

40 YEARS SANDRONE**"all my experience has brought me here"**

Barolo, Italy - after more than 50 harvests, Luciano Sandrone, who began as a vintner making his signature wines in his family's home garage, is celebrating his 40th anniversary. Until today he has concentrated himself on Nebbiolo, Barbera and Dolcetto, 3 autochthonous varieties in the two distinct wine regions of Langa and Roero, both of which are close to his heart. The result of his intuition, talent and skill are five internationally known red wines. The future is bright for Luciano: his grandchildren Alessia, Stefano and his nephew Giacomo are gradually taking on more and more responsibilities in the winery, while the Family all together is ready to proudly announce a bold project for 2019.

Luciano's overarching goal has been to reveal the finest and most subtle nuances while avoiding any hint of uniformity (one could call it "sameness") in his wines. Not the least of his work is his love of bringing to life the finest differences from vintage to vintage. In the 1970's, Luciano chose a clear path: one of uncompromising quality above all else. The focus on only local varieties grown in the best sites became a fundamental part of the Sandrone philosophy - and is today as it was once.



The story began at the family's home where Luciano made his first wines in the garage. Since then, passion, tireless effort and attention to detail have defined his work ethic. Luciano, who inherited no land or vineyards from his family, was able to purchase his first vineyard plot in Cannubi Boschis in 1977 - a hill known as a cradle of Barolo. In 1978, with his wife Mariuccia at his side, he decided to dedicate his life to making his own wine. A chance encounter at Vinitaly 1981 with an important American wine buyer changed his life - the buyer purchased all 1500 bottles Luciano made of his now-legendary 1978. Successes followed, and in 1985 he adopted his then-radical label, still in use today, with the name Sandrone in gold letters on a cobalt blue background. This bold graphic stroke - since used for all his labels - heralded the beginning of an important range of wines which was soon to follow.

The 1989 and 1990 vintages brought Luciano great success and notice by wine journalists the world over.

After their studies, both his brother Luca and his daughter Barbara joined the growing winery after experiences both locally and internationally. Both are intimately involved with the day-to-day operations of the winery and share Luciano's boundless passion for quality. In 1994, the team brought the Valmaggiore project to life with the first bottling from this historic and incredibly steep vineyard.

1999 brought another milestone for the family: the completion of the new winery in just one year of construction, on the valley floor facing the original vineyard of Cannubi Boschis. Respect for the land is a value deeply rooted in all the members of the Sandrone Family, which receives their greatest respect, especially for its unique, site-specific qualities. The family's greatest challenge is the constant attention required to create a unique and unmistakable wine year in, year out. Their constant efforts to achieve this goal have made all the difference.

This effort also manifests itself in the "*sibi et paucis*" project, launched in 2004. The family decided to hold back a small portion of the 3 Nebbiolo-based wines - Valmaggione Nebbiolo d'Alba, Le Vigne Barolo and Cannubi Boschis Barolo - in a specially constructed cellar under perfect ageing conditions. Here the wines rest: 6 years for the Valmaggione and 10 years for the two Barolo. In Luciano's personal wine library, the bottles find the perfect conditions for ageing, improvement and constant, slow refinement. The bottles are labeled with a special "*sibi et paucis*" seal on the labels when they are eventually released from the winery's cellars.

2017 brought ALESTE, the natural continuity of Luciano's first wine, the Barolo Cannubi Boschis. Giving all the experience, knowledge, patience and passion of his many harvests, Luciano pays tribute, with boldness and sensibility, to the next family generation: "ALESTE" is in fact the combination of the names of his grandchildren ALEssia and STEfano, Barbara's children.

Today the Sandrone winery farms 27 hectares of vineyards between the regions of Langa and Roero. Luciano looks forward to the next 40 years with great tranquillity and satisfaction, knowing that his creation, his winery, is fully supported by the new generations who gradually take over more and more and 2019 will bring a new surprise, as Luciano has been working adding a new bottling to his Barolo Family.

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