

LA SCOLCA: 104TH HARVEST IN THE NAME OF IMPORTANT INVESTMENTS IN SUSTAINABILITY, WITH AN EYE TOWARDS NEW INTERNATIONAL WINE DEVELOPMENTS

The Piedmontese winery led by Chiara Soldati inaugurates the new wine season by continuing on the path of respect for the environment and consumer protection.

La Scolca kicks off a promising and challenging winemaking year, thanks to the increasingly complex political and climate dynamics that characterize the contemporary wine market. The need to invest in the vineyard and the cellar will increase, with a production with the least impact possible that manages to offer the highest quality to the consumer. This is the direction undertaken some time ago by Chiara Soldati and her team, which makes La Scolca an entrepreneurial model with a green profile and with an eye always turned to the future.

*“For us, the attention to sustainability is not only one of the most important trend topics of the new millennium – states **Chiara Soldati, CEO of La Scolca** – but a concrete commitment to the care of our territory and the valorisation of autochthony, as winning cards which establish the oenological excellence that Gavi represents in the world. Coping with increasingly extreme climatic conditions is a continuous challenge for us, but above all an act of love for our vineyards and our consumers. For this reason we are investing in new technologies both in the vineyard and in the cellar, in order to combine the well-being of the plant and respect for the territory.*



All without forgetting the historicity and solid value of our brand, the attention to the environment and social issues. Confirmation of our commitment is the recent achievement of certifications on sustainability and food safety, essential values that form the background of our labels”.

La Scolca’s 104th Harvest brings with several innovations aimed at the health of the rows and the integrity of the fruit. These include a new bottling line, as well as an energy self-sufficiency plan guaranteed by the new photovoltaic surface. All the innovations are aimed at optimizing production, both from the point of view of quality, timing and management of energy resources.



*“With the introduction of the new plant – **Roberto Lazzaro comments, Director of La Scolca** – we have set ourselves the objective of improving the profile of our company on all fronts. In short, the innovative bottling system moves on three aspects: the new “no bottle, no spray” technology allows us to reduce water consumption during washing to a minimum; the filler in an inert environment helps us avoid oxidation during bottling and the corking system allows us to limit contact with cork dust. Among the other innovations in the cellar, the automation of the entire line with an intelligent slowing system, perfect for reducing start & stops and performing at its best during production”.*

The desire to innovate, for La Scolca, is not limited only to the company boundaries but is an incentive to delve into the increasingly changing and complex dynamics of the current winemaking landscape. The countries considered driving the wine economy leave space for new opportunities in emerging markets and therefore it is increasingly

necessary to talk about the territory, the authenticity and the ethical values as the main assets for disseminating the brand.

*“Given the historicity of our company – **the Cavaliere del Lavoro Chiara Soldati states** – we feel responsible not only in communicating our brand, but the value of Gavi, especially in the current scenario which sees the geography of consumption emerging with new boundaries and opening the leads to new wine players, especially in macro-areas such as Africa and Asia. With this in mind, we position ourselves as a testimonial of Made in Italy wine excellence to prevent the appeal that Italian wine enjoys around the world from being suffocated by continuous competition on average bottle prices. We work constantly in this sense to make accessible all the values inherent in our labels, by raising awareness of the most attentive and conscious consumption, as a driving force to continue investing and improving ourselves in the name of a future aimed at the development of territory and internationalisation”*