

Reading the Labels of Ceretto's Barolos & Barbarescos



The Fine Wine Geek

www.finewinegeek.com

Who or What is “Ceretto”?

- *Ceretto Aziende Vitivinicole srl* (formerly known as *Ceretto srl*) is a corporation owned by the Ceretto family. It is the parent company for several wineries in the Langhe Hills of Southern Piedmont.
- Their nomenclature for wineries and wines is quite confusing. The goal of these slides is to relieve some of this confusion.
- According to their website (www.ceretto.com), these wineries are “autonomous from a production point of view,” but being under the one umbrella fosters “synergy between the company's technical and sales staffs.”

Italian Winery Terminology

- In Italian, “*Azienda*” means “business”.
- An “*Azienda Vinicola*” is a business where wine is made, i.e. a winery.
- An “*Azienda Agricola*” is a farming business.
 - In the context of wine, it is a business where wine is grown and made, i.e. a winery that makes only estate-bottled wine.
- An “*Azienda Vitivinicole*” is a winery where grapes are grown and wine is made, but not only from the grapes grown there.

The B&B Wineries of Ceretto

- Ceretto owns 3 wineries that produce Barolo or Barbaresco:
 - **Bricco Asili** in Barbaresco
 - Single-vineyard, estate-bottled Barbaresco.
 - **Bricco Rocche** in Castiglione Falletto
 - Single-vineyard, estate-bottled Barolo.
 - **Monsordo-Bernardina** in Alba
 - Non-single-vineyard, non-estate-bottled Barbaresco, Barolo, & Chinato, plus others.
- Only Bricco Asili and Bricco Roche qualify as *Azienda Agricola*.

Other Wines of Monsordo-Bernardina

- In addition to non-single-vineyard Barolo and Barbaresco, Ceretto also uses their main facility Monsordo-Bernardina to produce
 - Blangé Arneis.
 - Arbarei Riesling.
 - Monsordo Rosso (42% Merlot, 35% Syrah, 17% Cabernet Sauvignon, 6% Nebbiolo).
 - Rossana Dolcetto d'Alba.
 - Piana Barbera d'Alba.
 - Bernardina Nebbiolo d'Alba.

Other Wineries of Ceretto

- Ceretto has two other estates in the Langhe Hills:
 - I Vignaioli di Santo Stefano Belbo produces
 - Moscato d'Asti.
 - Asti Spumante.
 - Moscato Passito.
 - Ceretto Distillery which makes
 - Grappa Ceretto (from the distillation of the marc of Nebbiolo grapes).
 - Grappa di Moscato (from the distillation of the marc of Moscato grapes)

Bricco Asili

**Ceretto's Bricco Asili Estate
in the Barbaresco Region**

The Bricco Asili Estate in Barbaresco

- Ceretto's Bricco Asili Estate in Barbaresco produces only two wines: both single-vineyard Barbarescos:
 - Bernardot (in Treiso).
 - Bricco Asili (in Barbaresco).
- The last one is a source of confusion. The winery is also called “Bricco Asili” because it sits just above this Bricco Asili vineyard in Barbaresco.
 - For those familiar with Burgundy, this is no different from Domaine de la Romanée-Conti which makes wine from the Romanée-Conti vineyard as well as other vineyards.
- Until 2001, Ceretto also produced a Barbaresco Faset (in Barbaresco) at this estate.

