


CARLO CASETTA  

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Viticoltore in Montà

A man with short dark hair and glasses, wearing a grey sweater over a plaid shirt and dark jeans, is crouching in a vineyard. He is focused on a young grapevine, which is supported by a metal post and a wire. The ground is covered in dry, brown leaves and twigs. In the background, there are more rows of grapevines and a clear sky.

## Carlo, genuine passion for winemaking

"I've always loved this world and since I was a child I used to say: When I grow up, I want to make wine like dad"

The winery was established in the Sixties by my Grand-father.

I inherited both his name and the business, and represent the third generation of winemakers. I've always loved this world and since I was a child I used to say "When I grow up, I'll make wine like dad". My connection with the surrounding land was born with me. When I was 3 or 4, I used to play in the garden or in the vineyards using a little hoe. In the cellar, I loved filling small glass tanks and pretended to sell them as if it was wine, exactly like dad and grand-dad.





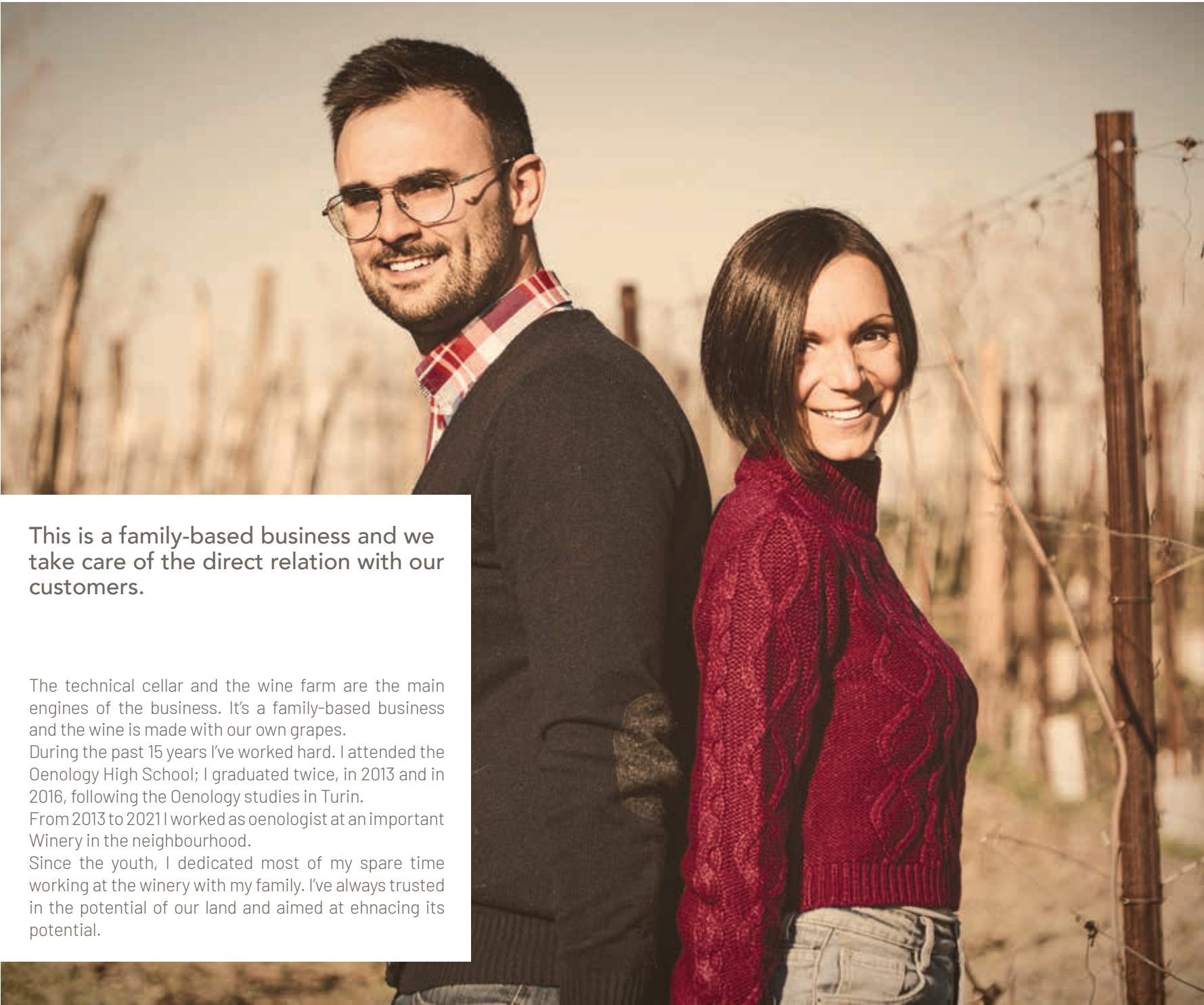
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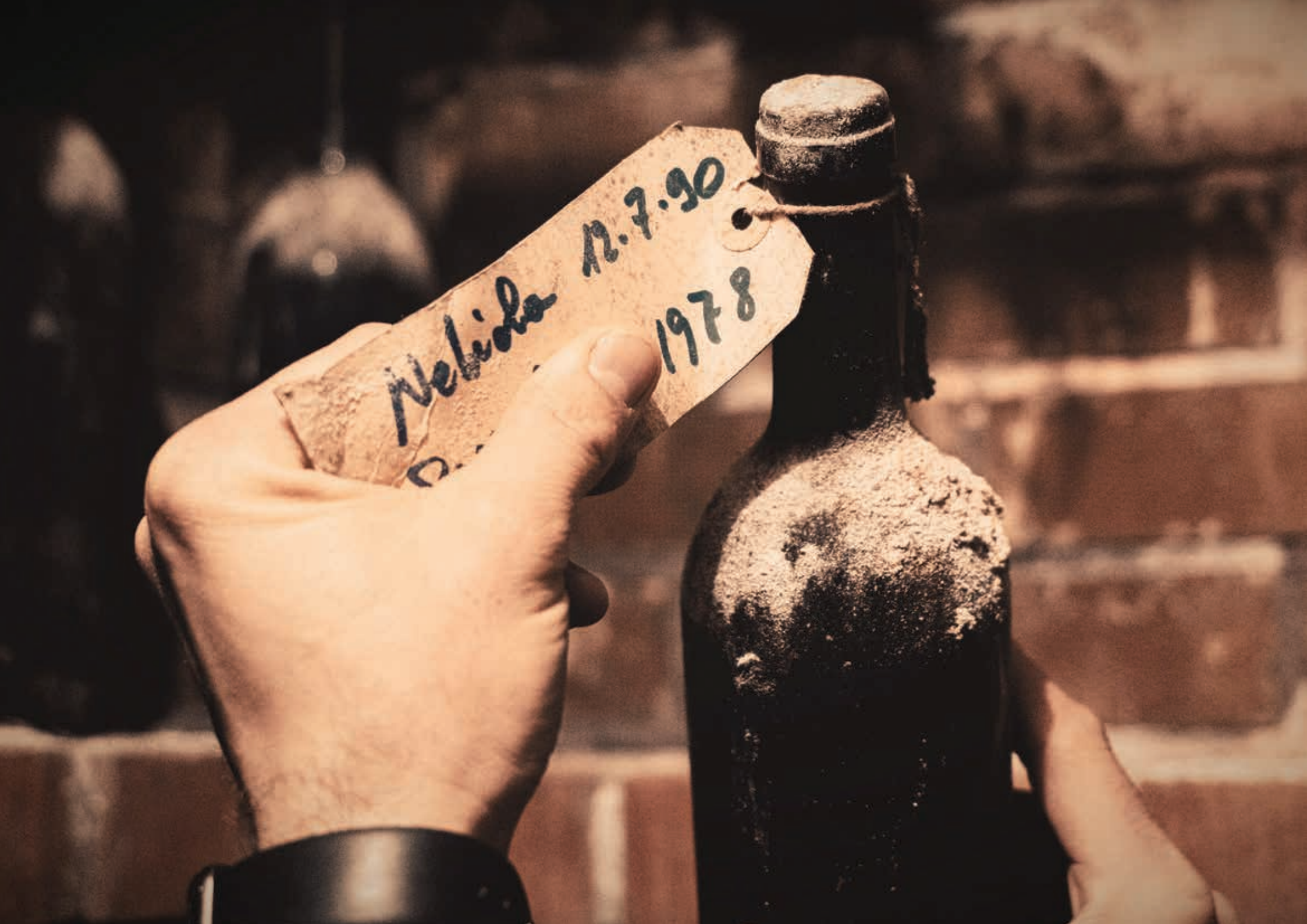
This is a family-based business and we take care of the direct relation with our customers.

