



Ricasoli Expands U.S. Reach in New Business Partnership with Folio Fine Wine Partners

Partners Cite Growing Demand for High-Quality Chianti Classico and Single Vineyard Designations as a Trend to Watch

Ricasoli Family Tour Planned for Spring 2019 – Dates to be Announced

FOR IMMEDIATE RELEASE October 2, 2018 (Madonna a Brolio, Siena) – Tuscan wine producer Ricasoli has expanded its U.S. reach as part of a dynamic new sales and marketing partnership with Folio Fine Wine Partners. Since formalizing the agreement in March 2018, Italy’s oldest producer has expanded its presence in all 50 states, with increased investment focused on establishing the U.S. as the leading export market and gaining distribution for the Chianti Classico and Brolio Estate wines.

Francesco Ricasoli, President of Ricasoli and 32nd generation Baron of Brolio, shares: “We are thrilled to announce that we are on track with Folio Fine Wine Partners to reach more U.S. wine consumers than ever before. We are particularly encouraged by the resurgence in demand for the higher-end Chianti Classico and single vineyard crus from Brolio, which proudly express our terroir more than any other.”

Ricasoli’s unique legacy encompasses more than 32 generations of family ownership and leadership in Chianti and Chianti Classico, centered around the landmark Castello di Brolio, a 3,000-acre estate with 580 acres of vineyard predominantly planted to Sangiovese. To support the continued awareness of the distinctive microclimates, heirloom clones, and production techniques that define the Brolio story, Francesco Ricasoli and Technical Director Massimiliano Biagi will present a mapping and tasting of the estate wines during an exclusive press and trade tour in the spring of 2019. Dates and markets will be announced.

“We have long recognized that Ricasoli had great potential to lead the U.S. wine market in a new appreciation of Chianti’s winemaking legacy, and are looking forward to hosting the Ricasoli family tour,” added Co-Founder, Michael Mondavi, of Folio Fine Wine Partners. “The Brolio estate can lay claim to one of the most established identities in Tuscany, and under Francesco Ricasoli and his leadership team, there is a profound drive to uncover its secrets.”

Folio Fine Wine Partners represents eight wines from Ricasoli, ranging from \$11.99 to \$70.00 SRP: Toscana IGT (\$11.99), Chianti DOCG (\$13.99), Brolio Chianti Classico DOCG (\$21.99), Rocca Guicciarda Chianti Classico Riserva DOCG (\$24.99), Brolio Chianti Classico Riserva DOCG (\$29.99), Castello di Brolio Chianti Classico Gran Selezione DOCG (\$70.00), Colledilà Chianti Classico Gran Selezione DOCG (\$70.00), and Casalferro Toscana IGT (\$70.00). Wines are available through fine wine restaurants and retail outlets across the U.S.

For more information, including management team interviews and product photography, please contact: Stef Schwalb, stefanie@gregoryvine.com or Helen Gregory, helen@gregoryvine.com.



About Ricasoli

Ricasoli is the most representative wine producer in the Chianti Classico area. Baron Bettino Ricasoli brought the winery to fame in 1872 by creating the formula for Chianti wine, after 30 years of research. Today, the estate and winery are led by Francesco Ricasoli, 32nd generation Baron of Brolio, who aims to constantly improve the quality and character of the great wines of Brolio. North of Siena, the estate extends over 3,000 acres, of which 580 acres are planted to predominantly Sangiovese. Brolio Castle is an idyllic destination for wine and hospitality, offering a museum, wine shop, Osteria del Castello restaurant, and a cozy Tuscan guesthouse. Ricasoli produces a range of wines, including Chianti Classico, Chianti Classico Riserva, and Toscana IGT, in addition to single vineyard terroir wines and olive oils. For more information about Ricasoli, visit www.ricasoli.com or Facebook (Ricasoli 1141), Twitter (@ricasoli_1141) and Instagram (ricasoli1141).

About Folio Fine Wine Partners

Folio Fine Wine Partners was founded in 2004 by Michael Mondavi and his wife, Isabel, with their children, Dina and Rob Jr. Folio is an importer, fine wine agency, and producer of quality wines from the world's premiere and emerging wine regions, providing sales, marketing, and public relations services to wine brands from California, Italy, Spain, France, Argentina, and Austria. Wines from California include Animo, Dutton-Goldfield, Emblem, Hangtime, Isabel Mondavi, M by Michael Mondavi, Oberon, Piper Sonoma and Spellbound. From Italy are the wines of Bibi Graetz, Bruno Giacosa, Coppo, Donnafugata, Ricasoli and Villa Sandi. The Spanish portfolio includes Condado de Haza, El Vínculo Dehesa la Granja, Tinto Pesquera, Fillaboa, Palacios Remondo, and Vall Llach. From Argentina are the wines of BenMarco, Crios, Nosotros, and Susana Balbo Signature, with Andre Brunel and Charles Heidsieck (France) and Laurenz V (Austria) completing the portfolio. For more information about Folio Fine Wine Partners, visit www.foliowine.com or visit the following social media channels: Facebook: Folio Fine Wine Partners; Twitter: @FolioWine