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# PROTAGONIST



## **WATER**

Ferretti Yachts 920  
Pershing 9X  
CRN 50m Superconero  
Riva new 90'

## **LAND**

Caravaggio  
Cartier  
Montblanc  
Mezcal



# WINE 2.0

With La Scolca in Piedmont, Chiara Soldati produces elegant and exclusive white wines appreciated worldwide. Excellence also found aboard the Ferretti Group



**A**HUNDRED YEARS, 100 VINTAGES, ALL EPITOMISING QUALITY ITALIAN PRODUCTION. SHE IS CHIARA SOLDATI, IN STYLE AND IN IDEAS A PERFECT AMBASSADOR FOR THE BEAUTY OF ITALY AROUND THE WORLD, OF THE 'DOLCE VITA' EXPRESSED IN WINE. Her winery La Scolca is famed throughout the West and East and, truth be told, has given lustre, appeal and fame to Gavi wines at home and abroad. Yes, because La Scolca Gavi is that Piedmont that goes beyond colossi like Nebbiolo, Barolo and Barbaresco and has made its way thanks to the initiative of men - and women, just like Chiara Soldati. We meet in Le Sirenuse Restaurant in the magical atmosphere of the Four Seasons Hotel in Miami: "These days, La Scolca is a modern company targeting new markets and enthusiastically looking forward to a momentous anniversary: a century of production," she explains to *Protagonist*. Bearing her Gavi like an emblem of tradition, we might add: it was 1919 when La Scolca had the intuition of this great white from Piedmont. "It is modern wine," she continues. "Wine 2.0; wine that can dialogue with today's millennials, with international markets, wine that can write a

new story in the digital age and describe new passions." Today, La Scolca means 60 markets where its wines can be found: "My father Giorgio (Giorgio Soldati ed.) turned his eye towards the United States back in the '70s, when Sirio Maccioni wanted Gavi dei Gavi 'black label' in his 'Le Cirque' restaurant in NYC. Then, over the years, it went on to assemble an international jigsaw that currently comprises the United Kingdom, Germany, Russia, Singapore, Hong Kong and Macao, Thailand, Vietnam, Indonesia, Maldives, China, Malaysia, Sri Lanka, and Japan, to name a few. In the best restaurants and hotels such as the Four Seasons, Cipriani, Cecconi's, Bombana, The Ritz, Burj al Arab and Zuma, the wine lists contain La Scolca wines, which have come to be thought of as timeless classics, with elegance that traverses cultures, worlds and fashions." Chiara does not lack an entrepreneurial drive, and the markets have always hailed her wines with enthusiasm. Take Russia for instance: "Our importer Simple Wine, and characters like Arkady Novikov, the most famous Russian restaurateur who recently celebrated 25 years of activity and success, who has eateries not only in Russia but also around the world, represent a

Top of page, La Scolca and its "black label": "The winery is a modern company targeting new markets and looking forward to a momentous anniversary: a century of production," Chiara Soldati explains. It was 1919 when La Scolca had the intuition of this great white from Piedmont. "It is modern wine," she continues. "Wine 2.0; wine that can dialogue with today's millennials, with international markets."

wonderful liaison with the DNA of historicity and elegance of La Scolca and its 'black label'." In fact, around the world the culture of wine and the search for quality – so-called "premiumization" – is a trend that is taking root in many markets. In the United States, for example, in the last five years the price of imported bottled still wines has increased by almost 10% and, if we look at off-trade sales, Italy is positioned among the highest for imported wines.

It is a market that Steve Slater, Executive Vice President and General Manager of the Wine Division of Southern Glazer's Wine and Spirits, the largest company distributing wine and spirits in the USA, knows as well as he knows Chiara Soldati, and he knows her as well as he knows La Scolca, because he is its distributor: "Chiara and I met many years ago at Vinitaly. I was immediately impressed with her energy and willingness to listen. She is committed to making La Scolca a relevant brand in the world and she is willing to travel the world to spread the word. She has forged many of her own relationships in the marketplace and those friends want to do all that they can for her. She makes friends

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instantly and those friendships are eternal. Chiara and her family have dedicated their efforts not just to the Piedmont region but to Gavi and Cortese specifically. La Scolca has become synonymous with Italian quality and tradition as many other fabulous Italian wine producers have. That is something consumers have grown accustomed to enjoying. Consumers are very interested in learning more and more about the world of wine and they want authenticity." Chiara Soldati adds: "At the Miami Boat Show with La Scolca at the Ferretti Yacht stand we see how wine consumption can be opened to new frontiers. So, La Scolca, in a nutshell, means looking far ahead into the future." On the other hand, quality wine is a luxury item, confirms Steve Slater: "It's affordable luxury. If you define luxury as something

that delivers beyond the ordinary in any category and is limited in production, I would consider it luxury. Why is Beluga Caviar sought after? After all, it's just fish eggs. It's because it delivers an experience beyond the ordinary. Not everyone can drive or own a Ferrari but just about anyone can enjoy the same quality wine as billionaires do. Maybe not everyday!"



Above, Chiara Soldati on the terrace of the Riva Lounge at the Yacht Club of Monte Carlo: "At the Miami Boat Show with La Scolca at the Ferretti Yacht stand we see how wine consumption can be opened to new frontiers. So, La Scolca, in a nutshell, means looking far ahead into the future," she says. La Scolca has become synonymous with Italian quality and tradition.