Labels of Ceretto's Bricco Asili Estate

Estate
Name

Bricco Asili®



Wine
Type

Barbaresco

DENOMINAZIONE DI ORIGINE CONTROLLATA E GARANTITA

Bernardot

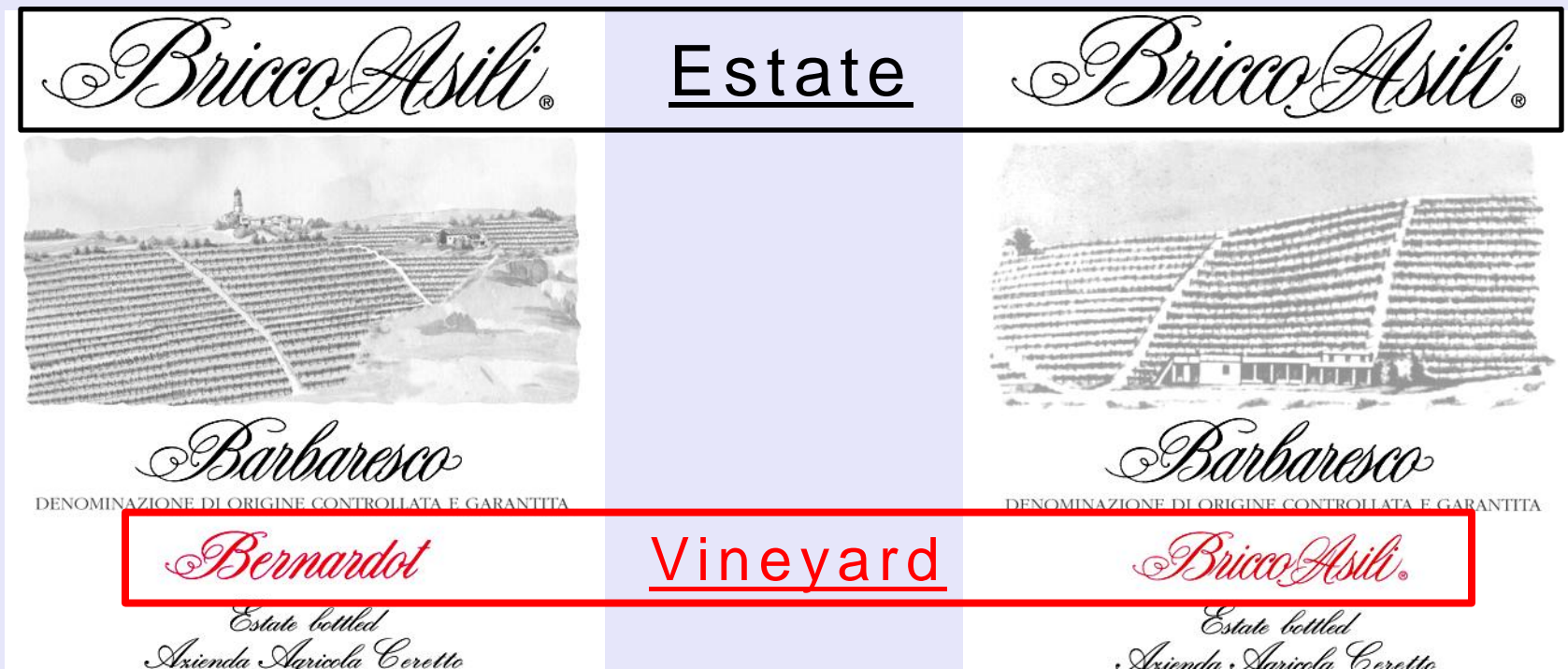
Vineyard
Name

*Estate bottled
Azienda Agricola Ceretto
Barbaresco - Italia*

Still says
"Ceretto"
but only
in small
print

750 ML e L 04809T - PRODUCT OF ITALY - DRY RED WINE - CONTAINS SULFITES ALC. 14% BY VOL.

IMPORTED BY: WILSON DANIELS, LTD. ST HELENA, CA. 94574



- On these labels the vineyard name is in **red letters**.
 - In some cases, the vineyard name is in black.
- The label on the right is the primary source of confusion about these wines. Here, the name of the estate and the name of the vineyard are “Bricco Asili”.
- For Bernardot (above left), the difference is clear once you know the vineyard name.

