



TENUTE CISA ASINARI DEI MARCHESI  
DI GRESY

*PRESS KIT - english*



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## INTRODUCTION

The Tenute Cisa Asinari dei Marchesi di Grésy is an historical winery of Piedmont with about 45 hectares of vineyards in the hills of the Langhe and Monferrato. Its roots reach back to the 18th century.

The principle seat of the Tenute, or “estates,” is at the Martinenga vineyard in the township of Barbaresco (province of Cuneo). The area is an extraordinary amphitheater of vines from which Marchesi makes three labels of the prestigious Barbaresco DOCG; they are the only Barbaresco wines that can carry the name *Martinenga* on their label.

Other than Barbaresco, the Tenute produce a vast range of wines, beginning with the most traditional varieties of Piedmont (nebbiolo, dolcetto, barbera, and moscato d’asti), international varieties that have been rooted in Piedmontese viticulture for some time (such as chardonnay and sauvignon blanc), and others that are less commonly seen in Piedmont (cabernet and merlot).

Passion, tradition, but overall respect for nature and the territory: these are the qualities that characterize the products of Marchesi di Grésy, high quality wines made with the objective of expressing the identity of the vineyard in the bottle as faithfully as possible.

The wines are always elegant, yet characterized by easy pairing and versatility in consumption. They are adaptable to any number of moments, from a pleasant, everyday glass to the most important celebrations.



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## HISTORY

The history of the winery officially dates back to 1797, the year in which the Marquise Deabbate conceded the land ownership of Martinenga, located just outside the township of Barbaresco, to the noble Marchesi di Grésy family as an inheritance. The noble family had already been the owner since 1650 of a nearby estate called Monte Aribaldo, located in the township of Treiso. The Martinenga valley was located in the heart of the *barbarica silva*, or barbarian woods (from *Castrum Barbarisci*, hence “Barbaresco”) growing with thousand-year-old oaks. In that period, the forest was populated by the Ligurian Stazielli tribe, a people who had never been completely subjugated by the ancient Romans (who founded the nearby *Alba Pompeja*).

### 1.1 *Barbarica silva* and the emperor

At that time, Martinenga - where today the principle part of the Estates is located - was called *Villa Martis*. The Liguri Stazielli worshipped the god of Marte, a symbol of strength, nature, fertility, and agriculture. Later, the Ancient Romans, who established the first inhabited center of this zone, founded a *taberna*, or a furnace for brick production. The ancient history of Martinenga is also tied to the life of the Roman emperor Publio Elvio Pertinace (126-193 AD) who, according to a testimony in *Historia Augusta*, was born in *Villa Martis* on the hills of Barbaresco. With the successive barbarian invasions, the name *Villa Martis* became *Martiningen*.

### 1.2 From the farm to the estate

From the end of the 18th century until the 1970s, the winery of Marchesi di Grésy was a multifunctional farm that also bred the Piedmontese Fassone cattle. A specialty of the company even at the time, however, was its nebbiolo grapes for the production of Barbaresco. It was recognized and esteemed by other Langhe producers as the best in the area. Their grapes were used as the benchmark for defining the market prices in the entire zone, as those prices were based on the highest quality product.

Aware of his good fortune, the Marquise Alberto di Grésy decided to transform his company. In 1973, their wine began to be labeled under the family name: Tenute Cisa Asinari dei Marchesi di Grésy. The word *Tenute*, comes from the acquisition of the Grésy family; in addition to the land held in Barbaresco, they owned the estate of Monte Aribaldo in the township of Treiso (their property since 1650) in the province of Cuneo and the land of Monferrato La Serra and Monte Colombo in the township of Cassine in the province of Alessandria; this last was the dowry of Giulia Pellizzari, wife of Alberto’s grandfather, Carlo di Grésy. Since 2013, Alessandro and Ludovica di Grésy have been a part of Tenute Cisa Asinari dei Marchesi di Grésy, where they share their great passion with their father Alberto.



## VINEYARDS

### 2.1 THE LANGHE

#### 2.1.1 Barbaresco, Martinenga

*«I associate Martinenga with particularly alluring wines. I saw that this vineyard, other than being beautiful, produces excellent grapes. It is never exaggerated, but gives the wine harmony and elegance that evolves over time in the most surprising way».*

Alberto di Grésy

The Martinenga vineyard is undoubtedly the most important, historical, and ideal land of the Estates. It is also the location of the winery's headquarters. It is almost twenty-five hectares, twelve of which are spread out in a natural amphitheater along the hills of Barbaresco to the south, where nebbiolo grapes for Barbaresco DOCG are cultivated. It is located in the heart of the production zone of Barbaresco DOCG, of which Martinenga is the most important and renowned MeGA (Menzioni Geografiche Aggiuntive, or vineyards that are particularly well-suited to displaying terroir and producing excellent wines). It is the most prestigious vineyard of the area.

