



La Scolca: 105 Years of Raising a Glass to Italian Excellence and Timeless Style

Gavi, Piedmont, March 11th, 2024

La Scolca, an iconic brand in Italian wine, **celebrates 105 years of history and success with a gala evening in Milan**. This prestigious milestone is a testament to the **dedication of four generations of the Soldati family to producing excellent wines that have won over the palates of enthusiasts and celebrities worldwide**.

From the hills of **Gavi in Piedmont**, **La Scolca**, led by **Chiara Soldati**, has innovated and distinguished itself, **becoming an ambassador of Italian lifestyle in over 60 countries**. Its wines, such as **Gavi dei Gavi Etichetta Nera**, **Gavi La Scolca D'Antan** and **the new Gavi dei Gavi 2019**, are an expression of a unique territory and a production **philosophy attentive to sustainability and quality**.

The Milanese evening was an opportunity **to celebrate La Scolca's 105th anniversary** in the company of exceptional partners such as **Bentley**, both symbols of excellence and made-in-Italy style, and to present the entry of the **fifth generation into the company, represented by Ferdinando Caracciolo di Vietri**.

"Five years ago, I wasn't so sure what I would do after my studies," Ferdinando says. "Most likely, deep down I already knew that I would follow in the family footsteps. Today, however, after five years, I am sure that my future is here, alongside my mother Chiara, to continue this tradition and do great things together, remembering the work and sacrifices of past generations, but always looking to the future and modernity."

Bentley Milano accompanied the welcome guests by offering a transfer service on board the iconic Bentley cars. A perfect combination that celebrates two brands united by the constant search for perfection, innovation and timeless elegance.



"Bentley Milano is delighted to celebrate this important anniversary with La Scolca," says Valeria Tommaso, marketing manager. "A partnership in the name of excellence between two historic companies, united by a deep passion for innovation and promoters of a lifestyle that expresses a new concept of contemporary luxury. United to toast to a future of success."

"The sweet life, enjoying life, are attitudes that you are born with but that you have to learn to develop throughout your life. If along the way you meet professionals and passionate people who can make life even sweeter, it's all easier. La Scolca is one of them," commented **Alessandro Ristori**, who with his band **the Portofinos** gave the evening an elegant and engaging atmosphere. The "singer of Montecarlo" has created the soundtrack for La Scolca's 105th anniversary, giving it a glamorous and vintage touch between the American myths of the 1950s and Italian music of the 1970s and 1980s. A consolidated friendship that sees Ristori on stage at many of the events sponsored by La Scolca in the main destinations worldwide, such as **the Big Art Festival held in Courchevel on March 8th with Ristori himself and accompanied by La Scolca wines.**

But the absolute protagonist of the evening was the palpable emotion in all the guests, witnessed by the words of **Pamela Vieri, Food & Travel:** *"La Scolca is a family story, one of those real ones that feel a visceral sense of belonging to a territory. Chiara Soldati is like the wine I like... true, identitarian, passionate and that emanates happiness."*

An endless emotion, for 105 years.



About

Founded in 1919 by Giorgio Soldati's great-grandfather, Chiara's father, La Scolca has gone through a century of successes, becoming a leader in the production of high-end wines. The company is now led by Chiara Soldati, flanked by her son Ferdinando Caracciolo di Vietri, who represents the fifth generation of the family.

La Scolca has always been attentive to respecting the environment and protecting the territory, guaranteed by the adoption of an integrated production system that reduces environmental impact and enhances natural resources.

La Scolca's wines are appreciated by connoisseurs and celebrities worldwide. Among the most dedicated fans are George Clooney, Brad Pitt, Madonna and Leonardo DiCaprio, who have chosen La Scolca to toast their most special moments.

La Scolca looks to the future with enthusiasm and determination, strong in a centuries-old tradition and a constant search for excellence, continuing to innovate and bring the taste of made in Italy to the world, with wines that tell the story and passion of a unique Italian family.

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