Bricco Rocche

**Ceretto's Bricco Rocche
Estate in the Barolo Region**

Ceretto's Bricco Rocche Barolo Estate

- Ceretto's Bricco Rocche Estate in the village of Castiglione Falletto in the Barolo Region produces only four wines: all single-vineyard Barolos:
 - Brunate (in La Morra).
 - Prapò (in Serralunga d'Alba).
 - Cannubi (in La Morra). (New in 2003.)
 - Bricco Rocche (in Castiglione Falletto).
- The last one is a source of confusion. The winery is also called "Bricco Rocche" because it sits just above this Bricco Rocche vineyard.
 - For those familiar with Burgundy, this is no different from Domaine de la Romanée-Conti which makes wine from the Romanée-Conti vineyard as well as other vineyards.

Labels of the Bricco Rocche Estate

Estate
Name

Bricco Rocche®



Wine
Type

Barolo

DENOMINAZIONE DI ORIGINE CONTROLLATA E GARANTITA

Brunate

Vineyard
Name

*Estate bottled
Azienda Agricola Ceretto
Castiglione Falletto - Italia*

Still says
“Ceretto”
but only
in small
print

750 ML e L18608T - PRODUCT OF ITALY - DRY RED WINE - CONTAINS SULFITES ALC. 14.5% BY VOL.

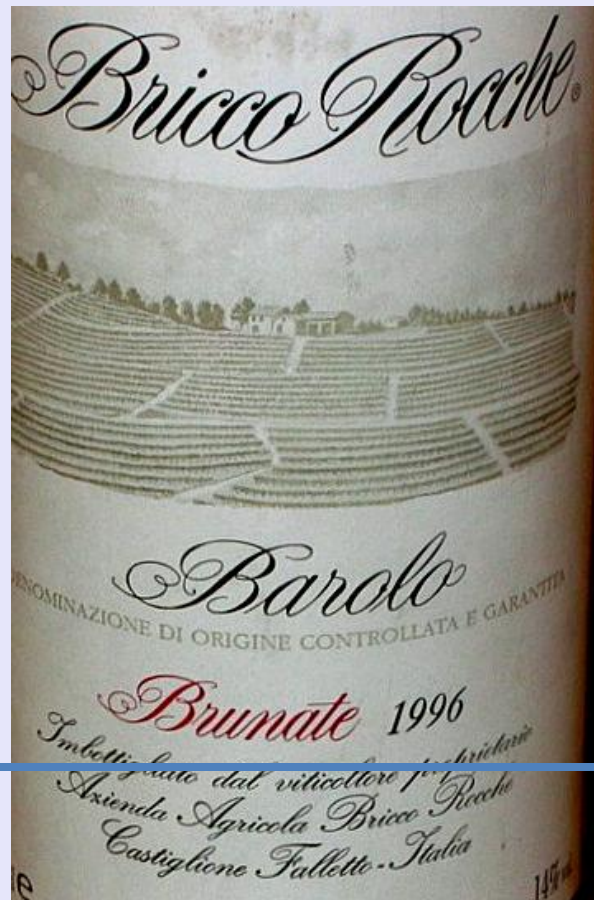
IMPORTED BY: WILSON DANIELS, LTD, ST HELENA, CA. 94574



- On these labels the vineyard name is in **red letters**.
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- The label on the right is the primary source of confusion about these wines. Here, the name of the estate and the name of the vineyard are “Bricco Rocche”.

Azienda Agricola Ceretto

- Ceretto was among the first to use the term “Azienda Agricola” on the labels of their estate-bottled wines.
- As far back as the 1980s, they used "Azienda Agricola Bricco Asili" or "Azienda Agricola Bricco Asili Ceretto" on their estate-bottled Barbarescos.
- Similarly "Azienda Agricola Bricco Rocche" or "Azienda Agricola Bricco Rocche Ceretto" on their estate-bottled Barolos.
- Around 2000, they combined these estates into "Azienda Agricola Ceretto" though, at the bottom of the label, the Barbarescos show the location of this estate as in “Barbaresco”, while the Barolos show it as in “Castiglione Falletto”.



