



# Cinque Quinti

WINE IS BOTTLED POETRY

**Cella Monte - MONFERRATO DEGLI INFERNOT**

[www.cinquequinti.com](http://www.cinquequinti.com)



# OUR STORY

Cinque Quinti was born from the passion of five siblings, Fabrizio, Martina, Michele, Francesca, and Mario, who decided to carry on the family company that was started four generations ago, giving it a fresh and innovative touch.

**Fabrizio** and **Michele**, who have made it their lifestyle out of the love for the land handed down from their grandfather, manage the company daily in the vineyards and beyond. **Mario** is finishing his studies at the University of Oenology in Florence and is trying to gather as many work experiences as possible in new and different territories. **Martina** and **Francesca**, with their marketing skills, have given life to the company's brand and image and constantly follow the site, social networks, new collaborations, and the organization of events.

A cohesive team that launched its first wine production in 2015 and that has seen an expansion of both the number of bottles and the product range every year.







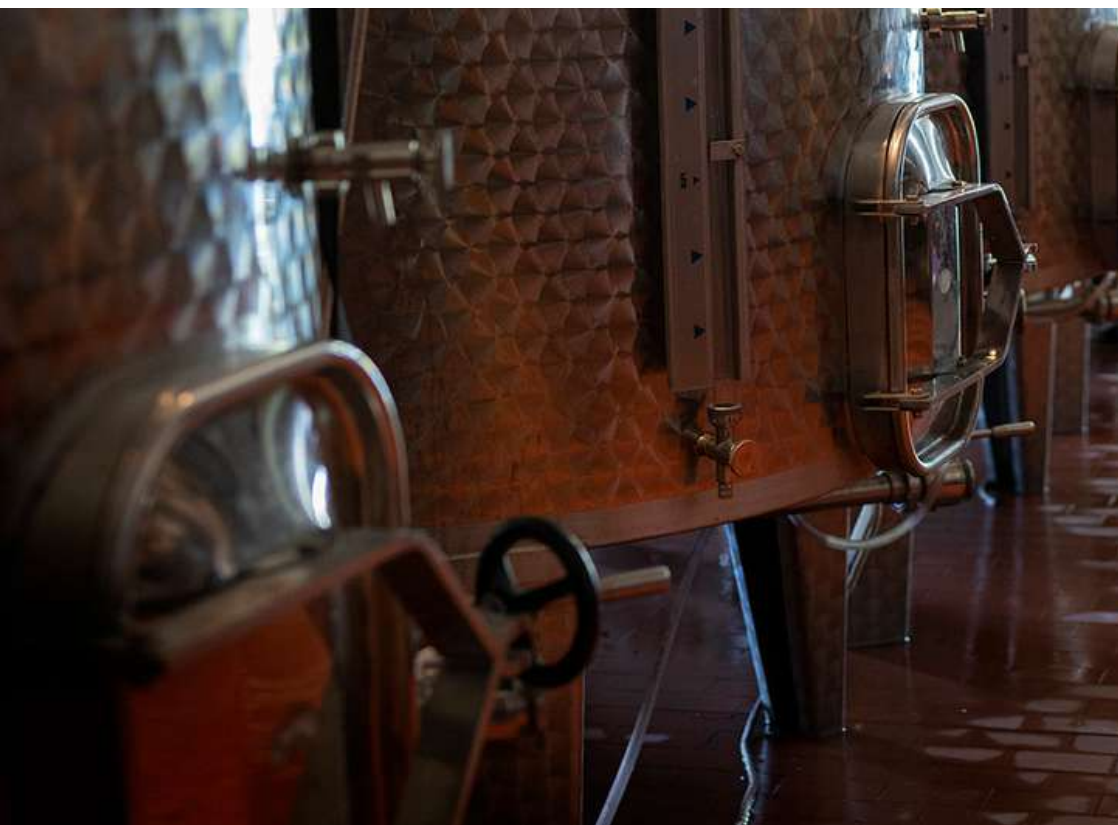
# HOW IT STARTED

The Cinque Quinti project started in **2015** when Michele and Fabrizio decided to experiment with the first wine production. In **2016**, while the wine was fermenting, Martina and Francesca designed the logo to give voice to the new brand.

