



PRESS RELEASE 23 APRIL 2022

for the protection of wines: Grignolino del Monferrato Casalese doc, Barbera del Monferrato Superiore docg, Rubino di Cantavenna doc and Gabiano doc

**Qualifying milestone for the Consortium for the protection of wines
Hills of Monferrato Casalese**

The I Cru di Enocea Charter has been created

"Areas and vineyards of Monferrato Casalese"

Grignolino del Monferrato Casalese doc, Barbera del Monferrato Superiore docg, Rubino di Cantavenna doc and Gabiano doc: all Areas and Vineyards in Alessandro Masnaghetti's map

Qualifying and prestigious milestone for the Colline del Monferrato Casalese Wine Protection Consortium, with the creation of the bilingual (Italian / English), fresh off the press, "Areas and Vineyards of Monferrato Casalese" I Cru di Enocea, an aid of undoubted value to spend with pride at an international level for the wine promotion of the wine-growing areas of Casalese Monferrato.

An ambitious project carried out by the internationally renowned scientific popularizer, cartographer, mapper and editorial curator of international fame Alessandro Masnaghetti, thanks to the European Agricultural Fund for Rural Development 2014-2020 Rural Development Program Submeasure 3.2 and with the contribution of: Cassa di Risparmio di Alessandria Foundation, City of Casale Monferrato and the Gran Monferrato Consortium.

The map reproduces, on a scale of 1: 52000, areas and vineyards of 33 municipalities of the Casalese Monferrato which are: Alfiano Natta, Altavilla Monferrato, Camagna Monferrato, Camino, Casale Monferrato, Castelletto Merli, Cella Monte, Cereseto, Cerrina Monferrato, Conzano, Gabiano, Frassinello Monferrato, Lu and Cuccaro Monferrato, Mombello Monferrato, Moncestino, Murisengo, Odalengo Grande, Odalengo Piccolo, Olivola, Ottiglio, Ozzano Monferrato, Pontestura, Ponzano Monferrato, Rosignano Monferrato, Sala Monferrato, San Giorgio Monferrato, Serralunga di Crea, Solonghello, Terruggia, Treville, Vignale Monferrato, Villadeati and Villamiroglio, and is enriched by a geological compendium with a map edited by the geologist and sedimentologist Alfredo Frixia

The whole is divided into 7 Sectors, of which 5 Western ("Valcerrina", "from Serralunga di Crea to Odalengo Piccolo", "from Murisengo to Alfiano Natta", "Gabiano / Rubino di Cantavenna" and "San Giorgio Monferrato / Casale Monferrato ") And 2 Orientali (" Valle Ghenza "and" Vignale Monferrato / Valle Grana ").

The map shows the portion of Casalese Monferrato that falls within the boundaries of the Grignolino del Monferrato Casalese doc as defined by the Production Regulations. It then highlights the vineyards currently present, without distinction between the different vines and the different doc / docg cultivated.

"The mapped vineyards were grouped following both the local tradition and the criteria of landscape homogeneity, in order to identify more specific production areas within the territory - explains the curator MASNAGHETTI. - Each of these areas has been assigned a name derived, once again, from local tradition rather than from toponymy. The mapping work - concludes the author - is the attempt to shift the attention of everyone - enthusiasts, critics and producers - from the detail of the individual bottles to the context in which the bottles themselves are born, that is: to our hills, to our vineyards, our woods and our toponymy. Today, more than ever, the time has come to change perspective and understand that a denomination is only successful if it is the expression of a community and shared knowledge. No wine and no company can be an island anymore".

"With this project, the Consortium has acquired a qualified business card that can be used internationally, both as regards the wine world and for the intrinsic promotion of the territory of reference - the President of the Consortium CLAUDIO COPPO appreciates in consultation with the management and in continuity with the previous presidencies Domenico Ravizza and Luigi Ronchetti.

"As producers, we needed a reference Enoic Charter, increasingly requested by professionals and essential for our work, - concludes the vigneron ERMANNACCORNERO, first promoter of the project; - through the Consortium, it was possible to join forces and intentions to reach increasingly qualified and qualifying goals, the potential of which will also have a positive effect in the promotional field towards the tourism sector".

"Thanks to the elaboration of a precise and descriptive geographical map, commissioned by the Consortium for the protection of Colline del Monferrato Casalese wines, the illustration of a territory is amplified, managing to make known the origin and location of our fantastic products and wines, currently less noble than others, but which promise to have more and more visibility and market, thanks also to initiatives such as today - underlines the Regional Councilor for Agriculture MARCO PROTOPAPA. - We make our Piedmont known through our products and our wines, confident that once known, appreciated and experienced they will remain in the hearts of many visitors ".

"An applause for the new milestone reached by the producers of this corner of Monferrato which is an integral part of the Unesco heritage - the President of the Cassa di Risparmio di Alessandria Foundation LUCIANO MARIANO appreciates. - Our entrepreneurs can finally make use of another promotional tool that qualifies the economy of the 33 Municipalities of the Casalese Monferrato committed to reviving local history, art and food and wine, which are the same values disclosed by the Cassa di Risparmio di Alessandria Foundation, and the support of the European call makes us proud to have supported this project ".

"The prestigious signature of Alessandro Masnaghetti makes this fundamental project even more qualifying which, in addition to representing an increasingly fundamental working tool for our vigneroni, is the best" business card "to promote the entire territory with its important vocation enoica - adds the mayor of Casale Monferrato FEDERICO RIBOLDI. - We immediately believed in this project, deciding to support it also economically, with the certainty that it will contribute to giving value to the offer of our Monferrato. A precious document that will also be useful to fellow mayors, as well as to restaurants, wine bars, cellars and wine bars in the Casalese Monferrato".

The project was carried out with the Call 2020 Psr 2014-2020 Support for information and promotion activities carried out by producer associations in the internal market. Measure 3, Submeasure 3.2, Operation 3.2.1 "Information and promotion of quality agricultural and food products" Call B 2020 and with the contribution of the Cassa di Risparmio di Alessandria Foundation, the City of Casale Monferrato and the Gran Monferrato Consortium.

To receive copies of the Charter write to: info@vinimonferratocasalese.it