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Passwords:

Grassi Alessandro, 23 yers old, desire to stand out!.

This is the way to to start a new challenge in the wine field and in an area, the Rilate Valley, where the agriculture and the viticulture were going to disappear, and the old traditions were goign to be fogotten..

We would like to show you L'ALEGRA in this newsletter starting from August 2003. We will take you to every month to discover this new winery and to know more about the biologic wines.

We will let you know the staff and the dreams in the drawer of this new company, just now that we are going to launch our wines on the market.

Alessandro Grassi

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Year I
No. 1- August 2003



Rilate Valley

The Rilate Valley Community, founded the 28th October 2000, joins 13 towns of the province of Asti. Far from Asti about 15 km at the North-East, on the street which connects Asti to Chivasso, the area of the Rilate Valley has an extension from the Valley of Cortazzone up to the "Valle Versa River Valley". The total surface is about 82,35 km² and the population at the end of the year 2000 was about 6.470 inhabitants, with a medium density of 79 inhabitants each km².

The head quarter of the Rilate Valley Community is in: **MONTECHIARO D' ASTI** Piazza Umberto I, 9. Phone 0141-690950 Fax 0141-990775 **E-mail:** info@valrilate.it

The townships of the Rilate Valley

Camerano Casasco
Chiusano
Cinaglio
Corsione
Cortanze
Cortazzone
Cossombrato
Frinco
Montechiaro
Piea
Settime
Soglio
Villa San Secondo

Truffle, village festivals, traditions and a centenary sport: here's the Rilate Valley.

The Tambourine, is in fact the oldest sport here in Piemonte and it's played only here. It is really spectacular and every year, many champions of high level, are awarded. We have to point out the Tambourine team of Callianetto, which is in the main division in Italy and it's the most awarded team in Italy.



The Company

Explain how, at 23 years old, he spent all his time and effort inside the family company it's hard to explain also for him: Alessandro Grassi.

In the 1999 Alessandro decides to dedicate to the family company, up to that time not working.

He started a long transformation inside the company, planting new vineyards in the land mostly suitable, where now our vineyards start to give us the first results, all this made taking care of the natural defence of our lands.

According to his big belief to build a company with many different interests and business, born in 2000 the Cellar, in 2001 "Passau", in 2002 "Muscandia", up to take the complete management of the Castle of Cortanze in 2003.

The company is in a phase of big expansion.

The numbers:

Total Surface: 48,73 Ha
Vineyards: 12,514 Ha
Nut's plant: 22,784 Ha
Pastural Lands: 1,905 Ha
Lands not worked: 7,636 Ha
Lands not grown up: 3,898 Ha
Breeding: 848 mq
Employees: 7

Vineyards Machineries:

Trattori gommati: 3
Cingoli: 2
Atomizzatori: 2
Solficatori: 1

Our Partners:

Barrels: Gamba
Inox Tanks: Velo - Altivole (Tv)
Barriques: Gamba
Press: Bucher
Bottling Machine.: Baratta
Corks: Max & Cork
Bottle: AVIR
Labels: Euroadhesiv
Caps: Gallo

Staff

Alessandro Grassi



Born in Settime, he studied at the Lyceum of Bardonecchia. His big passions, further the viticulture are: sport, motos, travels.

Flavio Mo



Born in Monticello d'Alba, he studied at the oenological school in Alba. He came here only in 1997, first like agronomist and then to follow also the cellar. His big passion: music, books, science fiction, sport.

Paola Giovannini



Born in Torino, she studied as accountant and she started to work in the wine field only in the, 1998 as assistant and

In the 2001 like Sales Manager for a winery of the Monferrato. Starting from July 2003 she got a new challenge: take to ALEGRA wines worldwide. Her big passions: sport, the pc, book, te sea.

Credits:

A big thank for their job also to: Stefano, Freddi, Prend, Ben, Colombina and to the staff of Muscandia.



Flash News

Everyday, the hen breeding produces 5400 super-eggs.

Free wine tasting weekend

We have launched a new promotional action: the "Free Wine Tasting Weekend" which will take to L'Alegra some European importer to let them discover our new winery. Our guest will stay at the Castle of Cortanze.

If you want to be our guest, get in touch with us and send a fax or e-mail asking for the form to complete to reserve your weekend..

Club di Papillon:

Paolo Massobrio, Italian wine and food writer has judged our Freisad'Asti 2002 as the wine of the day on 2 July on his web site clubpapillon.it.

Salone del Vino Turin 16-19 november

We will be there with the province of Asti.

Our Lands

L'ALEGRA takes care of the traditional mixed agriculture conduction typical of this area, joining to the growing up of the vineyard those of the nut's plants, further to the zoo-technical breeding completely automatized, which is a part of the biologic cycle.

I vigneti sono situati nel comune di Settime, tra cui 3 nuovi ettari di Barbera e circa 1 ettaro di Chardonnay, e nel comune di Cortanze.

