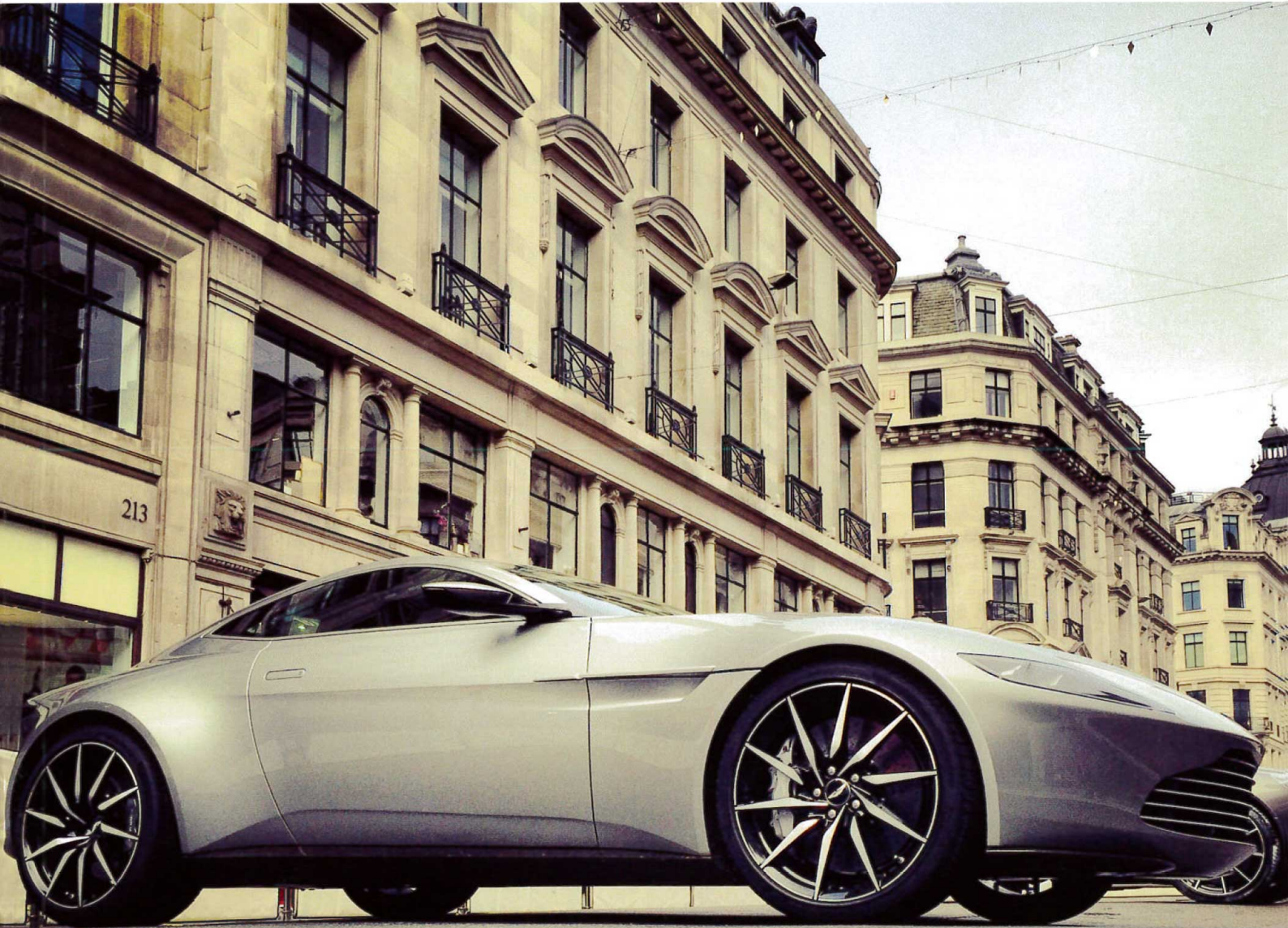


CHELSEA LIFE

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REGENT STREET MOTOR SHOW

The West End will come alive with the
Illinois Route 66 Regent Street Motor Show
on Saturday 3 November



LA SCOLCA® CENTO YEARS OF OENOLOGICAL PASSION

*“Wine,
earth’s poetry”*

These few words by Mario Soldati reflect a philosophy that accompanies La Scolca® and its wines by 100 years of oenological story.

La Scolca® is an innovative company that looks at the future with an innovative spirit, keeping its focus on the pursuit and consolidation of an high level of quality. For sure the main focus of La Scolca® is to give an emotion with its wines, not only to present a product but to enter into a world full of fashion. For this reason every shade, every nuance is sought and pursued with huge attention; the tasting moment becomes a moment of pleasure and emotion. Notes coming from the soil, the salty climates, sun, passion, all these feelings enclosed into a glass.

Gavi strenght, minerality, verticality of tasting, equilibrium and elegance of these extraordinary wines are the main perceived features when we discover La Scolca®. The travel discovering La Scolca’s wines is inexhaustible, a renewed research towards new scents, a pleasant surprise at every tasting.

The estate La Scolca® was taken over between 1917 and 1919 by the great-grandfather of Giorgio Soldati who leads today the company together with his daughter Chiara, the fifth generation shown to the third millennium.

In ninety years of activity the passion for wine has turned into profession, but the passion for Gavi is not tailed off.

La Scolca Gavi Wine has become a *Cult* and has conquered the world, but has never betrayed its origins and its characteristics.

The past and the future live together

in this company that combines the best naturalness of who live in the world always with the speed of who look forward with the vision of courageous captains: never as in this case the name of the family “Soldati” (*Soldiers*) has a special symbolic meaning.

La Scolca® is therefore the oldest company in the area, for continuity of the management by the same family, but at the same time is the most modern. Giorgio Soldati has proved a valuable and innovative interpreter: he is the creator of wines and sparkling success without betraying loyalty to the “Gavi” region and to the vine kind. But the biggest challenge he has taken together with his daughter was to maintain the leadership over the years, strengthening the image and notoriety of La Scolca® a throughout the World and keeping its philosophy to the highest quality possible.

LA SCOLCA® MY DREAM

We were born winegrowers. You can become it, technically, but it’s not possible to live the wine and inner soul’s land if not living, day by day, the slow passing of life and vine’s seasons, in a symbiosis that is rediscovered and reveals itself tasting the wines made by this dance that takes place every year the same, but always new.

My Dream describes my life, my stories and my passion for my wines.

My Dream, however, is a more extensive concept, because while traveling over the years to raise Gavi La Scolca®’s awareness I realized that this magic dream is not only mine, but I share it with all those who appreciate and savor my wines, with those that know this wine worldwide, and the piece of land where this bottles comes from, with those who perceive the hidden notes or simply, in an emotional way, they bind it to their personal moments, long as sip of wine.



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Each of us, we are the result of what we experienced, loved and faced: a complex of emotions, fears, passions that when carefully balanced can make us unique. So, some wines strike us for their complexity, but also with their crystal simplicity, that really passionate us.

There are dreams that are present for a moment, for the time of an emotion, but if life is lived intensely, savoring every moment, every nuance, each of us can realize his best dream also losing itself into a magic glass of wine.

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