

## Piedmont's Poderi Luigi Einaudi Buys 5 More Acres in Barolo

\$4.2 million deal includes a winery and vineyards in Verduno's Monvigliero cru that will become the center of Einaudi's production



Photo by: Molchen Photo

Poderi Luigi Einaudi is based in Dogliani, but has been expanding in Barolo recently.

*Bruce Sanderson*

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**Poderi Luigi Einaudi** owner Matteo Sardagna Einaudi is continuing his winery's aggressive expansion in Barolo. He told *Wine Spectator* that he has purchased 5 acres of prime hilltop vineyards in the Monvigliero cru in the commune of Verduno, as well as a winery on the property, for \$4.2 million. Combined with his **2016 acquisition of 22 acres in Bussia**, this increases Einaudi's holdings in Barolo and Dogliani to nearly 135 acres.

"It's a stunning position on the top of the hill," said Sardagna Einaudi, the fourth generation to run his family's estate. "[The vineyards] surround the hill, facing from south to west and east. There is a lot of attention on this part of Barolo for the beauty of its quality and aroma, not for the structure but for elegance."

The seller is the Giachino family, which previously sold the grapes to various wineries. As for the winery, Sardagna Einaudi plans to expand it for the vinification and aging of the winery's Barolo and Dogliani wines. He says that between the Bussia and Monvigliero purchases and the projected cost of winery renovations, the company is investing a total of roughly \$14.5 million.

This latest purchase gives Einaudi a greater range of styles in Barolo. Sardagna Einaudi is experimenting with whole-cluster fermentations from the Monvigliero grapes, which typically produce wines with less structure and rounder tannins than other Barolos. He also plans to make a blended Barolo from the four different areas he now owns, which will be called Ludo. It's the Latin word for "game," what he calls "the game between the four areas every year." He also has a son named Ludovico.

By 2021, Podere Luigi Einaudi will offer four different crus. Eventually Sardagna Einaudi also plans to add a Bussia Dardi Riserva. "What excites me is to have this huge diversity that goes from the aroma to the structure and have wines that can be ready sooner [like Monvigliero and Cannubi] and others that need longer bottling time," he explains. "For this reason I will release a riserva from the area of Bussia."