The remaining vineyards are planted with sauvignon, chardonnay, cabernet, barbera, and nebbiolo for Langhe Nebbiolo DOC production.

Of note, the Estates hold complete ownership of the Martinenga vineyard. All production of Barbaresco DOCG wine that is sold under the name "Martinenga" is the sole production of the Marchesi di Grésy family and comes from these land holdings.

Because of the vineyard's long history and diverse plantings over the years, today it is difficult to establish the exact percentage of nebbiolo sub-varieties planted in Martinenga. It is estimated that the Lampia (70%), Michet (15%), and Rosé (15%) sub-varieties are planted here. They make wines with a light, garnet color, a gentle tannic structure, and great elegance.



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## The Barbaresco selections

Perfect midday sun exposure, a unique microclimate, and particular soil characteristics - rich in blue marl of the Langhe - give the wines harmony and elegance without equal. The twelve hectares of Barbaresco Martinenga terroir are not, however, homogenous; the vineyards are extraordinarily varied, able to give the wines unique characteristics that differ from one piece of land to the next - at times just a hundred meters apart.

For this reason, in 1978 the family decided to divide the large Martinenga vineyard into smaller parcels according to qualities, united by similar characteristics. This selection was only possible because of nebbiolo's incredible capacity to "read" the terroir from which it comes and bring these characteristics to the wines. It led to three different Barbaresco labels from the same geographic vineyard: *Barbaresco Martinenga DOCG (1973)*, *Barbaresco Camp Gros Martinenga DOCG (1978)*, and *Barbaresco Gaiun Martinenga DOCG (1982)*.

## Three different vintages

After the "Riserva" title was obtained for Camp Gros, beginning in autumn 2015, Marchesi di Grésy's Barbaresco wines are available on the market in three different vintages. This choice helps to emphasize the uniqueness of each wine, from the choices made in the vineyards to the different methods practiced in the cellar for each. *Barbaresco Martinenga* is the "youngest" and most classic, entering the market after three years of aging. *Barbaresco Gaiun Martinenga* is aged for at least four years, and *Barbaresco Camp Gros Martinenga "Riserva"* enters the market after 50 months, or in the fifth year after harvest. If the cellar staff indisputably judges it to be of top quality, it is labeled a "Riserva".



## 2.1.2 Treiso, Monte Aribaldo

Located two kilometers from the valley of Martinenga, Monte Aribaldo Estate sits on the summit of the hill of the same name in the township of Treiso. Here, the Marquise Carlo di Grésy built Villa Giulia in 1900, a hunting lodge in the art nouveau style with a 360° view of Piedmont and the Alps.

The Villa was built at the top of the hill, surrounded by an unbroken 10 hectares of vineyards planted at a height of 320 to 380 MASL on calcareous-tuff rock soil. The elevated altitude and optimal sun exposure give the grapes an extraordinary capacity to ripen, thus conferring harmonious body, structure, and good longevity.

The land at Monte Aribaldo has also been divided into parcels that correspond to the ideal areas for specific grape varieties. On the south and southwest slopes, dolcetto grapes are grown for *Monte Aribaldo Dolcetto d'Alba DOC*. The chardonnay has a northeast exposure, and contributes - along with the Martinenga vineyard - to the production of *Chardonnay Langhe DOC* and *Grésy Chardonnay Langhe DOC*. The rest of the vineyard faces west, and is planted with sauvignon blanc, used with the grapes from two vineyards of Martinenga to make *Villa Giulia Langhe Bianco DOC*, a blend of chardonnay and sauvignon.



## 2.2 MONFERRATO

### 2.2.1 Cassine, La Serra

Located on the hill of Cassine, along the road towards Ricaldone and Alice Bel Colle, the land of La Serra extends along a total of 11 hectares, 6 of which are planted with vines. Perfectly exposed to the south at an altitude of 220 to 320 MASL, the clayey-limestone land is very fertile with a rich component of mineral salts.

The presence of *marin*, or the sea breeze that comes from nearby Liguria, helps accentuate the natural aromas of the grapes. Thus, the grape varieties that are selected to grow here are particularly well-suited for exalting this component: moscato bianco that is made into *Moscato d'Asti DOCG*; merlot that makes *Merlot daSolo Monferrato DOC*; and barbera for *Barbera d'Asti DOCG*.