- 1989: “Azienda Agricola Bricco Rocche Ceretto”
- 1996: “Azienda Agricola Bricco Rocche”
- 2004: “Azienda Agricola Ceretto”
 - But always in “Castiglione Falletto.”

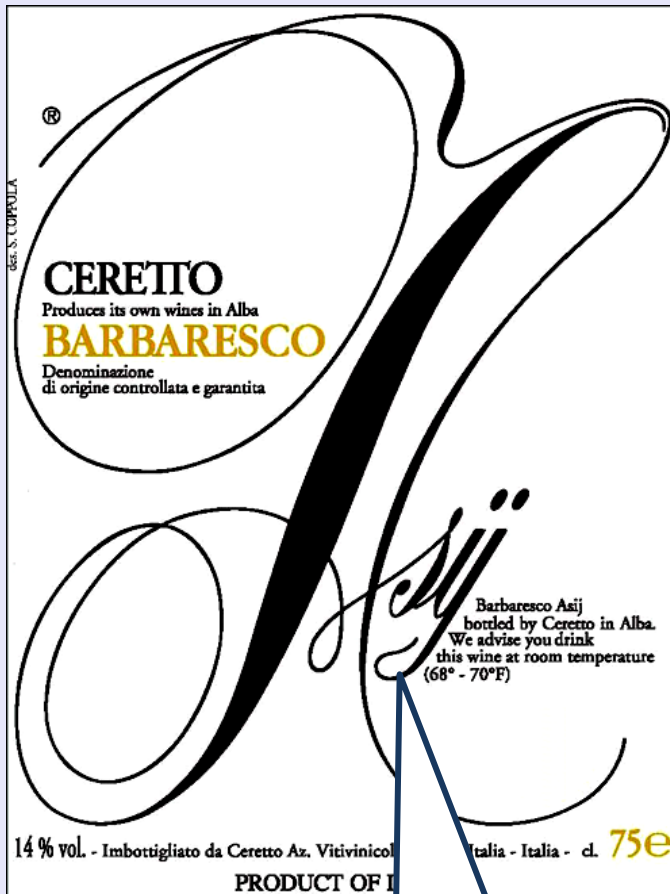
CERETTO

Ceretto's Non-Single-Vineyard Barolo and Barbaresco

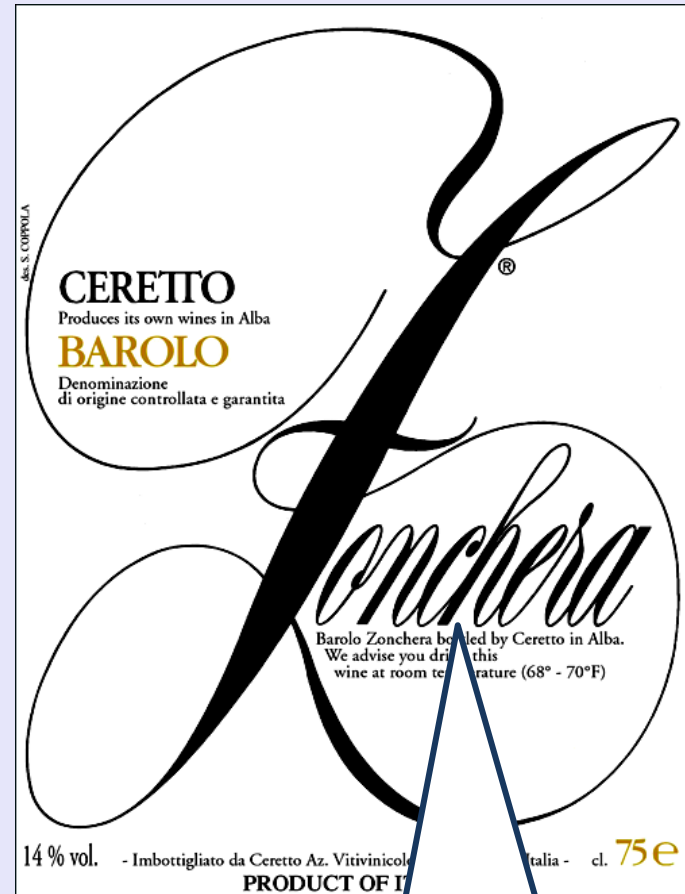
Barolo & Barbaresco of Monsordo-Bernardina Winery

