



LLS, a Member of The Winebow Group, is Appointed Exclusive U.S. Importer of Boroli

Richmond, VA – December 4, 2018 – LLS (Leonardo LoCascio Selections), a member of The Winebow Group and America’s leading importer of premium Italian wines, is pleased to announce that it is the exclusive U.S. importer of the wines of Achille Boroli and his family’s eponymous estate that lies at the heart of the Barolo DOCG. Boroli joins a portfolio that represents more than 60 wineries throughout Italy.

“We are thrilled to welcome Boroli into the LLS family,” said Ted Campbell, Senior Vice President and General Manager of LLS. “We were looking for a gem in the Langhe region to complement our existing producers and enrich our offerings from Piedmont. Boroli is a producer with vision and passion, focused primarily on Barolo and the expression of unique terroirs of the appellation. To have Achille’s wines in our portfolio and to be able to share the Boroli story with our customers is an extraordinary opportunity for the LLS team.”

With roots in Piedmont that date back to 1831, the Boroli family did not enter the winemaking business until 1997 when Silvano and Elena Boroli decided to leave their publishing business and start a winery. Achille, the third of four sons, joined the family business in 2000 after graduating in business administration, and in 2012, officially took control of the winery. During that harvest, Achille began a mission to revolutionize the quality of his family’s Barolos by implementing a series of best practices that included investing in new technology, minimizing production levels through green harvesting, eliminating skin pressing, and fertilizing every three years using only organic materials.

The Boroli vineyards are located in the communes of Castiglione Falletto, Barolo, and La Morra. All winemaking and production takes place at Cascina La Brunella, the facility that sits atop a hillside in the western end of Castiglione Falletto. The Brunella vineyard, which has been classified as a Menzione Geografica Aggiuntiva (MGA), or cru, is the family’s monopole that covers 6.7 acres at the crown of the Villero hill. Owning a monopole is a rarity in Barolo, and with the Brunella MGA, Boroli has the first in Barolo’s history.

Though its first bottling was not until the 2013 harvest, Brunella has been documented as producing superior quality fruit since the 17th century. It is also the location where Achille’s brother Guido, an architect, designed a new winery in 2006 using advanced sustainable building concepts in its construction. As it occupies the best exposed section of the hillside, Brunella yields wines of great complexity with extraordinary length and ageability.

The Villero MGA, also in Castiglione Falletto, sits at the center of the Barolo DOCG where the region’s Helvetian and Tortonian subsoils meet. These soils, along with the near perfect exposure of the cru’s location, produce wines of power and elegance. The Cerequio MGA, spans the border between La Morra and Barolo. Boroli’s holdings in Cerequio are located entirely in Barolo, in one of the most prestigious sites in the Barolo DOCG zone known for its extraordinary microclimate. Wines from this cru are characterized by their finesse and grace.

“From vineyard to bottle, my focus is to produce unique Barolo wines of the highest quality with no compromises,” said Achille Boroli, winemaker and estate owner. “It was essential for me to find the right partner in the United States who understands my philosophy and supports the work that I do. The LLS team has the knowledge, commitment and national reach to effectively bring my wines to the U.S. market and I look forward to this new partnership with great excitement.”

LLS will import the following wines from Boroli: Barolo DOCG, Cerequio Barolo DOCG, Villero Barolo DOCG, and Brunella Barolo DOCG.

About LLS

LLS is a division of Winebow Imports, a leading importer of fine wines and spirits from the around the world. LLS has represented Italian wines of impeccable quality, character, and value for over 35 years. Each wine in the collection tells a unique story about the family and region that produced it. A taste through the portfolio is a journey across Italy's rich spectrum of geography, history, culture, and cuisine. Whether a crisp Pinot Bianco from the Dolomites or a rich Aglianico from Campania, the wines of LLS will transport you to Italy's outstanding regions. For more information, please visit www.llswine.com.