### 2.2.2 Cassine, Monte Colombo

Along the summit of the hill adjacent to the La Serra property are the vineyards of Monte Colombo. These two and a half hectares of land sit at an altitude of 280 MASL and have a prevalently midday sun exposure. A series of soil and climate conditions favors the cultivation of red grapes for important wines with strong character.

The clayey terrain favors an incredible fertility in this area, allowing for a denser cultivation of about 7,800 plants per hectare. The grapes here are about one and a half hectares of barbera with southern sun exposure and are made into *Monte Colombo Barbera d'Asti*.

For the remaining hectare of property, the parcels are reserved for a sensible grape: merlot, with 6,800 plants per hectare. It requires a humid summer environment, guaranteed by the natural climate of the Monferrato.



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## WINES

### Respect and identity

The wines of Tenute Cisa Asinari dei Marchesi di Grésy are produced based on a simple yet fundamental idea: respect. Respect for the environment, the vineyards, biodiversity of the natural surroundings, the vocation and characteristics of the variety, the grape, and vinification methods. Respect for tradition, history, and places. And finally, respect for humankind, who has worked the vineyards of the Langhe and Monferrato with hard work and dedication for centuries.

According to the Marchesi productive philosophy, wine is a passion that can be expressed fully only if a direct rapport is established in the vines and bottles. This means no filters, until every single vineyard has the ability to tell its own story and to seduce the palate with beauty, uniqueness, and pure goodness.

### A wine that never conforms and is never elite

Following this belief, Marchesi di Grésy has studied its entire productive chain so that it best represents the quintessence of the vines and expresses their unique identities. This way, new and surprising emotions are transferred to the bottle every time, never conforming, respectful of everything the grapes are able to give.

Next to respect for the vines and their potential for expression, Marchesi di Grésy believes in the simplicity of its products. Wines are not meant to be sloppy or easily influenced according to the latest trends. Instead, they should express excellent drinkability and easy flexibility for food pairing. Marchesi di Grésy wines are not moody or elitist, but know how to demonstrate their sincerity to every consumer - whether an expert or simply a wine lover - in every occasion and for any level of price.



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### 3.1 The vines

*«We're interested in understanding the fundamentals of the vineyard for every variety that we've planted. On this basis, we use different agricultural and enological techniques in relation to the goals that we set. Every wine is the result of a "strategy" that begins with the full respect of the vine».*

Enologist Matteo Sasso

Respect for the identity of a wine begins in the privileged work done in the vineyards. Tenute Cisa Asinari dei Marchesi di Grésy places the utmost importance and greatest effort in this fundamental phase of winemaking, until every vineyard can express the perfect union between microclimate, variety, unique characteristics, and human work.

Every growth phase of the vine is followed with the highest care in order to complement its vegetative development without using unnatural force, and utilizing well-timed interventions and treatment only when absolutely necessary, in the full respect of the environment.

Although Marchesi di Grésy's agriculture is not certified organic, the agricultural management of the vineyards is very close to the guidelines of organic agriculture. It includes the use of biological products and soil improvers, mechanic weeding, and the effort of reducing the use of chemical products - which are already reduced to a minimum. In addition, the agronomists of the Estates favor spontaneous growth cover crops and closely regulate the use of fertilizer in the vineyards so that the vines can maintain a constant state of good health without hurrying the natural cycles and time of nature.



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## Green vineyard management and the harvest

Every operation of the winery's vineyards is conducted manually and closely followed.

The vineyards are divided into parcels according to the characteristics of each vineyard row. Every operation, from pruning to harvest, is done individually according to the times and needs required of each land parcel - sometimes of each single vine.

Even green operations such as weeding, selected pollen elimination, and thinning are all discriminately followed and used only when necessary. What resides at the base of all vineyard operations is optimum grape health and the concentration of quality in order to maximize the productive capabilities of each plant. It is all balanced with the development of the grapes to best exalt their polyphenolic composition.

The harvest is also totally manual. It is carried out in a timely manner, respecting the diverse ripening periods of each variety of grape and eliminating the time spent between harvest and work in the cellar.



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## 3.2 The cellar

Terroir and variety: these two reference points guide the operations of the Tenute's cellar. According to Marchesi di Grésy, vinification does not override or upset the work done in the vineyard, but it completes it and exalts the natural expression and identity of the grapes. Most of all, work in the cellar must complement the natural evolution of wine, reacting to its needs only when necessary. For this reason, the protocols of vinification change from harvest to harvest, adaptable to the climactic conditions of the past year and the characteristics of the grapes that season.

Once they arrive in the cellar, the grapes immediately go through selection along the sorting belt. The goal is to bring only the best grapes to the next stage in winemaking. Every variety is vinified separately, and fermentation is carried out through selected neutral yeasts that guarantee the maximum respect of the variety, clean aromas, fineness, and elegance.

