

IL PICCOLO PRINCIPE

VOLUME 3, ISSUE 2 APRIL 2010

STATE OF THE COMPANY

By Michael Votto

Happy Spring to everyone. I am pleased to report that due to our great network of family, friends and business partners (and a little elbow grease on our end), Votto Vines closed the first quarter of 2010 with revenue up greater than 500% over the first quarter of 2009. We have also begun the second quarter with a flurry of activity and next month we launch our most ambitious and exciting venture yet, the Leone d'Oro wines with our partner, the Order Sons of Italy in America. The wines will be available via the internet across the United States everywhere that interstate shipping is permit-

ted and will initially be available for wholesale purchase in Connecticut, Massachusetts, New Hampshire, Maine, New York, New Jersey, Pennsylvania, Ohio, Delaware, Maryland, Washington DC, California and Illinois. Next month, we will also guide our first private wine estate tour in Italy visiting the regions of Marche, Umbria, Toscana and Piemonte. We are currently finalizing dates and itineraries for this fall so please stand by for updates. Thank you for your continued support of our business. Until next time, *viva e bene bene!*

Below is a photo of the newly constructed Domodimonti Agritourism facility that Nick and Peter will visit next month while leading the Votto Vines Private Estate Tour.



ITALIALIVING.COM

By Stephen Votto

Votto Vines Importing welcomes our newest partner, Italia Living. Richard Michelli's italialiving.com stood out as an ideal partner for Votto Vines' because of our companies like-minded goal of providing the best Italy has to offer. The site caters to the affluent consumer's wants, needs, desires and expectations of high quality Italian products, services, and travel. Italia Living combines quality editorial content, travel information, videos & webisodes, exclusive VIP offers, and more, with an elegant design for everyone who enjoys luxury Italian living.

Here you'll find the best of Italian luxury living in superior products, services and places. From Italy's best resorts & spas, top of the line Italian fragrances, food & wine, fashion and more. The site features well known brands that have stood the test of time by building on their reputation of elegant design and exquisite quality; and

showcase some worthy new finds we know you'll enjoy, such as small artisan Italian craftsman who create collections of unmatched excellence.

As our readership is aware, we are always developing new tourism opportunities and Italia Living provides an excellent partner for this area of our business. We hope to collaborate with Italia Living on an upcoming Votto Vines Private Wine Estate Tour in order to combine the best of the Italian Luxury experience with the rustic charm of the wine estate. We encourage all friends of Votto Vines to visit the Italia Living website www.italialiving.com to learn more about our new partner and experience some of the best of Italian culture.



WINE OF THE MONTH

By Peter Votto

One of my favorite wines from Italy is the Valpolicella Superiore. Though many standard Valpolicella wines can have too light of mouth-feel, the Superiore wines can be particularly intense of flavor with a great balance. Located near Verona in Veneto, this appellation includes lesser-known grapes such as Corvina and Molinara to make this fruit-forward red wine. The DOC Superiore spends 12 months in oak

casks for stabilization. The climate is moderate to cool with Lake Garda and the Adriatic Sea bordering and influencing the regions grape vines. Though we have not finished planning the tour yet, the next northern-Italian estate tour will most certainly spend time in this revered wine-making region. Surprisingly, this wine making region is second in line behind chianti for total volume of wine produced. Be curiously thirsty friends.



SPECIAL POINTS OF INTEREST:

- Mike's "Il Capo" state of the company.
- italialiving.com
- Wine of the Month with Peter
- Vinitaly 2010 Recap
- Vineyard Update

LEARN ITALIAN!

Word of the Month:

Figli d'Italia (Sons of Italy)

Italian:

I vini di Figli d'Italia partono Italia questa settimana ed arriveranno in New York la seconda settimana di maggio.

English:

The Sons of Italy wines are leaving Italy this week and will be arriving in New York the second week of May.



