 OF 11

Franco Conterno

LANGHE DOC NEBBIOLO 2024 · CASCINA SCIULUN · MONFORTE D'ALBA

4



GRAPE
100% Nebbiolo

SITE & SOIL
Monforte, Novello, Madonna di Como · clay and sand

MAKING
Steel, then 8–12 months in Slavonian oak

IN SWEDEN
Heli W&S AB, Halmstad · approx. 300 kr

THE PRODUCER

- Cascina Sciulun in Bussia: the family farmhouse since the 1800s
- Franco and Vilma took over in 1995 · sons Daniele and Andrea today
- Certified organic since 2015 · crus Bussia and Panerole

THE WINE

- Langhe Nebbiolo: min. 85% Nebbiolo, no long ageing required
- Rose, sour cherry, anise and chalky tannins
- Ready to enjoy young: Nebbiolo here and now

IN YOUR GLASS Pale colour, but what about the tannin? Feel the grip on your gums.

Take-away: ***Nebbiolo's elegance, ready to enjoy young***



5

FLIGHT 2 · NEBBIOLO & BARBERA

Vinchio Vaglio

Monferrato DOC Nebbiolo “Ramaudio” 2024

Vinchio

Photo: PiaS, Munskänkarna image bank

WINE 5 OF 11

Vinchio Vaglio

MONFERRATO DOC NEBBIOLO “RAMAUDIO” 2024 · VINCHIO

5



GRAPE
100% Nebbiolo

SITE & SOIL
250 m, south to south-east · limestone and clay

MAKING
6 days on the skins · 6 months in concrete and steel

IN SWEDEN
Carovin AB · Systembolaget 3465901, 119 kr

THE PRODUCER

- Founded 1959 by 19 growers from rival villages Vinchio and Vaglio Serra: the cellar sits on the border
- ~200 members, ~550 ha · “one person, one vote”
- “Vigne Vecchie” project since 1985 protects vines over 50 years old

THE WINE

- Monferrato Nebbiolo: varietal label allowed since 2019, min. 90% Nebbiolo
- Strawberry, blood orange, wild raspberry and violet
- Launched at Systembolaget in September 2026

IN YOUR GLASS Langhe or Monferrato: which feels riper, which more floral?

Take-away: ***Nebbiolo from Monferrato: fruit-forward and friendly***

Same grape, different place

FLIGHT 2 · NEBBIOLO & BARBERA

START WITH · WINE 5 · MONFERRATO

Vinchio, Asti

- Gentle hills · limestone and clay
- Short skin contact, no oak
- Red berries, blood orange, soft

VS

THEN · WINE 4 · LANGHE

Monforte d'Alba

Steeper hills · clay and sand
8–12 months in Slavonian oak
Firmer tannin, more grip

WHERE THEY SIT ON THE NEBBIOLO SCALE



TRY IT Now side by side: which one grips your gums more? Which smells more of flowers?

2 WHY IT MATTERS · THE PLACE SHOWS IN THE GLASS Same grape, same vintage: both the place and the winemaking show in the glass.

Barbera: made for the table

FLIGHT 2 · NEBBIOLO & BARBERA



Piedmont hills in autumn. Photo: Sebastian, Unsplash

Acidity

Bright and fresh

High acidity and low tannin: it makes your mouth water.

Everyday

The people's grape

The red Piedmontese families drink with dinner.

Superiore

A step up

Min. 14 months ageing, 6 in wood, and 12.5% alcohol.

3 WHY IT MATTERS · A PIEDMONT FOR EVERY TABLE Barbera's acidity cuts through tomato, cheese and charcuterie.



6

FLIGHT 2 · NEBBIOLO & BARBERA

Adriano Grasso

Barbera d'Asti DOCG Superiore 2023

Calosso

Photo: I Vini del Piemonte

WINE 6 OF 11

Adriano Grasso

BARBERA D'ASTI DOCG SUPERIORE 2023 · ORGANIC · CALOSSO

6



GRAPE
100% Barbera, 70–80-year-old vines

SITE & SOIL
Rodotiglia hill, ~250 m · clay and limestone

MAKING
Native yeasts, ~2.5 months on the skins, tonneaux and barrique

IN SWEDEN
Searching for an importer · approx. 250 kr

THE PRODUCER

- Family in Calosso since the mid-1800s · grandfather Dante's 1967 won the Douja d'Or
- Adriano's first own vintage 2014: 6.5 ha, ~12,000 bottles
- Organic since 2020 · works by the moon · grows the rare Gamba di Pernice

THE WINE

- Superiore: min. 14 months ageing, 6 in wood
- Blackberry, cherry, blueberry, rose and black pepper
- Dense, fine tannins and Barbera's lively acidity

IN YOUR GLASS Barbera's acidity: does it make your mouth water? Which dish comes to mind?

