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Italian-American couple acquires an 80% stake in Cantine 4 Valli

The deal shifts control of Piacenza’s largest wine company but keeps the founding families in management.

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An Italian-American couple has acquired an 80% stake in Cantine 4 Valli, the largest wine company in Italy’s Piacenza province, in a deal that shifts control of a major exporter while keeping the founding families involved in management.

The buyers are Robert Addis, an American from Philadelphia, and Francesca Carini, who is from Piacenza, according to ANSA. Cantine 4 Valli produces more than 10 million bottles a year and exports to more than 30 countries. ANSA described it as the sixth-largest wine company in the Emilia-Romagna region.

The transaction gives the couple control of a winery with more than 140 years of history and a strong position in one of northern Italy’s established wine-producing areas. The founding Ferrari and Perini families will keep an ownership stake and retain key roles in the business. Stefano Perini will remain chief executive, preserving operational continuity at a company that has reached its fifth generation.

That continuity is important because Cantine 4 Valli is not only a large local producer but also a business with broad international exposure. A change in control at an exporter of this size could influence how wines from the area are marketed abroad, and it may affect distribution strategies, retail partnerships and premium positioning in overseas markets if the new owners move ahead with the expansion plans they have outlined.

ANSA reported that Addis and Carini are both former consultants at McKinsey & Company and intend to take active operating roles inside the business. Their stated plan is to use the company’s production platform to expand global distribution and develop strategic partnerships in retail, while continuing to promote Cantine 4 Valli’s premium and flagship wines.

In remarks reported by ANSA, Addis said the company’s commitment to wine quality across every price range was a main reason for the purchase. He said the aim is to build on that base by giving the team the resources it needs to perform in major international markets, especially the United States.

The deal points to a broader pattern in the beverage industry, where established family-owned producers with export reach are drawing interest from buyers who see room for growth through international sales networks and stronger commercial execution. For wine companies in particular, ownership changes often go beyond finance. They can shape decisions on branding, route-to-market strategy, portfolio mix and how aggressively a producer pushes higher-value labels in competitive markets.

Cantine 4 Valli enters this transition with scale that makes those decisions significant. Producing more than 10 million bottles a year gives the company a large manufacturing base, while its presence in more than 30 countries means any shift in strategy can be felt across a wide distribution footprint. Keeping the founding families involved may also reassure suppliers, distributors and customers who value continuity in a business rooted in local identity and long family stewardship.

Piacenza, in the western part of Emilia-Romagna, is known for wines tied closely to the surrounding territory. That local identity has commercial value as Italian producers try to stand out in crowded export markets. The new majority owners have said they want to protect that territorial heritage while pursuing international growth, a balance that many mid-sized and large European wine groups are trying to strike as they expand abroad without weakening the local story behind their labels.