PICCOLO PRINCIPE

VINITALY 2010 RECAP

By Leah Votto

My first experience at Vinitaly was at once thrilling and over-whelming. With over 5,000 exhibitors in attendance this year, you can imagine the level of excitement. Vineyard representatives from as far south as Sicily to the northernmost borders of the Trentino and everyone in between brought forth their most recent (some had been bottled just days before the show) and most prized wines. While I could go on for days describing the wonderful wines I sampled, I would rather discuss the presentation of the wines at the fair, including extravagant booths designed and built specifically for this event. While the booths seem secondary to the wine, I found that they were in fact an essential component to my overall experience of each individual vineyard and winery.

Often times our first impression in a fine wine shop is bombardment with many different choices. The simple task of selecting a good wine, let alone the best, seems nearly impossible. In the past, this is exactly how I've experienced trade shows: endless rows of booths with un-numbered wines which I am expected to try in the most efficient manner possible. This amount of redundancy causes one experience to blend into the next. This is how I imagined Vinitaly, only worse. Imagine my

surprise when I visited my first vendor and was not expected to rush through the wines. Rather, I was immediately invited to follow the producer up a floating, wooden staircase to the second floor of her booth, reserved for private meetings. Upstairs I was welcomed by bouquets of roses scattered amongst tiny wooden tables each with a delicious array of homemade Italian "munchies," salami and cheeses. After about a half hour, having tasted through 6 wines, I felt more relaxed and confident than ever, and more excited to continue on with the day than I ever thought I would have been at a trade show, especially one of such magnitude.

With elaborate décor and stunning architectural components amidst honest company, my initial concerns about the magnitude of the show were swiftly put to rest. Rather, I left with the understanding that the experience of wine should never be considered apart from its context and, in fact, should always be enhanced by it. Wine should never be a chore, even the purchasing of it, so take care to search out new wines in an environment that encourages this ideology, and I guarantee you will be pleasantly surprised!



SPECIAL POINTS OF INTEREST:

- Mike's "Il Capo" state of the company.
- Italialiving.com
- Wine of the Month with Peter
- Vinitaly 2010 Recap
- Vineyard Update



LEARN ITALIAN!

Word of the Month:

Figli d'Italia (Sons of Italy)

Italian:

I vini di Figli d'Italia partono Italia questa settimana ed arriveranno in New York la seconda settimana di maggio.

English:

The Sons of Italy wines are leaving Italy this week and will be arriving in New York the second week of May.



VINEYARD UPDATE

By Nicholas Votto

Beginning this summer Votto Vines will be proud to introduce our newest vineyard into the US market, Monte del Fra. We are extremely excited to get these wines to the states as they represent some exciting new, and well-priced varietals which are underrepresented in the US. The Monte del Fra vineyard is located in northeastern Italy in the Veneto region just outside the beautiful city of Verona. The estate was founded by the brothers Eligio and Claudio Bonomo in 1958 and includes over 250 acres in the Custoza area east of Lake Garda. The moment I tasted their wines at VINO 2010 in New York I knew this vineyard had something special and when all of us tasted them together, it reaffirmed my first thoughts, the vino is bellissimo! Votto Vines will be importing 5 of Monte del Fra's wines, 2 whites and 3 reds, these include Custoza and Bardolino, both entry-level

white and red wines with an unbelievable price/quality ratio. Also included will be Soave, an up and coming varietal in the US that demonstrates the power of northern Italian whites. The classic Valpolicella varietal will also be included and rounding out the portfolio will be an Amarone that has so much power and character that it may change your life. A number of these wines include interesting grape varietals that many people have probably never heard of: garganega, tocai friuliano, cortese, corvina, and rondinella being some. Here at "the company" we look forward to getting these wines in the US and out into the market. We believe US retailers and consumers alike will be hard pressed to refuse such high-quality wine making once they've tried what Monte del Fra can create. Please visit www.montedelfra.it for more info.

The picture below shows the Monte del Fra Amarone Classico and we are excited to present this new offering from a fabulous winery.



The above aerial photo of Casalvento, our partner in the town of Radda in Chianti (lower right) and the San Guineto property in Montepulciano (upper left) are both to be included in the upcoming private estate tour.