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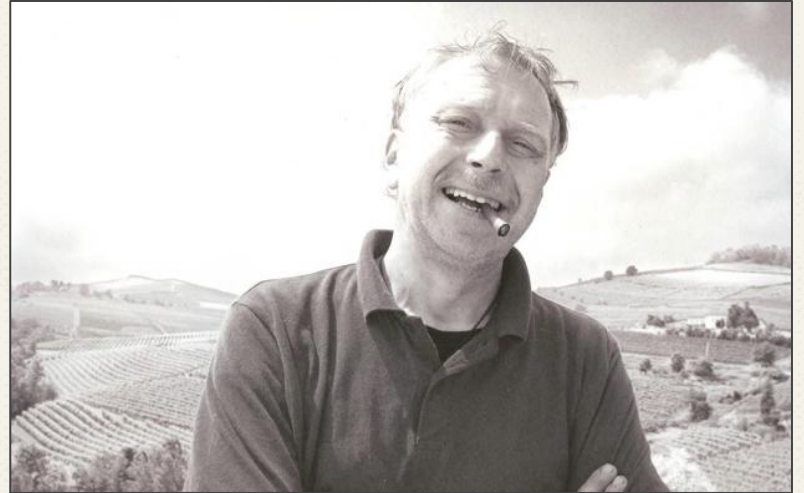
GIUSEPPE RINALDI

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Giuseppe (Beppe) Rinaldi is said to be known as 'Citrico' ('The Acerbic One') to those that dare be so familiar but I can only claim to have ever seen him, or more precisely, witnessed him and barely ever spoken a word.

Across numerous visits, the best I have ever got from him is a reluctant nod before he turns himself away, cigar stub in hand, to tasks more befitting his long-suffering attention. He roams about the cavernous cellar-cantina beneath his ramshackle villa that dominates the Southern entrance to the town of Barolo in a constant state of barely contained irritability.

I make it a habit to respectfully acknowledge whatever greeting I am given and quietly seek out the valuable counsel of his impressively capable daughters, Marta and Carlotta, who already show the grit of greatness well before their thirtieth birthdays.



CANTINA
RINALDI





TRADITION

Indeed there is a palpable atmosphere of greatness in that old house. It is in the walls and in the casks and it is in the wines.

No other Barolo estate so powerfully represents the precious substance of 'tradition.' And in Barolo, tradition is something that means something. It has been vigorously attacked and defended, preserved and now finally celebrated. It lives through Beppe, as it did in his father and his grandfather, and it will clearly live on through his daughters, Marta (in the cellar) and Carlotta (among the vines,) as they take over the helm.

With Carlotta Rinaldi and friends at the Rinaldi tasting room. Carlotta says "Others use barriques to age their wines, we make furniture out of them."

THE ESTATE

Wherever you go in the Langhe, the subject of 'tradition' is never far from the agenda. Many still carry the scars of the revolution and reaction to 'Modernism' that has played out over the last 30 years. Some producers are still locked in a dogma that overrides their ability to adapt and move beyond the divisive narrative that defined their generation. But at Rinaldi, tradition goes beyond dogma, it is their essence, and it works. I sense that if it did not, it would not be tolerated. But there is such a calm assurance in the success of their methods that there is to me, no greater expression of what the word 'tradition' really means in a wine. And in my humble opinion, there are no greater Barolos.

The Vines - 3.8 hectares in four vineyards for Barolo: Brunate, Cannubi-San Lorenzo, Ravera and Le Coste.

The Wines - Production is tiny at 38000 bottles in total, of which half are Barolo. In general, the estate is defined by its two great blended Barolos. Historically, the Brunate was blended with Le Coste (Brunate - Le Coste) and the Cannubi San Lorenzo was blended with the Ravera (Cannubi S. Lorenzo – Ravera) but new regulations have forced change here where it has been resisted for so long; *see footnote at the end.*

PRODUCER-DIRECT LIBRARY WINES

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| Barolo Brunate - Le Coste 2001 | \$195 |
| Barolo Brunate - Le Coste 2003 | \$160 |
| Barolo Brunate - Le Coste 1.5L 2003 | \$320 |
| Barolo Cannubi San Lorenzo - Ravera 2003 | \$160 |
| Barolo Cannubi San Lorenzo - Ravera 2007 | \$165 |
| Barolo Cannubi San Lorenzo - Ravera 2008 | \$160 |



**All wines are offered subject to availability and final confirmation.*

Barolo Brunate - Le Coste 2001

A landmark and monumental vintage that should represent the ultimate expression of traditional Barolo as it approaches maturity over the next five to ten years.

Barolo Brunate - Le Coste 2003**Barolo Cannubi San Lorenzo - Ravera 2003**

The hottest and driest year in living memory but right at the peak of maturity and drinking beautifully now: one of the best Rinaldis for current drinking.

Barolo Cannubi San Lorenzo - Ravera 2007

Another warm year with enormous richness and round tannins. Like the 2003, the '07 will drink beautifully early. In fact it is close to its peak already and showing style as well as substance.

Barolo Cannubi San Lorenzo - Ravera 2008

A beautifully elegant and precise vintage with perfect balance and transparency. A vintage that shows the true character of this wine and will gracefully come into its own over the next decade or more. It is probably my favorite of the recent Barolo vintages, but should be given a few more years to achieve full potential (though hard to resist, should you do pull the cork.)



COURTIER

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Yours truly, finally coming to the conclusion that winemaking is a young man's (or woman's) game, as I descend the ladder from the punch down boards on top of the 'tina' that ferments the precious Brunate every year.

NEW LABELING REGULATIONS

It was a common theme on my recent trip to find that the new labeling regulations have caused a bit of consternation and disruption at some of the oldest and best estates. Roberto Conterno told us how the word 'Cascina' had somehow been omitted when his vineyard was given its official title. Through no fault of his own, perhaps the greatest vineyard in Barolo is now and forever will be simply 'Francia.' It is done. The regulations say so.

Similarly but more fundamentally affected are the Rinaldis. The recent changes protect the integrity of the crus, or famous sites, by insisting that they can only be used for wines containing 85% of that vineyard source. But ironically this has caused the Rinaldis, whose dedication to quality and the character of their sites cannot be questioned to have to remove four of the five cru names from their labels.

In future, the two Rinaldi Barolo offerings will be labeled as 'Brunate' and the newly christened 'Tre Tine.' The Brunate will contain all they have of that cru supplemented with the maximum permitted amount of Le Coste (15%) Tre Tine will replace the Cannubi San Lorenzo and Ravera blend and be supplemented by whatever Le Coste cannot go into the Brunate. So, the names will change but the essential blend of power with elegance will not be compromised.