

GOLD MEDAL WINE CLUB

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ITALY



gold medal wine club



International Series

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"Since 1992"



International Series

# AN ITALIAN FAMILY TRADITION SINCE 1902



To better understand any individual entity within the modern Italian wine industry, it is helpful to revisit the country's 2,000-plus year-old vinicultural history.

Most stories of early Rome are filled with Bacchanalian feasts where wine was more than commonplace and was often considered the mainstay of the particular event. Records show that these early wines were not fermented and mostly juices that were probably only slightly alcoholic.

Throughout the centuries, Italian wines slowly evolved and the process of fermentation became commonplace. Sometime in the latter part of the 19th century, an area in northern Italy known as the Piemonte became known for its great wines, particularly one named after the great Barolo grape. History shows that a certain Italian diplomat named Cavour from the Piemonte Region was instrumental in the reunification of Italy in 1861, and later became a grower and vintner of great renown in his place of origin.

Early in the twentieth century, the Rivetto Family of Alba found their way into the wine business. Giovanni Rivetto was a butcher by trade, who, when money was scarce, received wine from his customers in return for meats and pasta. Giovanni's own shop was the result of money his father had earned in the United States when he helped build railroads during the 1860s.

When his cellar became too large to manage, Giovanni began selling the wines and eventually became interested in producing wines of his own. Sometime around 1932, Giovanni Rivetto purchased a wonderful piece of land in the nearby hills of Langhe and decided to build a winery with his sons Nando and Ercole. The winery turned out to be quite successful and even withstood the onset of the first and second world wars. One of the family's most prized possessions continues to be a vineyard planted during 1944 by



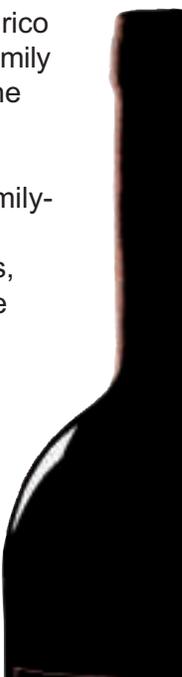
Nando while the country was occupied by the Germans, when rationing and similar rationales made such an enterprise even more impressive.

Eventually, Sergio Rivetto took over the family's winery operations and brought Rivetto to its modern-day status. Sergio benefited from the fact that one of Italy's top oenology schools was located in nearby Alba, and was delighted when his son Enrico decided to follow him into the family wine business by enrolling in the same oenology school.

As is the case with many family-owned Italian wineries, Rivetto makes a large number of wines, traditionally the wines that have made their region famous.



*Rivetto Family Crest*



Rivetto's northern Italian location also proved helpful, since it was widely held that Northern Italian cuisine was the finest in the entire country and the region's heralded wines were the perfect complement to the area's incredible foods.

The modern day Rivetto winery produces between 10,000 and 12,000 cases annually and is distributed throughout Eastern Europe and elsewhere. Rivetto's production has grown slowly and has been recently affected



by the weakness of the Euro in the world market. Rivetto operates a tasting facility in the town of Alba (a rarity among Italian wineries) that is run by Sergio's wife Paola. The family also operates a well-respected bed and

breakfast nearby that offers a really unique insight into both the Rivetto family and the entire Piemonte Region.

Sergio considers himself officially retired and has turned over the operation of the winery to his son Enrico, 27, but still helps out on a daily basis in both the cellar and vineyards.

Sergio's other son, Alessandro, 36, is a land surveyor by trade who also helps with the more bureaucratic and political aspects of the business as well as handling the winery's export into both Switzerland and Luxemburg, Rivetto's two largest export markets.



By most standards, Rivetto is a most typical small, family-owned winery. Rivetto also benefits from the fact that practically all of the vineyard land it owns is contiguous as opposed to many other small wineries that own pieces of land located in different areas. This fact allows Rivetto closer quality control of its wines and less variation for the ensuing vintages.

It is exciting to feature wines from a quality producer like Rivetto, whose tradition spans three centuries and whose family is completely dedicated to the art of making fine wines. We offer the wines of Rivetto as a fitting tribute to the greatness of Italian wines in general and to the remarkable history of that country's durable wine industry.

## understanding the origins

### **DOC** (*Denominazione di Origine Controllata*)

In 1963 the Italian parliament established a nationwide system of controlled appellations or Denominazione di Origine Controllata simply known as DOC. Individual production zones were mapped out and delimited.

The vine varieties were defined along with standards for the vineyards, the wine production and wines' characteristics. The system was inspired by the French

appellation system the most recognized area being "the Champagne District" in France. With over 700 registered DOC wines, only a few have commercial vitality. In Italy the major DOC wines are Dolcetto, Barbera, Arneis, Amarone, and Sangiovese to name a few. There are over 250 DOC areas (appellations) certified today.

