

## **Winebow Appointed as Exclusive U.S. Importer of Ceretto**

**NEW YORK—January 30, 2013**—Winebow, Inc., America’s leading importer of premium Italian wines and a major importer and distributor of wines from around the world, announced that, effective March 1, 2013, Winebow will be the exclusive U.S. importer of Ceretto. The Piedmont producer joins Leonardo LoCascio Selections, Winebow’s Italian portfolio that represents over 50 wineries throughout Italy.

The Ceretto family has been making wine in Piedmont's Langhe for over 80 years and over three generations. In the 1960s, Bruno and Marcello Ceretto, also known as "The Barolo Brothers," joined the family business with one objective: to select vineyards in the most historically important areas for the production of great wines. As a result of their efforts, Ceretto now produces an impressive range of wines from over 395 acres of vineyards at their four estates: Bricco Rocche in Castiglione Falletto, Bricco Asili in Barbaresco, Monsordo Bernardina in Alba, and I Vignaioli di Santo Stefano in Santo Stefano Belbo.

The third generation of the Ceretto family, Roberta, Lisa, Alessandro and Federico, who joined the family business in the late 1990s, are following in their fathers’ footsteps with an unwavering commitment to quality and a keen entrepreneurial spirit. In addition to making excellent wines, the family engages in numerous initiatives to foster an appreciation for wine within a broader culture context, including local foods, art, architecture and music.

“It is with great pleasure that we welcome Ceretto into our portfolio,” said Leonardo LoCascio, Founder and Chairman of Winebow. “From one generation to the next, the Ceretto family’s hands-on philosophy, commitment to quality and passion for both tradition and innovation has earned them an outstanding reputation for their wines and as ambassadors of the Piedmont region.”

“We look forward to our partnership with Winebow,” remarked Bruno Ceretto. “We appreciate their long-standing commitment to representing and promoting quality Italian wines and, in particular, family-owned wineries.” “I am excited to work with the Winebow team,” added Federico Ceretto, Bruno’s son. “Their professionalism and dedication to wine education is so well respected throughout the industry.”

Winebow will import the following wines: Barolo Bricco Rocche, Barolo Brunate, Barolo Prapò, Barbaresco Bricco Asili, Barbaresco Bernardot, Barolo Zonchera, Barbaresco Asij, Dolcetto d'Alba Rossana, Langhe Rosso Monsordo, Langhe Arneis Blangé, and Moscato d'Asti.

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### **About Winebow**

Winebow, Inc., founded in 1980 by Leonardo LoCascio, is a major importer, distributor and developer of a wide range of acclaimed fine wines and spirits from the world's most prominent growing regions. Winebow is headquartered in Montvale, New Jersey with offices in New York; Philadelphia; Washington, D.C.; Boston; Chicago; Seattle and Wallingford, Connecticut. For more information please visit [www.winebow.com](http://www.winebow.com).

**About Ceretto**

The Ceretto family has been producing wines in Piedmont's Langhe for three generations and over 80 years. Today, the Ceretto family produces an impressive range of wines from over 395 acres of vineyards at their four estates: Bricco Rocche in Castiglione Falletto, Bricco Asili in Barbaresco, Monsordo Bernardina in Alba, and I Vignaioli di Santo Stefano in Santo Stefano Belbo.

Convinced that wine and culture are inseparable, the family engages in numerous initiatives and creative projects involving art, architecture and music. As ambassadors of culture, the family has also ventured into local specialties, such as hazelnuts, cheese and *torrone* (nougat). Their restaurant, Piazza Duomo in Alba, is one of seven restaurants in Italy to receive three Michelin stars in 2013. For more information, please visit [www.ceretto.com](http://www.ceretto.com).

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