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Le Tenute del Leone Alato's new acquisition

Piedmont's past, present, and future in a bottle

Tuesday, March 5, 2024



In the ever-evolving landscape of the wine industry, where heritage meets innovation, Le Tenute del Leone Alato, a venerable Veneto-based wine group, has marked another milestone in its journey of expansion and exploration. The group's recent acquisition of the Vigneti Fassione estate in Piedmont's Colli Tortonesi not only extends its territorial footprint but also embraces a piece of viticultural history by incorporating vineyards planted with the rare Timorasso grape.

Nestled in Monleale, in the verdant embrace of the Val Curone—a stone's throw from Tortona, in the province of Alessandria—Vigneti Fassione commands attention with its 5 hectares of clay-marl soil vineyards. These lands, carrying vines aged between 4 to 80 years, yield approximately 7,500 bottles annually, featuring the local varietals Barbera and Timorasso. This acquisition isn't just a testament to Le Tenute del Leone Alato's growth strategy; it's a pledge to preserve and celebrate a grape variety with deep historical roots and a remarkable potential for ageing.

Timorasso, a white grape variety with an esteemed legacy in Piedmont, had faced near oblivion following the phylloxera outbreak in 1879 and the subsequent domination of red grape varieties post-World War II. Its salvation came in the 1980s, thanks to the visionary efforts of Italian winemakers Walter Massa and Andrea Mutti. They not only rescued what old vines they could but also rekindled interest in Timorasso by planting new ones. Today, many producers proudly label their Timorasso wines as 'Derthona'—a nod to Tortona's ancient Roman name, signifying the variety's storied past and its cultural significance.

Le Tenute del Leone Alato's CEO, Igor Boccardo, views the acquisition of Vigneti Fassione as a strategic move that aligns with the group's objective to bolster sales through the enhancement of high-quality products rooted in strong identity and the rich viticultural heritage of their regions. This approach underscores a broader vision to cultivate excellence within Italy's most venerated wine-producing areas.

The addition of Vigneti Fassione to Le Tenute del Leone Alato's portfolio is part of a larger expansion strategy that has seen the group's presence grow across Italy. From embracing the historic 'infernot' cellars of Bricco dei Guazzi in Monferrato—recognized as a UNESCO World Heritage Site—to integrating the biodynamic practices of Duemani in Tuscany, the group is crafting a diverse and dynamic wine heritage.

Moreover, the portfolio expansion into regions outside Piedmont, including acquisitions and distribution agreements in areas as varied as Champagne, Montalcino, and Salento, reflects a keen interest in both heritage and innovation. By focusing on premium and super-premium segments, Le Tenute del Leone Alato is not just expanding geographically but is also diversifying its offering to cater to a global palate,

seeking out wines that tell a story of their origin.

In essence, the group's recent moves are not merely acquisitions; they are a testament to a profound respect for wine-making traditions and a forward-looking vision. As Le Tenute del Leone Alato continues to weave the rich tapestry of its wine narrative, it invites wine enthusiasts and connoisseurs alike to explore the depth, diversity, and distinction of its growing portfolio.