The technical cellar and the wine farm are the main engines of the business. It's a family-based business and the wine is made with our own grapes.

During the past 15 years I've worked hard. I attended the Oenology High School; I graduated twice, in 2013 and in 2016, following the Oenology studies in Turin.

From 2013 to 2021 I worked as oenologist at an important Winery in the neighbourhood.

Since the youth, I dedicated most of my spare time working at the winery with my family. I've always trusted in the potential of our land and aimed at enhancing its potential.



Melinda 12.7.90  
1978





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### Style, philosophy, ambition.

In 2011 I took the reins of the winery, and the year after I started improving its potential. I planted my first new vineyard and from 2013 to 2014 I introduced the hazelnut production exploiting the valley floor plots. Then, in 2016 I finally established the new Barbera vineyard.

Since 2018 the best grapes are vinified separately to produce wines representing at best each vineyard feature. We aim at boosting quality and respecting the environment with the best care.





We trust in quality and uniqueness as the best way forward.

We take care of the vineyards paying the highest attention to nature and customer. We don't use chemical products and the rows are naturally covered with grass. We fertilise the soil with manure and sow specific herbs to nourish it in Spring.

Harvesting is made by hand, with plastic baskets: the grapes are kept intact during the transport from the vineyard to the main court.

The same day, in late afternoon, the grapes are pressed and the must starts its journey to become the leading product representing both our philosophy and Roero land.



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Each wine variety is located under the best sun exposure.

Each wine variety is located under the best sun exposure. We are now planting the new Arneis vineyard counting 1 hectare of surface. It will be productive in 4 years.

Nebbiolo vineyards face the sun following the South exposure, to grant the suitable grape ripening.

Barbera is located in the South-West plots, where the soil is more windy and dry.

Arneis rows are planted in the fresher part of the estate, to grant a more gentle sun exposure and less aggressive heat during Summer.

We make wine using our own grapes only.

Since the beginning, we only use our own grapes to produce the complete range of wines.

According to the business philosophy, all vineyards are located near the winery to avoid any kind of waste of time and resources. We take advantage of the proximity during the harvest, because grapes are kept fresh and intact without using the grapes transporter. In 2023 the winery owns 5 hectares, split among Nebbiolo, Barbera and Arneis varieties.









## RAIZ selection

/RAIZ/ is the phonetic transcription of the word "root" in Piedmont dialect.

In English, the sound /RAIZ/ recalls the terms "rise/to rise", to indicate the act of growing, lifting up, sprouting.

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## Roero DOCG FIL



Carlo's  
Technical Sheet

**Variety:** Nebbiolo

**Vinification:** traditional harvest with destemming and maceration for 21 days at controlled temperature.

**Ageing:** in barrels for 12 months; then preserved in bottle for 6 months at least

**Colour:** ruby red with intense maroon shades

**Bouquet:** typical scents of wood refining; red fruits, balsamic notes, violet, liquorice, white pepper and vanilla

**Taste:** sweet and persistent; velvety tannin with blackberry and liquorice notes. A delicate caramel taste finally pervades the mouth

**Pairing:** red meat, grilled dishes, game

**Serving temperature:** 16 – 18° C



In Piedmont dialect, the word FIL means not only “strand” but also a deep connection, a concrete and direct link, In English, the same sound recalls the verb “to feel”: sensing, experiencing intense emotional or physical sensations.



