

# MARRONE

Over a century of winemaking: four generations of passion, tenacity, investments and hard work. A story of tradition with a watchful eye on the future. The origins of Agricola Marrone date back to before 1887. A family that cultivated local grape varieties and showed ambition from an early phase.

When Pietro Marrone was born in 1887, his father Edoardo was already producing wines. From the time he was young he was very passionate and ambitious. In 1910, at 23 years old, he asked his father to grow some vineyards. In the early 1920s/30s the winery progressed and started cultivating vineyards using techniques that were revolutionary at the time: reducing production yields to prioritize higher quality and avoiding sowing wheat between vine rows, a standard practice at the time. An early adoption of what became modern cultivation practices. The family grapes became the most beautiful of the village, so slowly all the vineyards converted to that modern production system.

After WWII, Carlo Marrone, Gian Piero ('Gianpi's') father, resumed work in the vineyards and in the cellar with even greater passion than before. The wines became better and better, with the birth of the in-house cru: "Pichemej" ("more than better", in Piedmontese dialect). Success enabled investments in the farmhouse and it began to become known in the village as "Cascina Carlot," Carlo's farmhouse.

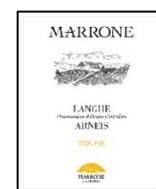
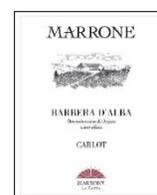
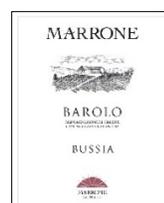
In 1978 'Gianpi' took over full management of Marrone Winery and began a phase of expansion both in vineyards and cellar space. His wife Giovanna, affectionately known as "Mamma Gio," orchestrates private hospitality and is the Kitchen director. For Giovanna, food is "tradition and Italian values that go hand with our wines." Today, all three of Gian Piero and Giovanna's daughters are involved on the estate. Valentina is the oenologist and winemaker. Serena handles the finance and business side of the winery and foreign markets, and Denise runs the hospitality and marketing duties.

To date the winery has vineyards in the heart of Piedmont, the Langhe region, with the main cellar in La Morra. They continue to invest strongly in vineyard and cellar management. The former is part of the family vision to create an 'ecological system' for plants to obtain the best grapes, to maintain and re-create precious microflora, use only 'mechanical tools' and allow plants to defend themselves from pests and adverse climate conditions, and only use organic fertilizers. In Valentina's own words: *"It is at the heart of our wine making. We want to make fine*

*wines. Wines that have drinkability, that are a pure expression of our terroir and not interfere at all. We always want to raise the bar."*

The Marrone philosophy is to transfer the integrity, richness and fullness of aromas from their grapes to each bottle. They do it via little interference and in the most natural way. Their goal is elegant and refined wines.

The healthier the vineyards are, the better the grapes will be. With that in mind, they manage their vineyards to create an ecological system that allows the vines to enjoy the best possible living conditions. They avoid the use of herbicides, and use only strictly selected organic fertilizer. Grapes are harvested in the coolest hours of the day, taking care to handle the bunches carefully to avoid crushing them. All vineyard management operations are performed by hand, including pruning, thinning, and grape selection during harvest. Grapes are harvested into 25kg crates and transported on specially designed "sleds" to limit the crushing of grapes and minimize their movement, which tend to bounce up and down on the uneven ground when transported on a trailer. All of this is done to prevent uncontrolled fermentation to begin in the liquid leaked from the bunches. This same attention to detail is applied to all of the winemaking steps from the sled to the bottle. You can taste the quality from this attention to detail in every bottle of Marrone.



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Barba d'Alba Carlot  
Barolo  
Barolo Bussia  
Barolo Pichemej  
Langhe Arneis Tre Fie