Take-away: ***Barbera at its most generous: made for the table***

Nizza: Barbera's own DOCG

FLIGHT 2 · NEBBIOLO & BARBERA

2000

A subzone

Nizza starts as a subzone of Barbera d'Asti Superiore.

2002

Producers unite

The growers form their own association: 97 members today.

2014

Its own DOCG

100% Barbera from 18 villages around Nizza Monferrato.



Nizza Monferrato town hall, "el Campanòn". Photo: piemonte.uno

1 WHY IT MATTERS · PIEDMONT IS MORE THAN BAROLO Barbera at its most ambitious: compare the depth of wine 7 with wine 6.

Nizza: the place and the rules

FLIGHT 2 · NEBBIOLO & BARBERA

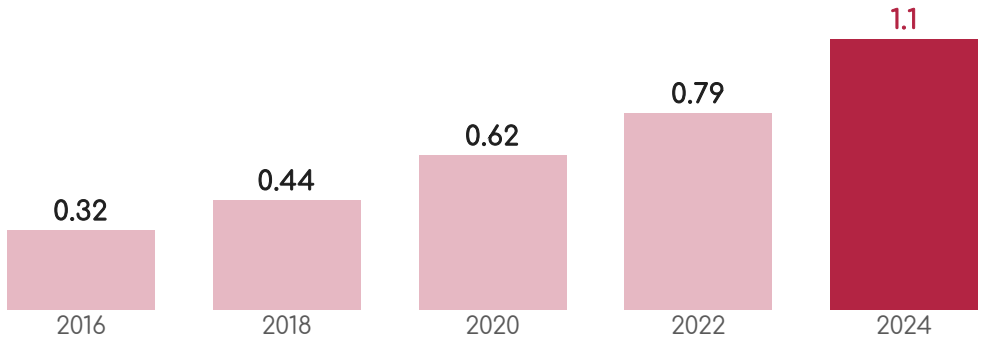
18
VILLAGES
around Nizza Monferrato

100%
BARBERA
nothing else

18
MONTHS
minimum, 6 in wood

30
MONTHS
for a Riserva, 12 in wood

BOTTLES SOLD, MILLIONS



THE PLACE

- 150–350 m, wide airy valleys
- Old seabed: limestone and sand
- Max 7 t/ha · UNESCO since 2014
- 97 producers · 55% exported

1 WHY IT MATTERS · PIEDMONT IS MORE THAN BAROLO Barbera at its most serious: a strict DOCG, more than tripled since 2016.



7

FLIGHT 2 · NEBBIOLO & BARBERA

Vinicola Arno

Nizza DOCG “Lorella” 2021

Mombercelli

Photo: MAk, Munskänkarna image bank

Vinicola Arno

NIZZA DOCG “LORELLA” 2021 · MOMBERCELLI

7



GRAPE
100% Barbera

SITE & SOIL
Mombercelli and Castelnuovo Calcea, 210 m · sand, marl and fossils

MAKING
12 months French tonneaux + 6 months large Austrian oak

IN SWEDEN
Searching for an importer · approx. 280 kr

THE PRODUCER

- Founded 2017 by Mara and Michael Arno, who live in Canada
- 5 ha, almost only Barbera
- Every wine is named after a family member

THE WINE

- “Lorella” = their children Lorenzo and Gabriella
- Ripe cherry, sweet spice, cocoa and tobacco
- 14.5% alc., ~4,500 bottles: depth to age

IN YOUR GLASS Compare with wine 6: what do the Nizza hills and longer ageing add?

