



FOR IMMEDIATE RELEASE

## **STARTING IN 2008, 60% OF ALL THE BAROLO CANNUBI BOTTLING WILL BEAR THE DAMILANO LABEL**

Damilano winery recently announced the important acquisition, through a 10-year lease contract, of 8 hectares of valuable Cannubi vineyards. These additional 8 hectares, together with the 2 hectares already owned by the Damilano family, will give the winery control over 60% of the total surface of this excellent cru, with a yearly bottle production potential growing from 10,000 to 50,000.

The Damilano winery also owns and produces wines from other important historical Barolo sites, such as Liste, Fossati and Brunate and will come, with this new acquisition, even more to the forefront among Barolo producers.

“We are extremely proud of this deal and we are aware that it comes with great responsibility, which is to represent through our label such an important and renowned territory” says Paolo Damilano. “We are confident that we’ll be up to the new challenges ahead of us, also thanks to the valuable help of our agronomist, Gianpiero Romana, and our enologist, Beppe Caviola”.



Overview of Damilano's Cannubi property.

### **CANNUBI, the Barolo vineyard *par excellence*.**

If Piedmont had a Grand Cru classification system like the one in Burgundy, the Cannubi vineyard – which covers a total of 15 hectares in the municipality of Barolo – would surely be considered one of the few true Grand Cru vineyards in the Barolo area and also among great Italian wines.

The Cannubi cru is one of the oldest in Italy, and the oldest known bottle in existence with Cannubi on the label is dated 1752. This actually predates Barolo itself! Part of its distinctiveness is that this Cru incorporates two soil types, calcareous marl and limestone from different geological periods which are usually found in separate parts of the Barolo district, and which give these wines a full bodied austerity on the one hand (similar to



neighboring Castiglione Falletto and Monforte) and a graceful fragrant style on the other (like La Morra).

In this geographical area, where nature bestows such peculiar characteristics as style and elegance, the Damilano family has learnt, through passion and precision, how to turn the fruit of this magical land into unique wines.

### DAMILANO, a family winery.

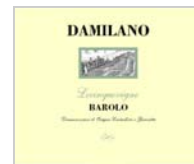
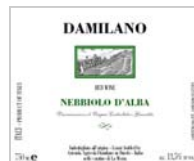
The origins of the Damilano farming company date back to the end of the 1800's, when Giuseppe Borgogno, the great-grandfather of the current owners, started to grow and make wine from his own grapes. This tradition was kept up by Giacomo Damilano, the founder's son-in-law and his children, until it passed on to the grandchildren: Guido, Margherita, Paolo and Mario, who since taking over in 1997 have been attentively managed their forefather's land while giving the winery a younger and more modern approach.



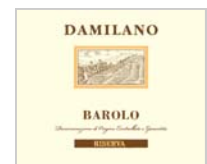
From the left: Guido, Paolo, Mario and Margherita Damilano.

Their hard work is surely paying off and the winery has grown consistently in quality and customer appreciation and has received numerous accolades from the international press, including a well-deserved spot on Wine Spectator's Top 100 List with their Barolo 2001.

With Barolo being their strength, presented in 3 denominations (Lecinquevigne, Liste and Cannubi), the winery also makes a wide range of other excellent wines ranging from a crisp, refreshing white Arneis to classic Piedmont's reds such as Barbera and Nebbiolo.



*NEW!*



**Damilano Wines are imported by Vias Imports Ltd. New York**