

AGRO FOOD INDUSTRY  
Process & production



## Palazzo Rosso

During this Learning Expedition, we had the opportunity to go to the Palazzo Rosso vineyard to discover a part of the Italian wine culture. It is a family vineyard, producing nearly 50,000 bottles per year, extending over nearly 25 hectares and located in the Roero region (in Piedmont) one hour from Turin. On this occasion, we were divided into two groups and made the visits separately in order to promote exchanges with our hosts.

### START OF THE VISIT

We were welcomed by Monica and Daniele Giachino, the two siblings responsible for the overall management of the estate. They shared with us the history of their vineyard and presented their activity.

### HISTORY OF THE VINEYARD

The oldest traces of Palazzo Rosso date back to the 16th century, in 1571. That year, the Count Romagnano acquired this estate which he had chosen for its terroir, particularly favorable to the cultivation of vines and the production of wine. Indeed, the gentle slopes of the Roero region allow full exposure to the sun and facilitate the drainage of rainwater, which allows perfect ripening of the grapes. Today, nearly 5 centuries later, we dare say that this choice of estate was particularly well thought out, given the longevity and success of the vineyard. Daniele also told us that the vineyard was bought by King Carlo Alberto in the 1830s.



### VISIT OF THE VINEYARDS AND THE MUSEUM

After this historical introduction, we had the opportunity to stroll through the vineyards always accompanied by Daniele's explanations.

First of all, it should be noted that Daniele and Monica produce both red wines (Nebbiolo, Barbera and Dolcetto) and white wines (Arneis). But it is the latter that is truly the emblem of the region. It is a particularly mineral, fresh and tasty wine, with elegant vegetal notes. In addition, thanks to the maturity of its grapes (due to the sunshine in the region), Arneis today comes to compete with the best Italian wines and can be considered as the pioneer in the rediscovery of Piedmontese wines. We also visited the museum which is teeming with old objects used for making wine but also for everyday life.

### FOCUS ON ORGANIC FARMING

However, the greatest particularity of this vineyard is found in the environmental choices made by the brother and sister. All Palazzo Rosso wines are organically grown. This means that their wines do not contain any insecticides, herbicides or fertilizers. The whole production process is done by hand and all the chemicals mentioned above are replaced by green manures. Thus, different crops (beans, clover, etc.) are sown in the vines and come to play the role of fertilizer by protecting and nourishing the land. This choice of organic farming is motivated by environmental reasons. If we had to choose a quote to reflect Daniele and Monica's vineyard, it would probably be :

*“We don't inherit the Earth  
from our parents, we  
borrow it from our children”  
Antoine de Saint-Exupéry.*

Aware of the importance of preserving the planet we live on and will leave to future generations, Palazzo Rosso tries to reduce the environmental impact of all aspects of its production. Thus, in addition to organic farming, the Giachino family has set up a deposit system for glass bottles. This system allows them to recover nearly 90% of the bottles placed on the market. Finally, all the electricity used comes from renewable energies (water, wind and sun).



ELSA BILBAUT

ESSIA BOUSSEN

NOEMIE LAFITTE

MAYLIS MICHAU

## INTRODUCTION TO WINE PRODUCTION

Following the visit to the vines, we had the opportunity to visit the cellars and learn more about the wine production process, both white and red. Daniele and Monica bottle their wine themselves thanks to

numerous devices located at the end of the production line.



## TIME FOR TASTING

We continued with a nice tasting of 5 different wines. We were welcomed into a large room, the old sheepfold, and sat down opposite Daniele. The latter first taught us the essential elements for a successful tasting: observe the color, the tears, smell the first and second nose, identify the aromas, etc. We then applied the instructions for the 5 wines while Daniele explained to us the particularities of each. This exchange, both fun and friendly, allowed us to learn and share together.

We are very grateful for the welcome and the experience's sharing by Daniele and Monica (especially since they made the effort to discuss with us in French). Many of the master's students discovered the techniques of wine production and took part in a tasting for the first time.