Take-away: ***Barbera's own DOCG, with the depth to age***

Short break

FLIGHT 3 IS BEING POURED · ROERO & BAROLO

Empty your glasses into the spittoon and rinse with a splash of water.

Wines 8–11 are poured into glasses 1–4, in order from left to right.

8 Malvirà
Roero Riserva “Renesio” 2019

9 Negretti
Barolo “Rive” 2022

10 Casa E. di Mirafiore
Barolo “Lazzarito” 2021

11 Giacomo Borgogno & Figli
Barolo Riserva 2018

Photo: Konstantin Kleine, Unsplash

Barolo in a minute

FLIGHT 3 · ROERO & BAROLO

38
MONTHS
minimum, 18 in wood

62
MONTHS
for a Riserva

11
VILLAGES
in the Barolo zone

100%
NEBBIOLO
always, nothing else

ENTIRELY IN THE ZONE

Barolo · Castiglione Falletto · Serralunga d'Alba

TONIGHT

La Morra (9) · Serralunga (10) · Barolo (11)

PARTLY IN THE ZONE

La Morra · Monforte d'Alba · Verduno · Novello · Grinzane Cavour · Diano d'Alba · Cherasco · Roddi



Barolo vineyards. Photo: Sebastian, Unsplash

1 WHY IT MATTERS · PIEDMONT IS MORE THAN BAROLO Barolo is a family of villages, each with its own accent.

Nebbiolo on sand, Nebbiolo on marl

FLIGHT 3 · ROERO & BAROLO

LEFT BANK · ROERO · WINE 8

Sand

- Younger Pliocene sands
- Perfume, finesse, softer tannins

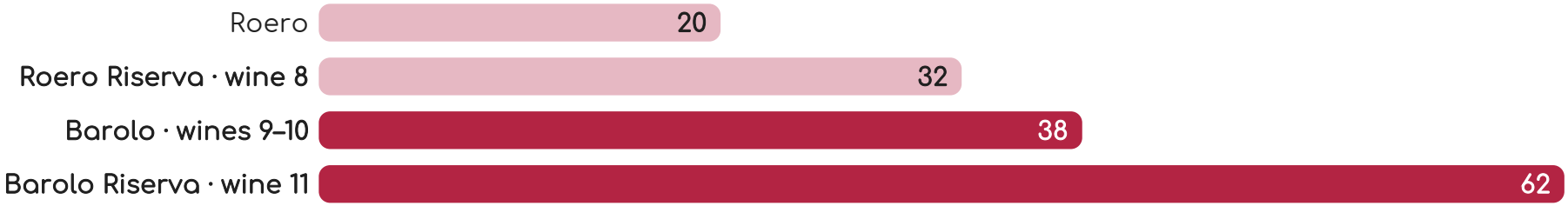
VS

RIGHT BANK · BAROLO · WINES 9–11

Marl

Older Miocene marl
Structure, power, firm tannins

MINIMUM AGEING, IN MONTHS · RED, NEBBIOLO On the label "Roero" alone means the red; the white is "Roero Arneis"



2 WHY IT MATTERS · THE PLACE SHOWS IN THE GLASS Same grape, two banks of the Tanaro: taste wine 8 next to the Barolos.

WINE 8 OF 11



8

FLIGHT 3 · ROERO & BAROLO

Malvirà

Roero DOCG Riserva “Renesio” 2019

Canale

Photo: PiaS, Munskänkarna image bank

Malvirà

ROERO DOCG RISERVA "RENESIO" 2019 · ORGANIC · CANALE

8



GRAPE
100% Nebbiolo, ~40-year-old vines

SITE & SOIL
Renesio, Canale, 260–320 m · clay and limestone

MAKING
~30 months in large casks and tonneaux

IN SWEDEN
Sophronie Wines · Systembolaget 7545301, 500 kr

THE PRODUCER

- Damonte family · "mal virà" = "badly turned": an old courtyard facing north
- Brothers Massimo and Roberto with the third generation
- Organic since 2017

THE WINE

- Renesio hill: 1478 document names a vineyard of "Renexij" here, the oldest trace of Arneis. The name may come from the hill
- Roero Riserva: min. 32 months ageing
- Dried rose, tobacco, spice, blueberry and damp earth

IN YOUR GLASS Nebbiolo on sand: compare the perfume with wines 4 and 5.