All maceration and fermentation activities take place in stainless steel or cement under controlled temperatures. A constant "kinetic fermentation" is sought whenever possible in order to improve the cleanliness of the wine and avoid developing negative characteristics.

For the early-drinking wines, maceration time is kept to a minimum; for the aged wines, maceration time is longer in order to extract the components that give structure and tannins to the wine.

Aging follows in stainless steel or cement vats for the easier-drinking wines; for the structured wines, in barrique or wood barrels. Barriques are used sparingly in order to avoid excess oak. Exclusively French oak barriques with a very fine grain and light toasting are used.

The wines are cold stabilized without clarifiers or filters.



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## The particular vinification of Martinenga

The grapes that come from the large Martinenga property follow a different type of vinification. The vineyards are, in fact, divided according to two categories: the type of Barbaresco (*Martinenga*, *Gaiun*, and *Camp Gros*) and the unique qualities of the vines. This second categorization parcels the vineyard in “blocks” of their similar characteristics, which are worked in a special manner in order to render the “green operations” and harvest more uniform and coordinated.

This is how the grapes of Barbaresco Martinenga (whose vineyards are more superficially extended) are vinified separately: each according to its “block,” and assembled only afterwards, to create the unique labels.

In addition, the Barbaresco wines of Marchesi di Grésy undergo long, delicate macerations and carefully measured aging times in barriques and large wood barrels. This extracts, preserves, and emphasizes the peculiarities of the nebbiolo sub-varieties, which have highly elegant tannins.



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### 3.3 Wine tech sheets

[CAMP GROS RISERVA MARTINENGA BARBARESCO DOCG](#)

[GAIUN MARTINENGA BARBARESCO DOCG](#)

[MARTINENGA BARBARESCO DOCG](#)

[MONTE ARIBALDO DOLCETTO D'ALBA DOC](#)

[MARTINENGA NEBBIOLO LANGHE DOC](#)

[BARBERA D'ASTI DOCG](#)

[VILLA MARTIS LANGHE ROSSO DOC](#)

[MERLOT DASOLO MONFERRATO ROSSO DOC](#)

[MONTE COLOMBO BARBERA D'ASTI DOCG](#)

[VIRTUS LANGHE ROSSO DOC](#)

[CHARDONNAY LANGHE DOC](#)

[VILLA GIULIA LANGHE BIANCO DOC](#)

[SAUVIGNON LANGHE DOC](#)

[GRESY CHARDONNAY LANGHE DOC](#)

[LA SERRA MOSCATO D'ASTI DOCG](#)

[L'ALTRO MOSCATO PIEMONTE MOSCATO PASSITO DOC](#)

*Click on the wine to go to its tech sheet on our website*



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## ENVIRONMENT AND ECOSUSTAINABILITY

Attention to the quality of the wines arrives by way of respect for the environment in which the vineyard grows. It is a delicate ecosystem that requires constant care and attention for a healthy, good product and for the environment's sustainability as a whole.

The work of Tenute Cisa Asinari dei Marchesi di Grésy is therefore to preserve and develop the natural resources present; and in doing so, save energy, reduce environmental impact, increase biodiversity, and study the varieties involved.

### 4.1 Underground barrel room and solar panels

To limit the impact on the environment and landscape of the surrounding hills, the barrel room of the Martinenga complex was constructed entirely underground. This reduces land use and takes advantage of the natural conditions of moisture absorption and soil isolation that maintain a constant temperature, perfect for aging wine.

Part of the roof of the barrel room and the parking area have been covered with solar panels, whose roughly 52 kw of production capacity is sufficient to cover the entire energy needs of the winery to create and sell its excess products.

### 4.2 The herb garden

A large herb garden was planted over the portion of the barrel room not occupied by solar panels. Its value is twofold for its aesthetics and ethics. On one hand, it is a retreat to taste the wines of Marchesi di Grésy in relaxation, observing the natural amphitheater of Martinenga. On the other, it is an oasis that preserves the microclimate and the biodiversity of the area through the protection of insects, especially bees, which contribute to the pollination and regulation of harmful pests in the vineyard



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### 4.3 The experimental vineyard

A small portion of Martinenga has been dedicated to the study and experimentation of nebbiolo clones. Eleven different clones of nebbiolo were planted on a plot of about 2000 and 600 square meters, constantly monitored by the Marchesi di Grésy team in collaboration with agronomists and enologists from specialized centers (CNR of Turin). The aim of the experiment is to understand the behavior of various clones, single out those that are most highly adaptable, and identify the best conditions for obtaining and enhancing the vines and their grapes. Martinenga is the only company to have an experimental vineyard in Barbaresco.



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