

## Azienda Agricola Rivetti Massimo ( Pierinvaletta )

### Italy - Piemonte

The PierinValetta brand is produced by Azienda Agricola Rivetti Massimo. Founded in 2000, the winery is located in the city of Neive, in the Piedmont region.

PierinValetta is a tribute to Pierin Valetta, the family's ancestor who planted the vines 75 years ago. He was born in 1910, and he had a passion for viticulture from a very young age. His passion and dedication to the Piedmont region lives on in today's 4th & 5th generations, Massimo Rivetti & his three sons.

Rivetti Massimo has 20 hectares of vines, producing Barbaresco, Barbera, Moscato, Arneis and Chardonnay. Vines are 35-75 years old with limited yields.

The winery has 3 vineyard sites:

- Froi- this is the center of the winery, located in Neive, owned by the Rivetti family since 1947. The cellar - one of the oldest structures in the area - is here, surrounded by twelve hectares of old vine Nebbiolo, Barbera and Moscato vineyards. The vineyards are located in two subzones, RIVETTI and SERRABOELLA.
- Garassino - four hectares vineyards are in the municipality of Mango, growing traditional Piedmont varieties of Arneis and Nebbiolo, as well as Merlot, Pinot Noir and Chardonnay.
- Palazzina - this site is in the municipality of Alba. Four hectares of old vine vineyards are planted with Nebbiolo, Barbera and Dolcetto.

Rivetti Massimo is committed to biodiversity. No herbicides are used; herb mowing is done manually, utilizing 20+ varieties of herbs that act as natural fertilizer. They use no pesticides, instead relying on 'sexual confusion', a natural method that uses pheromones to discourage insect reproduction, and hand harvesting of 'noctue' (worms). Harvest is manual, and fermentation is natural with indigenous yeasts. They only use minimal sulphates; clarification and filtration are only done when necessary (red wines are often bottled with no filtration).

Annual production is around 7,000 cases.