Take-away: ***Nebbiolo on sand: perfume and finesse***



9

FLIGHT 3 · ROERO & BAROLO

Negretti

Barolo DOCG “Rive” 2022

La Morra

Photo: Sebastian, Unsplash

WINE 9 OF 11

Negretti

BAROLO DOCG “RIVE” 2022 · LA MORRA

9



GRAPE
100% Nebbiolo

SITE & SOIL
MGA Rive, La Morra, 230–260 m, south-east · clay and limestone

MAKING
12–16 days on the skins · 24 months in 2,500-litre oak

IN SWEDEN
Nova Classics AB · approx. 550 kr

THE PRODUCER

- Brothers Massimo (winemaker) and Ezio, bottling since 2002
- 15 ha in La Morra, Roddi and Verduno · ~60,000 bottles
- Decanter: “well worth discovering”

THE WINE

- Rive is an official MGA in La Morra: Negretti owns 2.2 ha, vines from the 1980s
- Rose petals, face powder and wild strawberry · silky tannins
- 2022: a hot, dry year, open, fragrant and fruity

IN YOUR GLASS La Morra elegance: floral and silky, or firm?

Take-away: ***The place shows: La Morra's perfume and silk***

What is an MGA?

FLIGHT 3 · ROERO & BAROLO

READ THE LABEL: FROM BROAD TO PRECISE

BAROLO DOCG
the whole zone, 11 villages

VILLAGE
e.g. Serralunga d'Alba

MGA
e.g. Lazzarito, one vineyard area

181 MGAs in Barolo since 2010
They guarantee origin, not quality: no grand cru ranking

WINE 9 · MGA RIVE · LA MORRA

Perfume

- Younger Tortonian marl
- Rounder tannins, open earlier

VS

WINE 10 · MGA LAZZARITO · SERRALUNGA

Power

Older Serravallian soils
Firm tannin, built to age

2 WHY IT MATTERS · THE PLACE SHOWS IN THE GLASS Village and vineyard name on the label: you know what to expect in the glass.



10

FLIGHT 3 · ROERO & BAROLO

Casa E. di Mirafiore

Barolo DOCG “Lazzarito” 2021

Serralunga d'Alba

Photo: Mario La Pergola, Unsplash

WINE 10 OF 11

Casa E. di Mirafiore

BAROLO DOCG “LAZZARITO” 2021 · SERRALUNGA D'ALBA

10



GRAPE
100% Nebbiolo

SITE & SOIL
MGA Lazzarito, Serralunga, 340–400 m, south-west · calcareous marl

MAKING
20–30 days maceration · large casks, 2,000–14,000 L

IN SWEDEN
Spring Wines & Spirits AB · approx. 800 kr

THE PRODUCER

- Founded 1878 by Count Emanuele Alberto di Mirafiore, son of Italy's first king
- Bankrupt around 1930, the brand slept for 70+ years: revived in 2008 by Fontanafredda
- Organic since 2018 · “Marchio Storico” 2022

THE WINE

- Lazzarito: ~33 ha, known for structure, firm tannin and long life
- Ripe plum, tobacco, mint, rosemary and dried mushroom
- 2021: “a modern benchmark” (Decanter)

IN YOUR GLASS Serralunga vs La Morra: feel the difference in tannin and depth.

Take-away: ***Serralunga power: Barolo for the cellar***

Time and tradition

FLIGHT 3 · ROERO & BAROLO

THE MODERNISTS · 1980s–90s

Barrique

- Short maceration, small new French oak
- More fruit and vanilla early on
- Ready to drink sooner

VS

THE TRADITIONALISTS

Botti

Long maceration, large old Slavonian casks
Less oak flavour, more time
Built for decades

THE "BAROLO WARS": WHERE DO TONIGHT'S BAROLOS SIT?