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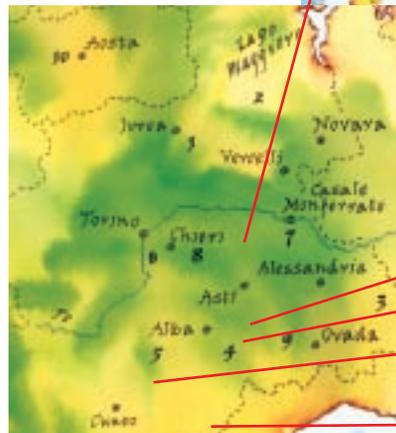
### **PIEMONTE DISTRICT**

#### DOC Wines

*Dolcetto D'Alba*

*Barbera D'Alba*

*Langhe Arneis*



### **Photos left to right:**

*Rivetto Family Vineyard,  
Italian Wine festival illustration  
circa 1932, Enrico Rivetto,  
Alessandro Rivetto,  
maps of Italy.*

**DOCG** (*Denominazione di Origine Controllata Garantita*): this category was established to recognize the highest quality wines from the DOC. Bottles with the DOCG status are decorated with special seals to be easily identified and also command a higher price per bottle.

## Italian wine terms

- Annata** - vintage year  
**Bianco** - white  
**Botte** - cask or barrel  
**Bottiglia** - bottle  
**Cantina Sociale** - cooperative winery  
**Cantine** - cellars  
**Cascina** - farmhouse or estate  
**Cerasuolo** - cherry-hued rose  
**Chiaretto** - deep rosé  
**Consorzio** - consortium of producers  
**DOC** - (Denominazione di Origine Controllata) - a control to define origin  
**DOCG** - DOC (garantita) - a guarantee to meet standards  
**Dolce** - sweet  
**Etichetta** - label  
**Fattoria** - farm or estate  
**Imbottigliato nella zona di Productione** - bottled in the production area  
**INE seal** - required bottle neck seal on all bottles for export  
**Invecchiato** - aged  
**Passito or Passita** - wine made from semi-dried grapes  
**Riserva** - a DOC wine with extra cask aging at the winery  
**Rosato** - rose  
**Rosso** - red  
**Secco** - dry  
**Spumante** - sparkling wine  
**Superiore** - higher alcohol DOC wine  
**Tenuta** - farm or estate  
**Uva** - grape  
**Vecchio** - old, describes aged DOC wines  
**Vendemmia** - year wine produced  
**Vigna or Vigneto** - vineyard  
**Vino da tavola** - table wine.



Rivetto family patriarchs  
 Grandma and Grandpa  
 circa 1902

## reading an Italian wine label

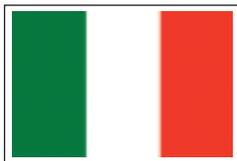
Although no two wine labels are the same, the following will give you some basic information on what's what.

### Labels on the back of the Arneis bottle:

You will find two labels on the back of the Arneis bottle. The winery added the larger of the two labels to meet export requirements for the European market. They added the smaller label to meet our U.S. Customs requirements, which include the health warnings and the importer's information. This indicates the wine was not originally intended to be distributed in the United States.



- A winery name
- B legal name of bottling facility
- C location: city-region-country
- D winery's name for wine (optional)
- E winery's graphic (optional)
- F appellation location
- G varietal of wine
- H country of origin
- I year of harvest
- J alcohol %
- K sulfite notification



### the flag of Italy

This simply designed flag first flew as the banner of the Cisalpine Republic in Modena (now the home of Ferrari and Maserati auto works) in 1797. The flag went through numerous historical changes with additions of a coat of arms and a crown. In 1946 when Italy became a Republic, they reverted to this simple design as the nation's flag. The individual sections represent, symbolically, the three cardinal virtues. Green equals hope, white represents faith and red stands for charity.



*Salute!*

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# International Series featured Italian wines

**A** Key on reverse side

## Barbera (bar-BEH-rah)

*A Piedmontese wine that is rich, slightly acidic, and filled with dark cherry flavors. Barbera D'Alba is a heartier red compared to Barbera D'Asti.*



## 2003 Estate Bottled Barbera D'Alba

A wonderful scent of ripe black-cherries. It is full and warm in the mouth, rich in extract, complex with a pleasantly soft taste due to the delicate tannins developed in barrel aging.

**D** **Zio Nando** means Uncle Nando. Nando is the family's nickname for Ferdinando Rivetto. Ferdinando planted the Barbera vines between 1944-1945; the vineyard was named in his honor.

