

---

# Forbes

---

FORBES.COM – 14 FEBBRAIO 2020

## Mauro Veglio Wants You To Drink His Barolo Upon Releasing Them



[John Marianir](#)



Mauro and Alessandro Mauro Veglio make modern style Barolos in Piedmont's La Morra.

Mauro Veglio

Given the current popularity of Barolos—with some top labels selling for up to \$400 a bottle—it's hard to believe that less than a half century ago the wine was barely sold outside of Piedmont, where it is made.

“Piedmont was once very poor,” says Alessandro Veglio, scion of Mauro Veglio winery in La Morra. “The market value of Barolo back then was zero.” Indeed, Barolos were often given away free with the sale of a demijohn of Dolcetto, a lesser wine drunk in large quantities locally.

Today, however, Piedmont is one of the top export regions, with 1 billion Euros in sales. Although seventh in terms of quantity produced among Italy's 20 wine regions, it is second only to Veneto, which exports vast quantities of Prosecco, worth 2.2 billion Euros. A large part of Piedmont's surge is due to Barolo, where a top vineyard may sell for 2 million Euros, compared with ten years ago, when the price was 1 million.



Italy, panorama of vineyards of Piedmont: Langhe-Roero and Monferrato on the World Heritage List ... [+]

The Veglio family in Piedmont knows well the history of the area's viniculture, having worked the land since the beginning of the last century, cultivating, raising livestock and "inventing new ways of getting by every day." Angelo Veglio, born in 1928, sought to escape the life of a sharecropper to own a vineyard, which he could not do until the 1960s in the township of La Morra. In 1979 the family acquired a shabby farmhouse called Cascina Nuova and some of its property with about five hectares of vineyards that contained cru appellations of Arborina and Rocche dell'Annunziata.

Angelo's son Mauro (of three) believed in his father's dream that Barolo could be a great wine and make a profit, taking over the management of the winery in 1986. A decade later the vineyards of Monforte d'Alba were added to their property in La Morra, just as Barolo began its rise in reputation in the international wine market. Veglio invested in modern technology, eschewing age-old methods that had given Barolo a reputation as an ill-made, heavy, dark red wine. In 1992 Veglio had its first harvest and vinification in the new winery, built next to the foundations of the Cascina Nuova farmhouse.



Alessandro Veglio trellises his vines with thick leaves to protect grapes from burning.

Mauro Veglio

Mauro's nephew Alessandro, 38, united his own winery with Cascina Nuova, bringing youthful exuberance to the estate as well as a commitment to marketing and spreading recognition in world markets. Now, with 16 hectares of their own vineyards and working with five in the region, the estate produces 120,000 bottles, including five crus—Arborina, Gattera, Rocche dell'Annunziata, Castelletto and Paiagallo—as well as local wines like Langhe Nebbiolo, Barbera and Dolcetto d'Alba. About 50% of the wines are sold to restaurants, the rest to wine shops, with one-third of their exports shipping to the U.S., one-third to Europe and one-third to the rest of the world, including China, where, given its history of difficult dealings, Veglio insists on being paid in advance.

While on a whirlwind marketing trip, Alessandro sat down with me for dinner in New York, where he said, “We want to make approachable wines that you don't have to wait years to develop, wines that you can drink when we release them. With our Langhe Nebbiolo we work with 50% younger grapes from our vineyards that are four to 20 years old and 50% from older vineyards that we rent. With our Barolos we aim for softer tannins. Our aim is to be more like the Grand Crus of Burgundy, not Bordeaux. We believe that the Nebbiolo grape [used in Barolo] can achieve the finesse of Burgundy's Pinot Noir but have its own distinct personality. We make various versions to show the distinctiveness of the individual terroirs.”



Temperature-controlled stainless steel tanks are used to preserve the freshness of newly pressed ...  
[+]

Mauro Veglio

Without generations of Veglios stuck in the old ways of making Barolo, Alessandro is free to experiment. “My uncle Mauro had no children,” he said, “so he told me, ‘What if we go crazy? Let's try whatever you think will work.’”

Part of what Alessandro feels *must* work is attention to global warming in the vineyards. “We want to keep the grapes from getting burned by the sun,” he said, “So we leave more leaves on the vines to cover the grapes. We also installed netting on both sides of the vineyards' roads in order to guard against hail, but we've found they are also providing additional shade.”



Mauro Veglio Nebbiolo is a medium-bodied, very versatile red from the Langhe region of Piedmont.

Mauro Veglio

The Veglios use no herbicides or pesticides, instead using pheromones that “confuse the mating habits of insects and limit their reproduction.” Grapes are exposed to natural wild yeasts, not inoculations. Except for the Paiagallo cru, all aging is done in small French oak barriques.

Strong evidence of the Veglios’ plans to make their wines more drinkable upon release is to be found in their very good Langhe Nebbiolo 2018 (\$25), which is not aged in new oak, has a medium body, well-knit fruit, acid and light tannins and an adaptability to a wide range of foods. It’s wholly ready to consume right now, and, given its price, on a regular basis.



Mauro Veglio's Barolo is made in a classic style but is ready to drink upon release.

Mauro Veglio

The Barolo Classico 2016 (\$39) is from what Alessandro says is “the most beautiful vintage I’ve ever seen, right from the start of the growing season through harvest.” The wine is exemplary of what happens when nature cooperates so completely, giving up a voluptuous body and layered texture of dark fruits balanced with acid and tannins that provide character.

Barolo Gattera 2016 (\$60) is more complex, drier than the Classico but still very full of the fruit flavor of first-rate Nebbiolo.

Of the crus, Arborina 2016 (\$60) comes from “soil poor in nutrients, consisting of Sant’Agata Marl, a mix of clay, fine sand, and limestone,” which make the vines struggle but also to produce wines with a great deal of fruitiness and concentration. Flavors get bigger and more intense with Casteletto 2016 (\$60), from four hectares in a southeast position with a high content of sandstone. Paiagallo 2016 (\$90) originates on the eastern slopes of the township of Barolo, and at 15% I found it too heavy, too dense and not in line with Mauro Veglio's intent to produce wines to be enjoyed upon release.