Barolo is a red wine made entirely from Nebbiolo grapes. It is a ruby red wine with shades of garnet, although its colour is never deep, and its perfumes are both fruity and spicy. This wine is rich, full-bodied and complex and has a famous ‘tar and roses’ aroma. The minimum alcohol content is 12.5 % Vol.

Nebbiolo grapes are used to produce Barolo. The area for planting grapes must be suitable, with calcareous marl soil that may be mixed with sandstone. Calcareous marl is a lime-rich clay-based soil. The hillside vineyards are no lower than 170 metres above sea level, and no higher than 540 metres above sea level, where exposure to sunlight is best in terms of quantity and intensity. The number of grapes must be controlled to meet the designated criteria. Production must follow traditional procedures that have been passed on from generation to generation, which is consistent with standard winemaking practices to acquire the specific type of wines.

Aging must take place according to the DOCG rules. Barolo wines must age for a minimum of three years, one and a half of which must be in wooden barrels (oak or chestnut). Barolo wines that have aged for at least five years gain the title of Riserva.

Piemonte comes from Italian, which means ‘the foot of the hill’. It sits at the foot of the Western Alps and to its southeast lie the Apennines. The geography and climate of the area for planting Nebbiolo grapes to produce Barolo wine is suitable for growing grapes with the aroma, fragrance and taste that make this popular wine internationally renowned. The soils and mesoclimates vary slightly between the communes, which creates subtle differences between the wines.

This area has been producing wine for a long time, since the Phoenicians first arrived bringing their knowledge on wine production. Barolo was protected in Italy with DOC (Denominazione di Origine Controllata or ‘controlled designation of origin’) status from 1966, until it was awarded its DOCG (Denominazione di Origine Controllata e Garantita or ‘controlled and guaranteed designation of origin’) classification in 1980.