Today: many meet in the middle

WINE 9 2,500 L casks WINE 10 casks up to 14,000 L WINE 11 40 days on skins, 6 years in big casks

3 WHY IT MATTERS · A PIEDMONT FOR EVERY TABLE A Riserva like this is wine for the cellar and for the big occasions.

WINE 11 OF 11



11

FLIGHT 3 · ROERO & BAROLO

Giacomo Borgogno & Figli

Barolo DOCG Riserva 2018

Barolo

Photo: Andrea Cairone, Unsplash

Giacomo Borgogno & Figli

BAROLO DOCG RISERVA 2018 · BAROLO

11



GRAPE
100% Nebbiolo from Cannubi, Liste and Fossati

SITE & SOIL
Barolo village, 290–370 m · calcareous clay marl

MAKING
Concrete vats, 40-day submerged cap, 6 years in large Slavonian oak

IN SWEDEN
The Wineagency · Systembolaget 244301, 699 kr

THE PRODUCER

- Founded 1761 · served at the lunch celebrating Italy's unification in 1861
- From 1920, half of each Riserva was held back for 20 years
- Farinetti family since 2008 · organic from 2019

THE WINE

- Riserva: min. 62 months, Borgogno gives it six years in cask
- Red fruit, light spice, liquorice and undergrowth
- Borgogno's own pairing tip for Sweden: köttbullar!

IN YOUR GLASS Time in the glass: what have eight years given this wine?

Take-away: ***The patience of Barolo: wine for the cellar***

Three things to remember

PIEDMONT, FROM ROERO TO BAROLO

1

Piedmont is more than Barolo

Arneis, Timorasso, Ruchè, Barbera and Nizza: a wealth of grapes and appellations worth discovering.

2

The place shows in the glass

Roero sand, Langhe marl, La Morra or Serralunga: the same Nebbiolo speaks differently.

3

A Piedmont for every table

From the aperitif white to the cellar-worthy Riserva, every wine has its moment and its dish.



Harvest time. Photo: Andrea Cairone, Unsplash

Tonight's favourite

RAISE YOUR HAND FOR YOUR FAVOURITE

1. **Cascina del Pozzo**
   Roero Arneis 2025
2. **Fontanafredda**
   Colli Tortonesi Timorasso "Derthona" 2024
3. **Montalbera**
   Ruchè di Castagnole Monferrato "Laccento" 2024
4. **Franco Conterno**
   Langhe Nebbiolo 2024
5. **Vinchio Vaglio**
   Monferrato Nebbiolo "Ramaudio" 2024
6. **Adriano Grasso**
   Barbera d'Asti Superiore 2023
7. **Vinicola Arno**
   Nizza "Lorella" 2021
8. **Malvirà**
   Roero Riserva "Renesio" 2019
9. **Negretti**
   Barolo "Rive" 2022
10. **Casa E. di Mirafiore**
    Barolo "Lazzarito" 2021
11. **Giacomo Borgogno & Figli**
    Barolo Riserva 2018

Your feedback, please

TWO MINUTES · SCAN THE QR CODE

vinkoll.se/provning/roero-barolo

Tell us what you thought

Your answers go to I Vini del Piemonte and the producers, and help bring more Piedmont wines to Munskänkarna.

PHOTO MOMENT

Before you leave: a group photo with the consortium's materials. Thank you for joining in!

Where to find tonight's wines

IMPORTERS IN SWEDEN

#	Producer	Importer · Systembolaget price, or approx. consumer price
1	Cascina del Pozzo	Majaru AB · approx. 180 kr
2	Fontanafredda	Enjoy Wine · approx. 250 kr
3	Montalbera	Villa Nera AB · Systembolaget 7603701, 266 kr
4	Franco Conterno	Heli W&S AB, Halmstad · approx. 300 kr
5	Vinchio Vaglio	Carovin AB · Systembolaget 3465901, 119 kr
6	Adriano Grasso	Searching for an importer · approx. 250 kr
7	Vinicola Arno	Searching for an importer · approx. 280 kr
8	Malvirà	Sophronie Wines · Systembolaget 7545301, 500 kr
9	Negretti	Nova Classics AB · approx. 550 kr
10	Casa E. di Mirafiore	Spring Wines & Spirits AB · approx. 800 kr
11	Giacomo Borgogno & Figli	The Wineagency · Systembolaget 244301, 699 kr

Coming up: a Piedmont wine fair in Stockholm in February 2027. More soon!


iVini del Piemonte
THANK YOU FOR YOUR KIND ATTENTION.
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