

Dalla Terra Winery Direct® to welcome Piedmont-based Enrico Serafino to its portfolio of family-owned Italian wineries beginning January 2017

(August 12, 2016; Napa, CA)—Dalla Terra Winery Direct® today announced that Enrico Serafino, located in the Canale d’Alba region of Italy, will be joining the company’s portfolio of esteemed Italian producers at the start of 2017.

Enrico Serafino is a historical estate in Piedmont’s famous Roero region. The winery focuses on the viticulture and vinification of still and sparkling wines, including Barolo, Roero Rosso, and Alta Langa wines, and was recently recognized as one of the top Metodo Classico producers in Italy by Gambero Rosso. In 2015, Enrico Serafino was purchased by the US-based Krause family, who just last month, purchased iconic Barolo producer, Vietti. Dalla Terra will be the sole USA agent for both Vietti and Enrico Serafino.



“This is a brand with historical roots and great potential,” says Dalla Terra President Dave Holt. “As one of the most respected Metodo Classico producers in Italy, they will make an exceptional addition to our portfolio.”



Enrico Serafino estate vineyards in Canale d’Alba

“We were fortunate to have Vietti introduce us to the Krause family,” says Dalla Terra Founder Brian Larky. “We all share the same vision for both of these estates and are thrilled to continue to import Vietti and now introduce Enrico Serafino.”

Dalla Terra allows US distributors to buy directly from the producer. Winery Direct is a more efficient, economical and consumer-friendly way of shipping, distributing and marketing wine. As a result, retail pricing on wines in Dalla Terra’s portfolio is—on average—20 to 25% lower than its competitors. Because of the company’s economically competitive edge,

producers are attracted to Dalla Terra’s commitment to highlighting individuality by choosing to work with only a few top producers from each wine-growing region in Italy.

“We’re grateful to be able to work with such an innovative company like Dalla Terra Winery Direct®,” says Kyle J. Krause. “Both Enrico Serafino and Vietti are leading estates in their respective regions and given the incredible work that Dalla Terra continues to do with Vietti, we’re glad to have them represent both estates in the US market.”

About Enrico Serafino

Cantina Enrico Serafino was founded in 1878 in Canale d’Alba—one of the main towns of the Roero district and a farming center with a long history that can be traced back to the early Middle Ages. Established by businessman and landowner Enrico Serafino, the winery soon became one of the most important wineries in Piedmont and among the first to sell the region’s classic wines throughout Italy and abroad.

Enrico Serafino produces classic Piedmontese wines including Roero Rosso, Barbera, as well as Barolo, made from Nebbiolo grown on the neighboring Langhe hillsides. The winery also produces Metodo Classico sparkling wines from grapes grown in Alta Langa. The Alta Langa project began with the 2002 harvest, which marked the

recognition of the Alta Langa DOC and Enrico Serafino was one of the first historic Piedmontese wineries to produce Metodo Classico cuvées.

The estate's vineyards are situated on hillsides with medium-textured sandy, limestone and clay soils and cover an area of 30 acres, all in Barolo and Roero. They are planted with Arneis, Nebbiolo and Barbera.

Enrico Serafino has won several prestigious awards dating back to a 1903 Silver Medal for Barbaresco 1897 Esposizione Agricola Industriale Alba. In addition to several awards, the brand was also awarded the 1971 Medaglio d'Oro for the Barolo Riserva '64 Concorso Enologico Nazionale – Pramaggiore.

About Dalla Terra Winery Direct®

The Dalla Terra Winery Direct® roster reads like a who's who of some of the most esteemed family-owned wineries in Italy. Each producer has played a major role in the significant strides Italy has made over the last twenty years in improving the quality of its wines. Dalla Terra Winery Direct® is changing the nature of the wine importing and distribution business. The company's unique business model allows US distributors to buy directly from the producer. Dalla Terra's business model offers a more efficient, economical and consumer-friendly way of shipping, distributing and marketing wine, eliminating on average 20 to 25% in markups on each bottle. While Dalla Terra's services are sought after by winemakers all over Italy because of the company's economically competitive edge, producers are also attracted by the company's commitment to highlighting individuality by choosing to work with only a few top producers from each wine-growing region in Italy. Founder Brian Larky considers each of the producers he works with part of a roundtable on innovation and quality, at which each producer has a voice. In 2009, Wine Enthusiast nominated Dalla Terra for Importer of the Year for its annual Wine Star Awards. On January 24, 2011, Larky was inducted into the Italian Trade Commission's Wines of Italy Hall of Fame at the opening reception for Vino 2011 at the Waldorf Astoria Hotel in New York, NY. This marks the highest level of distinction presented by the Italian government to wine industry leaders. For more information on Dalla Terra and the wineries they work with, go to www.dallaterra.com or call 707.259.5405.

For more information about Enrico Serafino, please go to www.enricoserafino.it

For more information about Dalla Terra Winery Direct®, please go to www.dallaterra.com

For more information or to set up an interview, please contact Jarvis Communications at 310.313.6374.