From the old vineyards "Ciabulin" born the desire to expand the company in this area (at the north of Asti) where the viticulture, activity carried on only from old people, was going to disappear. Starting to search new lands with the same characteristics, selecting and managing directly all the process (starting from the project for a new vineyards to the first harvets), now we have reached the perfect balance for the production of a good quality wines according to the bio-requirements.

The cultivation of the vineyards join to that of the nut's plants, allows us to optimise the different surfaces respecting the nature and the agronomic choices, offering the possibility to have all these lands mixed which offer a view of rare and armonious balance.

Total Surface: Ha 37,43
Barbera: Ha 4,10 - Cortese: Ha 0,66 - Freisa: Ha 2,32
Grignolino: Ha 4,32 - Chardonnay: ha 0,69

The breeding

Located in Settime, in Regione Passau, at the top of the hill it's composed of a prefabricated building which includes offices, warehouse, workshop, technical services.

The breeding cycle starts with the arrival of the hens, aged about 100 days, that after 40 days of acclimatization start to produce eggs. The kind of hens is called "Gallus Gallus". The production is about 5.400 eggs each day (about one for each hen). The life cycle of the hen is of 9 months and only the 5% of them die for natural accidents. The hens have the access at the green, outside the stock-farm, through a special exit.

The feeding of the hens is composed of kernel, maize, wheat, herbs, minerals integrative. The welfare of the hens is assured by ideal lighting, by good ventilation and through windows of the total surface of 90 mq each.

The harvesting of the eggs is made with a ribbon conveyor which transport the product at the top of the breeding, in the area dedicated to the storage.

Totale surface mq 848 of which:
Warehouse: mq 141
Breeding: mq 625
pastural Land: 19.000 mq



Vineyards and nut



Douja d'Or 31° Enological Competition

Award to the wineres won at the Enologic competition at 13/9

Presentation of our winery to the public and journalist on 15/9 21.00 p.m.

We will be also at the **Author's dishes**, that will involved many restaurants in Asti and the wines of the companies awarded at the Douja D'Or 2003

Muscandia The Shop

Muscandia was born in the 2002 and it's located in Settime, Frazione Meridiana 29, on the street which connect Asti to Chivasso, in order to promote their wines and many other typical food of these lands together with olive oil, rice, pasta, meat, vegetables.

The "Sun of Muscandia" became very soon the synonymous of the good food: starting from the wines, up to the eggs of biologic hen grown up free, to the wholemeal flours, to the rice, to the different types of honey and jam, to the different composites to eat with the cheeses.

Every morning, also on sunday, the bread is fresh and cooked into the wood oven.

In autumn, when the first fogs arrive, the truffle is the king and it cannot lack from the table.

In every season, the main core of Muscandia is the meat of the cows which comes exclusively from the breeding of the associates.

Not only cow: also pork, chicken, rabbit of a quality and a taste of the past. All these animals are grown up with natural food and respecting the tradition. Muscandia is also Agrituristic farm, in of Pino d'Asti.



The production

- Barbera d'Asti "ADESS"
- Barbera d'Asti "LA RIVALSA"
- Barbera d'Asti DOC Superiore "PIROET"
- Grignolino d'Asti DOC "LU"
- Freisa d'Asti DOC "PUSA L' CARET"
- Piemonte DOC Cortese "LE TOTE"
- Vino da uve stramature "SPURI"

The wines

Enotheque

The Rilate enotheque is inside the Cortanze Castle.

It's opened in the weekend, and give the chance to eat in a very soft atmosphere tasting not only our wines but also the wines of other wineries

Info:
Castello Cortanze
0141 690917

Wine tours

Would you like to visit our winery?

Are you an importer or a journalist? You'll be our guest: get in touch with us and book your visit.

Are you a private customer? You can taste and buy our wines at our Shop close to the cellar: MUSCANDIA

Info:
Phone +39 0141 209131
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Our guests stay at the Cortanze's Castle.

Castello di Cortanze

The Medieval feeling

The origin of the Castle of Cortanze date back to the Xth Century when it was known as Curtis Anseris, a burgh deriving from a Longobard-French settlement.

Over the centuries the castle has changed hands numerous times: in the tenure of the power bishop of Asti until XVI century it then passed to Tommaso Roero, whose family maintained possession until the end of the nineteenth century.

Recently it has been restored to all its original splendour by the present owner who has opened it to the public.

An ideal setting for a restful holiday in which to enjoy the peace and the silence of the surrounding, the comforts and the elegance of the rooms and the cuisine of its restaurant, but also a perfect location for meeting, convention and congress.

The twelve guest rooms have maintained the feel of an ancient stately home with an aristocratic atmosphere of discreet intimacy. History, art and modern comforts blend in a refined and evocative setting.

The restaurant can host up to 230 guests and there are a further 80 places in the adjacent wine cellar.