Martina's  
Emotional Sheet

Do you know that sensation, when a scent or a flavour tell you something? That moment when your eyes are wide open because it's so intense, surprising, but so right and unique. Behind that garnet red shade, that transparency in the glass, you discover a world made up of sensations lightening. It seems you can deep dive into a basket full of black, ripe cherries, as big as coins, so juicy, so crackling. Then, you perceive a stronger feeling, more spiced, complex, with sweet and balsamic notes of licorice that drive straight to your chest. It seems like you can bite that sip; it's enveloping like a silk scarf of tannins and a gentle and surprising after-taste.

When you taste FIL, you are simply charmed. It's like looking a beautiful woman mirroring herself while applying a red lipstick. You're fascinated and you guess which could be her flavour.

But dreams always have an end! After this emotional trip, you can now twist the knife into that Fiorentina steak in front of you, drinking a great glass of Roero DOCG FIL!



# Nebbiolo d'Alba DOC STIL

The dialect meaning is similar to the Italian. The literal translation is STYLE, recalling both "elegance" and "identity". In English, the sound recalls the word "steel", referring to the main ageing method and its genuine and direct features.



Carlo's  
Technical Sheet

**Variety:** Nebbiolo

**Vinification:** traditional harvest with destemming and maceration for 21 days at controlled temperature. 50% of the must is kept in stainless steel tanks during fermentation, the rest in barrels

**Ageing:** in barrels for 10-12 months; then preserved in bottle for 8 months at least

**Colour:** intense ruby red with elegant maroon shades

**Bouquet:** delicate balsamic hints are immediately perceived on the palate, along with intense fruity notes. While swirling the glass, we catch the typical ageing structure, characterized by violet and vanilla sensations

**Taste:** the first sip is soft, warm and moderately crisp. We clearly perceive the bouquet, in particular red berries, vanilla and toasted wood. The elegant and silky tannin wraps the mouth and is pleasantly persistent

**Pairing:** to be served with red meat courses. It is best matched with roasted dishes and venison

**Serving temperature:** 16 - 18° C



Martina's  
Emotional Sheet

If months had a personal flavour, October would be a glass of STIL.

Vineyards are ready to be harvested, all plants rich with ripe grapes, the days are still warm and sunny.

And during the evening, the temperature is lower and the first cold hints refresh the air.

At that time, a ruby red colour comes to give you warmth, to embrace you. It's a velvety glow caressing your mouth, giving you the sensation to taste the Autumn with its spiced notes, its crackling scent of cassis and raspberry.

It seems to taste a fresh and ripe grape, still linked to Summer heat. Then, a surprisingly fresh balsamic hint opens up the final sensation.

Think about the blazing flames in the fireplace, an inviting dish of risotto and a glass of Nebbiolo d'Alba: happiness is ready!



# Barbera d'Alba DOC Superiore NID

In Piedmont dialect NID means the birds nest, but also refers to a cozy, protected and soft place. In English the same sound refers to the word "need", meaning a necessity, a requirement, a strong desire.



Carlo's  
Technical Sheet

**Variety:** Barbera

**Vinification:** traditional harvest with destemming and maceration for 10-12 days at controlled temperature. Fermentation is carried out in stainless steel tanks

**Ageing:** in barrels for 8-10 months; then preserved in bottle for 6 months at least

**Colour:** ruby red with purple shades

**Bouquet:** pleasant fruit shades like blackberry, blueberry, cassis and plum. we catch the typical ageing structure, characterized by cocoa and wood sensations

**Taste:** the first sip is soft and sweet, with a moderate and sour shade. We clearly perceive the bouquet, in particular red berries and plum. The tannin is velvety and elegant. At the end, the intense shade of cocoa and dark chocolate softens the sour perception

**Pairing:** to be served with red and roasted meat, sauces, traditional first course recipes

**Serving temperature:** 16 - 18° C



Martina's  
Emotional Sheet

Let me unlock a memory: when you were children, did you feel that scent of cooked berries? When mum or grandma prepared the plum jam, or a buttery and soft tart was cooking in the oven...