- Only non-single-vineyard, non-estate Barolo and Barbaresco are produced here:
 - Zonchera Barolo.
 - Asij Barbaresco.
 - Barolo Chinato.
- In addition to grapes from non-estate vineyards, these wines act as “second wines” to the estate wines by including lots deemed not of sufficient quality for the single vineyard, estate bottlings of the Bricco Asili and Bricco Rocche wineries.

B&B of Monsordo-Bernardina



Proprietary
name "Asij"

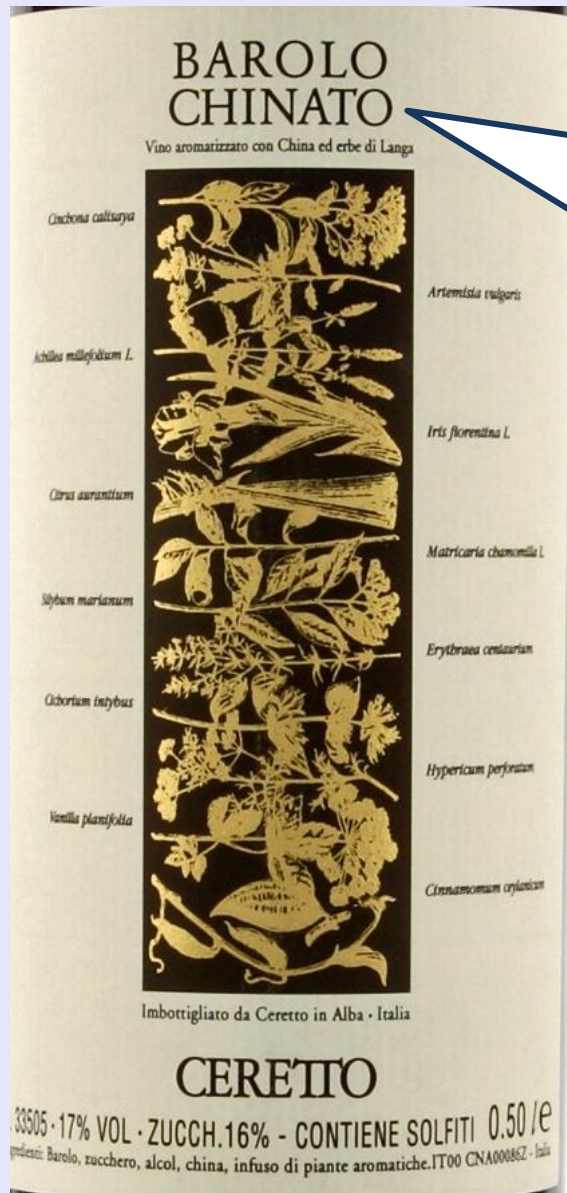


Proprietary name
"Zonchera"

B&B of Monsordo-Bernardina

- The names of the non-single-vineyard, non-estate Barolo and Barbaresco are another source of confusion here.
- The proprietary name “Asij” for the Barbaresco is easily confused with the famous Barbaresco vineyard Asili. In fact, “Asij” is Piedmontese dialect for “Asili”.
- The Proprietary name “Zonchera” for their Barolo is less confusing because it is derived from a much less famous Barolo vineyard named “Zonchetta” which Ceretto has not bottled as a single vineyard wine since the 1970s.

Chinato of Monsordo-Bernardina



Barolo Chinato

A unique, exotic, spiced wine made by Ceretto and other wineries in Piedmont. It is very different from regular Barolo.