

# RIVA LEONE



FINE WINES FROM A WORLD-CLASS REGION

*Long-standing Tradition*  
FROM  
**PIEDMONT**





PHOTOS FROM LEFT TO RIGHT AND TOP TO BOTTOM:

*Freshly-pressed grape juice · White Truffles · Gran Paradiso  
Barolo Village · Boats at Lake Orta  
Grapes before fermentation · A winemaker at Riva Leone*



*Finest grapes*

# HIGHLY REFINED

The wine growers in the Piedmont still tell the story today of the shrewd and tenacious fine-wine trader who operated in the hills around Alba in the 19th and 20th centuries. His name was Riva Leone, and he was well known in the region as a very extravagant character. It is said that whenever a wine especially pleased him during a tasting, he would shout out “Marca Leone!”, an expression typical for the time meaning “highest or best quality”. The Piedmont people’s enthusiasm and passion for wine maintains to this day. The wines of Riva Leone embody this enthusiasm for the region, it’s superb wine quality and rich cultural history.

Today the area of Piedmont is one of Italy’s most prestigious wine regions, home to some wine giants like Barolo, Barbera, Barbaresco, and the white wine Gavi. Literally translated, this culture-rich region is called »the foot of the mountain«. Being at the foothills of the Alps, it gets quite a bit of fog in some areas, which is where the famed regional grape varietal Nebbiolo gets its name (“nebbia”=fog). The Alps also act as a useful natural barrier against cold winds from the north yet allowing cooler breezes in to regulate hot summers. This so-called Continental climate, meaning hot summers, cold winters, and balanced springs and falls, allows for the grapes to ripen slowly and develop their extraordinary well-balanced aromas.

Some of the Piedmont wines are produced in Unesco’s world heritage\* wine districts of Langhe and Monferrato. The region is equally famous for it’s notorious white truffles, which in combination with the superb wine qualities have certainly catapulted the region into a world-class culinary destination.

» P I E D M O N T I S C O N S I D E R E D  
T O B E I T A L Y ’ S T O P P R E M I U M -  
W I N E R E G I O N . «

*Quote from Winemaker*

\* in process of recognition

**RIVALEONE**

