

GIUSEPPE MASCARELLO

Simply one of the greatest wine producers in the world.

With the world increasingly enchanted by the magic of classical Barolo, the Giuseppe Mascarello estate's Barolo Monprivato has emerged as one of the region's crown jewels.

Year Founded: 1881

Region: Monforte d'Alba, Italy

Founder: Giuseppe Mascarello

Known for: Historic producer of Monprivato, one of Barolo's most prized crus

- Sustainable -

It was the vine-tender Giuseppe Mascarello who began the family business back in 1881, in the village of Monforte d'Alba, where he purchased a site in Regione Pian della Polvere. The estate of Giuseppe Mascarello e Figlio has a long and illustrious history in Piemonte, and is unequivocally one of the greatest Barolo producers. This traditionally-styled winery is now run by Mauro Mascarello, who is the fourth generation of the family to head the domaine, along with his daughter, Elena. The estate's origins date back to the mid-1800s, when Giuseppe Mascarello made a name for himself managing the vineyards of other landowners, and which ultimately culminated in the purchase of his own vineyards and cellars in 1881 in the village

of Monforte d'Alba. His son Maurizio Mascarello purchased his own farm and parcel in the great Monprivato vineyard in the neighboring village of Castiglione Falletto in 1904 and moved the family business to this location. Since that day the name of Mascarello and the fabled vineyard of Monprivato have been inextricably linked. In 1921 Maurizio purchased an old, beautiful 18th century building in the nearby village of Monchiero that had been one of the architectural landmarks in Piemonte, and moved the family business there; it remains there to this day. When Maurizio passed away in 1923, his two sons, Giuseppe and Natale took over the running of the domaine. The two brothers eventually parted company (splitting up the vineyards), with Giuseppe continuing to gain renown for the superb quality of his Barolo, as well as his Barbera and Dolcetto. Demand for Giuseppe's wines continued to increase and he expanded his purchase of grapes from some of the best local growers (a practice started by his father) to meet his needs. In the late 1950s he found the need to replace his old casks in the cellar with new Slavonian oak barrels, which continue to be used to this day. Giuseppe's son Mauro Mascarello worked alongside his father for many years, before taking over the main responsibilities for running the family domaine in 1967. In 1979, upon the passing of his uncle Natale, Mauro re-purchased his vineyards and reunited the original Mascarello property. Throughout the tenure of Maurizio and Mauro Mascarello, the fame of the Monprivato vineyard continued to climb, and today it is universally recognized as one of the greatest vineyards in all of Barolo (it would be a grand cru on par with a Chambertin or a Richebourg if this were Burgundy), with the name of Mascarello always tied to the greatest expressions of Monprivato. All in all, there are very few great names in Piemonte that can match the breathtaking quality of the wines of Giuseppe Mascarello e Figlio, and none that can surpass this fine old estate for commitment to excellence up and down their quality hierarchy.





Barolo Perno 2019

100% Nebbiolo. The Santo Stefano vineyard in Perno in Monforte d'Alba. Clayey-sandy, calcareous, composed of brown clay and grey sand of marine origin. Harvested by hand in the first two weeks in October. Traditional, floating cap fermentation for 15-20 days. The wine is aged in large Slavonian oak casks for 36 months.

95 Points - Wine Spectator - *“Shows typical Monforte muscle along with the structure of the vintage, combined with ripe cherry and plum fruit flavors. Revealing tobacco, mineral and underbrush accents, this red is persistent and solid on the finish.”*



Barolo Monprivato 2019

100% Nebbiolo. The Mauro Mascarello family MONPRIVATO vineyard is located in the village of Castiglione Falletto, and is a classic prime medium-hillside site stretching over six hectares (15 acres) at 280 metres above sea level, in the heart of the Barolo wine-growing area. It is historic vineyard, as is confirmed by old land registry archives dating back to 1666. Silty, calcareous, packed with active limestone, composed of blue-grey marl of marine formation from the Helvetian era of the Miocene epoch, Tertiary period. Hand harvested towards the middle of October. Estate-grown bunches thinned during the summer undergo traditional-style, floating cap fermentation for 20/25 days. Estate-grown bunches thinned during the summer undergo traditional-style, floating cap fermentation for 20/25 days. The wine is then matured in medium-sized Slavonian oak barrels for around 38 months.

97 Points - Wine Spectator - *“This pure and stylish Barolo features rose, strawberry, cherry, mineral and underbrush aromas and flavors. Though silky in texture, this is well-structured, with integrated tannins and harmony. This is all about finesse and texture, with excellent length and a mineral aftertaste.”*