That's the point. The first sensation with NID is the immediate flashback to childhood, the afternoon snack in the countryside with the gramps, the scent of fruits underneath the arbour full of grapes or near the little plum trees next to the vineyards.

In the mouth it's a juicy explosion, crackling, with a straight but gentle acidity, just like a woman!

Barbera is female, and just like a beautiful lady, the first sip is charming but close, full of character, rich in flavours, acid and tannic, round, and full of red berries sensations, jam, and cocoa in the end. How can you resist?

## Vino Rosso SAN senza solfiti aggiunti

In Piedmont dialect the word SAN means “healthy”, but also entire and good-looking if referred to food.  
In English it recalls the sound of the word “sun”, the main element to ripen the grapes.



Carlo's  
Technical Sheet

**Colour:** ruby red with deep purple shades

**Bouquet:** we immediately perceive blackberries and coffee notes. Then, more complex scents of red berries and plum jam come to the nose. In the end, vanilla and cloves sensation complete the bouquet

**Taste:** the first sip is round, enchanting, sweet. You can perceive notes of strawberry and red currant. The tannin is silky and gently envelopes the mouth

**Pairing:** to be served with red and roasted meat, sauces, traditional first course recipes

**Serving temperature:** 16 - 18° C



Martina's  
Emotional Sheet

Two different worlds, two separate characters linked together, give the light to this masterwork of colour and scents.

Her side: half Barbera, so pulpy, colourful, juicy, with the right hint of acidity.

His side: half Nebbiolo, so elegant, tannic, just a little austere. The perfect match, Her and Him so dazzling, so beautiful, so balanced. Their relation has never been violated but the creeping whisper of oxygen.

Only time can manage this balance, only the right wait in the glass make you perceive the unique character of this wine.



## Langhe DOC Rosato CIT

In Piedmont dialect the word CIT means "little" or "baby". Guess what?! In English the same sound recalls the word "cheat", someone using tricks while playing. Just like this wine: its colour and the rich bouquet confuse and charm you at once!



Carlo's  
Technical Sheet

**Variety:** red grapes coming from our vineyards

**Colour:** peach rose with orange shades

**Bouquet:** we immediately perceive a distinct mineral scent that recalls flint. While swirling the glass, the former aroma is replaced by elegant notes of red berries

**Taste:** the initial mouthfeel is pleasantly fresh and moderately acid. We can perceive floral and fruity notes along with a distinct mineral scent. Its great persistence in mouth and a touch of balanced crispness make it very drinkable. The alcoholic content is moderate

**Pairing:** to be served as a drink before dinner. It perfectly matches with fish, white meat and cheese, or even greasy dishes

**Serving temperature** 8 - 12° C



Martina's  
Emotional Sheet

When I drink CIT, I feel the music in the air. Not any kind of music, but that melody making you laugh, going to the seaside, biting the Summer vibes to discover which is its flavour!

When you look into the glass, into that peach rose shade, it seems you can catch the lights of a June sunset, when the darkness is still far and one sip leads to another!

Then you feel that sapid, fresh, fruity sensation. Your mouth asks for another sip...

And you know that nothing is better than a freezing cold bottle of Langhe Rosato CIT, a family pizza to take away, a bunch of beloved friends and a warm summer night to live.

# Roero Arneis DOCG BEL

BEL is a unique sound! In Italian, it means "beautiful", "good-looking", whereas in English it's the phonetic transcription of "bell"! It's perfect to recall the cristalline and sharp character of Roero Arneis!



Carlo's  
Technical Sheet

**Variety:** Arneis

**Vinification:** white vinification: pressing of fresh grapes and fermentation at controlled temperature

**Ageing:** in stainless steel tanks, Bâtonnage sur lies for 3 - 4 months

**Colour:** pale yellow with light green shades

**Bouquet:** white flowers, (jasmine, acacia, lemon) and a delicate scent of fresh citrus, ananas and passion fruit

**Taste:** the first taste is pleasantly sour, excellent as a cocktail before dinner, but also during the whole meal. During the tasting you can perceive the scent of citrus, exotic fruits, white flowers

**Pairing:** To be served as a drink before dinner. It perfectly matches with fish, white meat, vegetarian recipes

**Serving temperature:** 8 - 10° C



Martina's  
Emotional Sheet

When I see BEL, I think about a bride.

