

Reading the Labels of Bruno Giacosa



The Fine Wine Geek
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White Labels vs. Riserva Red Labels

White Label



It's white!

Maroon Or "Red" Label



Generally, Giacosa riserva labels have a distinctive reddish maroon color (left). Sometimes the color has more of a brownish tint. In either case, these are often referred to as his "red labels".

Vintage



Until the early 1980s, Giacosa used separate vintage tags near the neck of the bottle.

Starting in 1982 for Barolo and 1985 for Barbaresco, Giacosa put the vintage in the center of the main label.



Vineyard Names on Giacosa Labels

The vineyard name on single-vineyard wines is always listed below the type of wine (e.g. Barolo) and above the vintage.



Note that this is missing on a non-single-vineyard wine.

Note that single-vineyard wines are numbered.

Non-single-vineyard wines are not numbered.



Giacosa Vineyard Names: Barbaresco

Giacosa labels his single vineyard wines with the full name of the vineyard including the town of the vineyard with the format: <vineyard> di <town>.

Current Single Vineyard Barbarescos made by Giacosa are

- Asili di Barbaresco
- Santo Stefano di Neive

Single Vineyard Barbarescos made by Giacosa in the past are

- Albesani di Neive
- Gallina di Neive
- Montefico di Barbaresco
- San Cristoforo di Neive
- Rabaja di Barbaresco
- Rio Sordo di Barbaresco

Giacosa Vineyard Names: Barolo

Giacosa naming format: <vineyard> di <town>.

Current Single Vineyard Barolos made by Giacosa are

- Falletto di Serralunga d'Alba
- Le Rocche del Falletto di Serralunga d'Alba

Single Vineyard Barolos made by Giacosa in the past are

- Arione di Serralunga d'Alba
- Bussia di Monforte d'Alba
- (Vigna) Croera di La Morra
- Ginestra di Monforte
- Pugnane di Castiglione Falletto
- Rocche di Castiglione Falletto
- (Collina or Vigna) Rionda di Serralunga d'Alba
- Villero di Castiglione Falletto

Giacosa Vineyard Names: Other Grapes

Giacosa naming format: <vineyard> di <town>.

Single Vineyard Nebbiolo d'Alba:

- Valmaggione di Vezza d'Alba

Single Vineyard Barbera d'Alba (Superiore):

- Falletto di Seralunga d'Alba
- Ginestra di Monforte (1974 only)

Single Vineyard Dolcetto d'Alba:

- Falletto di Seralunga d'Alba
- Sorano di Treiso (new)
- Basarin di Neive (no longer)

Single Vineyard Grignolino d'Asti:

- Valdeperno

Italian Winery Terminology

- In Italian, “*Azienda*” means “business”.
- An “*Azienda Vinicola*” is a business where wine is made, i.e. a winery.
 - “*Casa Vinicola*” is an alternate term for this.
- An “*Azienda Agricola*” is a farming business.
 - In the context of wine, it is a business where wine is grown and made, a winery that makes only estate-bottled wine.

Estate Bottlings

“Azienda Agricola Falletto di Bruno Giacosa” is located atop the Falletto vineyard. The labels have this drawing of the vineyard and winery.

Starting in 1996, Giacosa bottled his **estate wines** under the name “**Azienda Agricola Falletto di Bruno Giacosa**”. This is indicated where you see the word “Falletto” in gold letters. Current estate wines include:

- Barolos Falletto
- Le Rocche del Falletto
- Barbaresco Asili



Non-Estate Bottlings

“Casa Vinicola Bruno Giacosa” is located in the town of Neive near Barbaresco. The labels have this drawing of the old castle of Neive.

Starting in 1996, Giacosa bottled only his non-estate wines under the winery name “**Casa Vinicola Bruno Giacosa**”. These are wines made from purchased grapes. Current non-estate wines include:

- Barbaresco Santo Stefano

Earlier non-estate wines included:

- Barolo Rionda and Villero



Estate vs. Non-Estate Base Bottlings

Note that this distinction allows us to tell whether the base (non-single-vineyard) bottlings are estate or not.



For example, the 1999 Barbaresco is an estate bottling.

While the 1998 Barbaresco is NOT an estate bottling.