• cases produced: 583 • drink now or up to 2010

### REORDER

- half case (6) \$132 / \$22 btl. **Save 31%**
- full case (12) \$288 / \$19 btl. **Save 41%**

## Dolcetto (dohl-CHEH-toh)

*Considered the wine of friendship and cordiality. Very aromatic, grapey, and spicy, this delicious, light bodied red wine pairs nicely with antipasti or pasta.*



## 2003 Estate Bottled Dolcetto D'Alba

Full body, ruby red, fresh and intense fruity bouquet of cherry. The wine is delicate, balanced and velvety, concentrated yet smooth. There are no bitter tannins. The wine is extremely pleasant and ready to serve with carpaccio or pasta.

**D** **Ercolino** is the name of grandpa Rivetto (Zio Nando's brother); he planted the vineyard between 1944-1945; the vineyard is called Ercolino. In English the translation of Ercolino is "small Hercules".

• cases produced: 580 • drink now or up to 2008

### REORDER

- half case (6) \$108 / \$18 btl. **Save 25%**
- full case (12) \$192 / \$16 btl. **Save 33%**

## Arneis (arr-NEE-s)

*A pale straw color with light green and gold reflections. The taste is slightly bitter, pleasantly dry, presents a freshness on the palate.*



## 2004 Matiré Langhe Arneis

A persistent straw yellow color with a delicate, fruity bouquet, impressions of juniper and pleasant expressions of cherry blossoms. The wine has a dry, fresh and harmonious taste.

**D** **Matiré** is the composition of Enrico's two nieces names. After four generations of men, the Rivetto family four years ago was finally blessed with twin girls, Matilde and Irene.

• cases produced: 1,600 • drink now or up to 2007

### REORDER

- half case (6) \$87 / \$14.50 btl. **Save 22%**
- full case (12) \$156 / \$13 btl. **Save 33%**

Reorder on-line: [www.goldmedalwine.com/members](http://www.goldmedalwine.com/members)  
Reorder toll free: 800-266-8888

You may choose any combination of the above wines to receive the half-case and full-case pricing. Prices do not include shipping.

## one family, four generations, three great wines.

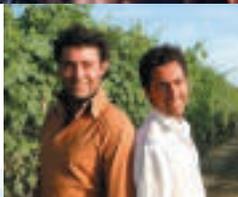
"I tell everyone I meet I was born inside an old barrel," quips youngish Enrico Rivetto, now at 27 a surprisingly accomplished winemaker and director of the Rivetto family winery. "I think it's that way in most of Italy, since we are always considered a most traditional country."

As the fourth generation head of the winery that bears his family's name, Enrico Rivetto is unexpectedly accomplished for his age. He has followed in his father Sergio's footsteps, a gifted winemaker in his own right who learned the business from his father and uncles.

Enrico recalls that he first started in the business at age 6, when he assisted his father in handling the pump and by turning the switches on and off. By the time he was twenty, he knew his future lay in the business his great grandfather had started well over a hundred years before.

"The wine business was never pushed on me," he declares, "if it were things might have been very different. But my father was wise to let me fall in love with wine on my own. That way, everything I experienced was special for me and I was able to appreciate the finer aspects even more."

Enrico enrolled in Alba's oenological school and graduated some three years later. "Most of the people around the school were French," he recalls. "I was able to learn to speak French, but I felt it



was a great day for me when I finished and was able to finally come into our family's business. I always felt the winery was where I was meant to be."

He is truly impassioned about his wines, he is most proud of his family's Barbera D'Alba, made from grapes from his Vionando Vineyard. Enrico characterizes the wine as a wine that offers the very best in fruit, structure and flavor. "What's even better, he exclaimed, is that if the grapes are of a proper quality, the wine can be aged like an old Barolo, our region's almost mythical wine."

Enrico is also pleased that his father Sergio, although officially considered retired, is around to help him on a daily basis. The two work together in both the cellar and vineyards. "When I travel around to promote our wines, I am amazed at just how many people we meet know my father from the time he sold our wines around the region."

Such is the life and times of Enrico Rivetto, a harmonious blending of the past and the future. His winemaking skills and his family's well-etched niche in the annals of the Piemonte wine industry bode well for the future.

Enrico's dedication and verve for his avocation make a convincing argument for his family's winery's continued success.

*Photos from top to bottom:  
Great Grandpa Giovanni  
Grandpa Ercole  
Sergio & Paola Rivetto and sons  
Alessandro and Enrico  
"Serralunga d'Alba" – vineyards  
and castle*

*The International Series features superb boutique wines of the world imported exclusively for members of the Gold Medal Wine Club. These special wines are not available anywhere else in the United States.*



*"Bringing you the best small wineries since 1992"*

### International Series

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