In May **2017**, the first label was launched. a red wine that later became Carisa. There were only 750 bottles, but the five brothers understood the potential. In **2018**, the second label was introduced: Dedalo, Monferrato Bianco from Arneis grapes, reaching a production of 3,000 bottles.

**2019** saw a real leap forward with the addition of Roverò - Barbera del M.to Superiore and Mariulin, a Spumante Charmat Method. The total production reached 12,000.

In **2020** Solista, Grignolino del M.to Casalese, and Austin, Meotodo Classico Rosè were introduced. The total number of bottles reached 22,000 and the sales network expanded.





## HOW IS GOING

**2021** started with uncertainty due to Covid-19, but it represents an important year for the company: Enologist Dario Aceto joins the team. The *ël Fól* label was also introduced, which tells a different nuance of Monferrato every year, and the panoramic terrace at the headquarters in Cella Monte was inaugurated.

In **2022**, the first steps were taken on the international market. In-house hospitality has been developed, with tasting packages and guided tours. On the agricultural side, the company obtained the SQNPI certification, which aims to add value to the agricultural production obtained in compliance with the regional regulations.

**2023** sees the entry into the company of a new commercial figure aimed at developing the Horeca market throughout Northern Italy and the introduction of a line of labels with a strong territorial imprint and longer refinements to ensure greater longevity.



# MON FERRATO

The company is based in **Cella Monte**, a small village in **Piedmont**, in the province of **Alessandria** a few km from **Casale**, the historic capital of Monferrato.

The area known as **Monferrato** is one of the largest wine-growing areas in Italy and includes the provinces of Alessandria and Asti. This stretches from the Po River to the hills close to the Ligurian Apennines.

More specifically, Cella Monte is part of the nine municipalities that form the **Monferrato degli Infernot**, a sub-area recognized by UNESCO in 2014 thanks to the Infernot, small underground rooms dug by hand and used for storing wine.

Among most consolidated denominations of the area, we have "**Grignolino del Monferrato Casalese DOC**" an autochthonous vine whose roots fall within the territory, as documented by numerous historical references; "**Barbera del Monferrato DOC**" a more ready-to-drink version, and the more structured and ambitious "**Barbera del Monferrato Superiore DOCG**".

The soil in this area has **marine sedimentary origins**, as demonstrated by the numerous fossils and shells still found today. The ground, although with very different textures, is characterized by a high **limestone** content which gives the Barbera a tonic and deep character, while in the Grignolino it tends to enhance the unmistakable tannic and spicy texture.

The company owns about **50 hectares** of vineyards distributed over seven municipalities. This allows the company to select the best plots to enhance the character of each label, such as freshness, tannins, aromas, or body.

The Grignolino grapes are selected from white and calcareous soils located at the highest altitudes (300m) to give a greater phenolic and aromatic maturity. Darker and more ferrous soils that bring freshness are perfect for Barbera. The lands closest to the valleys are instead reserved for the cultivation of white grapes, such as Arneis and Chardonnay where day and night temperature difference plays the fundamental role.



# WINE TOURISM

The company, which has a sales point in the heart of the village of Cella Monte, remains open to the public seven days a week for **wine tastings** and **guided tours** of the historic cellar and the typical "Infernot".

Every year, the **events** calendar combines local fairs with private events. Among these, the most loved ones are the "Open-Air Cinema" in July and the "Harvest Day".

Furthermore, the strategic position of the shop guarantees a **large flow of Italian and non-Italian tourists**. Curious and passionate about food and wine looking for advice on restaurants, b&b, resorts, or indications on where to buy our wine in Italy or abroad.