That intact, delicate beauty, that light and elegant shade of colour. A cristalline, dazzling light, a bright transparency. Flavourful as a broom field; rich and complex as a basket of aromatic herbs. In the end, it's elegant and sapid just like the sensation on the skin after a day spent at the seaside. It's persistent, so intense, an explosion of exotic fruits. A mix of colours and sensations floods your senses and it's time for another sip...



## Vino Bianco SAN Bianc

In Piedmont dialect, SAN means "healthy" or "safe" referred to food. In English it recalls the sound of the word "sun", the main element to make the grapes healthy and ripe.



Carlo's  
Technical Sheet

**Colour:** golden yellow with bright amber shades

**Bouquet:** intense and complex, with hints of honey, dried apricot, candied citrus. A charming mineral note comes to light in the end.

**Taste:** the sip is fresh, sapid, long-lasting. The delicate tannic sensation gives it roundness and makes it enveloping

**Pairing:** recommended with blue cheese, white meat, vegetarian first dishes or smoked fish

**Serving temperature:** 10 - 12° C



Martina's  
Emotional Sheet

The colour calls to mind a Summer sunset; the bouquet recalls far, exotic, Arabian nights.

It's the perfect match between balance and minerality; the right mixture among honey, apricot, and gentle acidity.

You can fall into that copper and bright shade: it's something magic, between dream and reality.

All around, you can just hear the sound of cicadas; the day leaves the space to the nightfall.

A gentle breeze moves the leaves in the vineyards and brings scents of resin, soil and sun, when August time is ready to leave the floor to the soft warmth of Autumn.



## Roero From Rocche to Tanaro.

We are in Piedmont, in the province of Cuneo. Roero is that section of land located to the northern part of Alba, on the left bank of the river Tanaro, between the plain of Carmagnola and the low hills of Asti.

As in many other areas of Piedmont, wine production in Roero has a millennial history: it has developed even before the arrival of the Romans, until the presence of Liguri, probably due to the influence of the Etruscans, and extends with more increasing intensity up to the present day.

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## Roero is characterized by a remarkable variety of landscapes with woods and orchards next to the vines.

One of the elements that characterize the landscape of Roero are the Rocche, steep slopes cutting the territory from the South-West to the North-East, from Pocapaglia to Montà, dividing the continental gravel and fluvial clay-based soils from those of marine origin, where the vine finds its ideal conditions.

In June 2014, the wine-producing landscapes of Roero, along with those of Langhe and Monferrato, were declared a UNESCO World Heritage site since «they are an outstanding living testimony to the historical tradition of the cultivation of grapes, of the wine-producing processes, of a social, rural context, and of an economic fabric based on the culture of wine».



## The Roero DOCG area.

The Roero DOCG area covers the entire administrative territory of the municipalities of Canale, Corneliano d'Alba, Piobesi d'Alba and Vezza d'Alba, and part of those of Baldissero d'Alba, Castagnito, Castellinaldo, Govone, Guarene, Magliano Alfieri, Montà, Montaldo Roero, Monteu Roero, Monticello d'Alba, Pocapaglia, Priocca, S. Vittoria d'Alba, S. Stefano Roero and Sommariva Perno.



## Montà is our village.

The municipality of Montà is located in the North-Western corner of Roero. Montà makes up 10% of the total vine-planted hectares of the appellation, with 74.00 hectares planted with Arneis and 23.65 planted with Nebbiolo. Just next to the Rocche, especially above the altitude of 350m, there are very sand-rich soils with a low calcareous content. As we move to West, at a lower altitude, we find looser and generally arid plots, lacking a calcareous element on a superficial level. These soils are suitable for the Roero Arneis production, characterised by notable elegance, freshness, and minerality. It leads to a delicate expression of Roero with a moderate level of alcohol and tannins.

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