



AZIENDA AGRICOLA
VITIVINICOLA



ORGANIC WINES CERTIFIED BIO AGRICERT
Certificate no. 17545/0014

Details

Name: L'ALEGRA - Az. Agricola Vitivinicola di Grassi Alessandro
Brand: L'ALEGRA
Address: Via Umberto I, 53 - SETTIME - ASTI - ITALY
Operative Branch: Frazione Meridiana, 35 (Address for the correspondence)
Zip Code: 14020
Country: SETTIME
Regione: Piedmont - State: Italy
Phone: 0039 0141 209131
Fax: 0039 0141 209856
Web site: www.alegra.it
E-mail: alegra@alegra.it
VAT IT: 01260310055
Chamber of Commerce of Asti: 14981/2000
Foundation: Year 2000

Bank details

Cassa di Risparmio di Asti
Branch of Settime

Activity

- Research and development, manage of the vineyards
- Production and bottling of DOC wines
- Conduction of a zoo-technical breeding - Growing up of nut's plants
- The company is also a shareholder of the wine shop close to the cellar which is specialised in selling bio-wines and bio-food from this area and also from other regions of Italy
- The company has the management of the "Cortanze's Castle", re-build as new in the past ten years and open to everybody for business meeting, brunch, buffets, wine event, marriage, meeting and convention. See the web at: www.castellodicortanze.it

Company Management

Number of employees: 7 (vineyards)

Direction: Alessandro Grassi - alessandro.grassi@alegra.it
Technical-Oenologist: Flavio Mo - flavio.mo@alegra.it
Sales: Paola Giovannini - paola.giovannini@alegra.it
Administration: Stefano Musso - alegra@alegra.it

Total Surface

Total Surface: 37,43 Hectars
Nut's plants: 19,86 Hectars - Green: 1,81 Hecatrs - Lands not growing: 3,40 Hectars
Barbera d'Asti: 4,10 Hectars - Cortese: 0,66 Hectars - Freisa d'Asti: 2,32 Hectars
Grignolino d'Asti: 4,32 - Chardonnay: 0,96 Hectars (new vineyard)
Zoo-technical breeding: 848 mq

Sales Network

Due to the young company and to the need to have the final product to offer on the market, we have started to promote our wines only from this year.

Our first partners are:

EUROPE

Switzerland: Paul Sporri Weinagentur - Zuch

Germany: La San Marco GMBH - Ingolstadt

USA

South East Commerce Corporation - Miami - Florida

SOUTH AMERICA

Jemirta Imp. Exp. Ltda - Rjo de Janeiro - Brasil

We are working in order to finalise these contacts:

Le Papillon Vinimport - Denmark

Palmer & Co As - Norway

Seneclause - Poland

Winestore AT - Austria

U & Wine - Denmark

Cappa Vin - Denmark

Weinvision - Germany

Belluna Ltd - Japan

Lahvino - Denmark

Matthys Vijnimport - Belgium

Carovin - Sweden

Exhibitions

We have already planning to take part at the following exhibitions and tastings:

6-10 October 2003

San Paolo del Brasile - Tasting Desk organised from the Italian Chamber of Commerce

16-19 November 2003

Turin - Salone de Vino (National Exhibition)

29 February-2 March 2004

Dusseldorf - Prowein

1-5 April 2004

Verona - Vinitaly

We probably will take part also at many tastings organised from the Italian Trade Institute for Foreign Commerce and at the National Program of Agro-Food Promotion developed by the Ministry of Agriculture.

Our NEWSLETTER, published every month, will update about any information.

We are also working in order to create a big event, in November, which should be one of the biggest tasting meeting in Piemonte and at which will take part all the wineries of the north of Asti. Our guest will be: importers, journalists, press, wine lovers.