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Montalbera Honors Founder with 'Il Fondatore' Ruchè Launch, Signals New Era for Winery

Montalbera Unveils "Il Fondatore" Ruchè di Castagnole Monferrato DOCG Riserva 2021: A Homage to Enrico Riccardo Morando

Thursday, June 27, 2024


DOCG
Ruchè
di Castagnole Monferrato
Riserva
Il Fondatore
MONTALBERA
Ruchè
di Castagnole Monferrato
Riserva
Il Fondatore

Montalbera, renowned as the world's preeminent producer of Ruchè wine, has proudly unveiled its newest masterpiece, "Il Fondatore" Ruchè di Castagnole Monferrato DOCG Riserva 2021. This distinguished release is a heartfelt tribute to Enrico Riccardo Morando, the visionary founder of Montalbera, and underscores the winery's enduring commitment to championing Piedmont's native grape varieties.

The grand launch of "Il Fondatore" took place on June 21 and 22, 2024, an event spearheaded by the dynamic entrepreneur and General Manager Franco Morando, alongside esteemed winemaker Nino Falcone. This remarkable wine, dedicated to Franco's grandfather, encapsulates not only the essence of the Ruchè grape but also the storied history and rich winemaking heritage of Montalbera.

The two-day celebration was a vibrant affair, attracting local and national press, regional dignitaries, and an array of influential figures from Piedmont's economic and social sectors. The event saw the participation of six mayors, including Maurizio Rasero, President of the Province and Mayor of Asti, underscoring the significant regional support for Montalbera's ongoing endeavors.

Enrico Riccardo Morando, who founded Montalbera in 1983, was a pioneer with a vision to elevate the Monferrato wine region. His legacy is celebrated through "Il Fondatore," a wine that epitomizes the winery's relentless pursuit of excellence and innovation. Franco Morando, in his remarks, emphasized the deep familial dedication to the Ruchè grape and the Monferrato region:

"We are grateful for the incredible response to this label, both from our loyal followers and from those who are just discovering this special native variety through our winery. We consider ourselves spokespeople for the Ruchè grape and are constantly striving to communicate the magnificent beauty of the Monferrato region. This is precisely why we are working towards transforming Montalbera into an oasis of true well-being surrounded by our vineyards, highlighting the natural beauty of this area."

The unveiling of "Il Fondatore" was more than a wine launch; it was a celebration of community and culture. Attendees included representatives from regional institutions, commercial directors, buyers, and prominent figures in Piedmontese entrepreneurship. The event not only highlighted Montalbera's historical significance but also its forward-

looking vision.

Montalbera's commitment to the region extends beyond winemaking. The winery has recently invested in creating a luxury wine tourism destination, aimed at offering unique experiences that marry the beauty of the Monferrato landscape with its rich cultural heritage. Activities such as yoga in the barrel cellar, vineyard trekking, and curated dinners aim to provide visitors with an immersive experience, blending relaxation and gastronomy with the region's natural splendor.

This latest release symbolizes the beginning of a new chapter for Montalbera. Under Franco Morando's leadership, the winery is poised to become a beacon of luxury wine tourism in Monferrato. The transformation of Montalbera into a destination of well-being and relaxation aims to draw visitors from around the world, offering them a chance to explore the winery's offerings and the picturesque Monferrato region.

The introduction of "Il Fondatore" Ruchè di Castagnole Monferrato DOCG Riserva 2021 stands as a testament to Montalbera's legacy and its ongoing quest to showcase the exceptional qualities of the Ruchè grape. It is a wine that not only honors the past but also looks confidently towards the future, ensuring that the traditions of Monferrato will be cherished and celebrated for generations to come.