The location is also available for **corporate events, team building, ceremonies, and celebrations**. Every year the proposals vary and are innovated, but the mission remains one: to bring people and tourists closer and closer to Monferrato.





## CINQUE QUINTI

We present our corporate culture, the set of values in which we believe and on which we set our priorities and make decisions. Our *modus operandi* ethical and behavioral, at the basis of all corporate objectives, changes, growth, and development development of Cinque Quinti.

### QUALITY

We want to obtain quality products, taking care of every step of the production from the vine to the glass.

### HOSPITALITY

Tastings, guided tours, visits of our infernot, and events are the basis of our activity.

### FAMILY

Without our large family, Cinque Quinti could not exist.

### ENVIRONMENT

For several years, we have been following regulations which allow to drastically reduce the use of pesticides.

### MARKETING

Digital communication and social media are a key and strategic tool for the project.

### AUTHENTICITY

We want to preserve our territory and its natural beauty, to make tourists feel at home.

### TEAM WORK

We strongly believe in collaboration with other companies in the area.

### TERRITORY

All activities are aimed at the growth of our company, and of our beloved Monferrato.

## WINE TASTING

Tour of the historical cellar and  
"infernot"

Tasting of 4 wines

Artisanal breadsticks

Timetable: 11.00 - 1.00 - 3.00 - 5.00

Duration 1h/1h 30min

Option to add a small platter  
with local products

## WINE BAR

You can also enjoy our wine  
bar service:

- Glass of wine (excluding  
Roverò, òl Fól and Austin)
- Bottle (choice from all  
our labels)
- Small platter of local  
products: cured meats,  
cheeses, ..

## TOUR

Guided tour of the historic cellar  
and the typical infernot

Tour departure times: 11.00 -

1.00 - 3.00 - 5.00

Duration 15/20 min

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## HARVEST

Welcome coffee

Corporate meeting

Harvest:

- Theoretical introduction to the activity
- Division into teams
- Grape harvest
- Visit the production cellar
- Taste from the tanks

Light lunch with tasting

Infernot tour

## SPORT

Welcome coffee

Corporate meeting

Sport activity:

- trekking
- e-bike
- yoga
- pilates

Light lunch with tasting

Infernot tour

## WORKSHOP

Welcome coffee

Corporate meeting

Workshop:

- painting with wine
- Canton stone objects
- custom labels
- floral arrangements

Light lunch with tasting

Infernot tour

TEAM BUILDING



# CELLA MONTE

**Cella Monte** is a small village in the heart of Monferrato and encloses centuries of history within the walls of its houses. It became part of the "**Borghi Più Belli d'Italia**" club in 2018, and here seats the Cantoni Stone Ecomuseum, which has been studying and describing the "**infernot**" for years. An open-air museum pampered by rolling hills, vineyards, and "casot".

It appears the name, Cella, derives from the wine cellars which were formerly dug out of the sandstone and occupied the vast area where the first houses were built. In 1863 Mayor Luigi Vallino added "Monte" to the name of the Municipality, as it is located on one of the most beautiful hills of Monferrato.

In 2014 the Vineyard Landscapes of Langhe, Roero, and Monferrato were recognized by UNESCO as the 50th Italian World Heritage site. Cella Monte is located in the core zone of Monferrato degli Infernot, about 1 hour by car from Milan, Turin, and Genoa.

## WEBSITE

### VIEWS

8.869

unique page  
views

### MY BUSINESS

5.433

views  
on Google

### USERS

3.883

active users  
monthly

## FACEBOOK

### FOLLOWERS

13.776

active followers, average  
monthly growth of 290

### ENGAGEMENT

6.400

on page posts, includes  
likes and comments

### IMPRESSIONS

72.808

60% organic  
40% paid

## INSTAGRAM

### FOLLOWERS

7.508

active followers, average  
monthly growth of 212

### ENGAGEMENT

4.833

on page posts, includes  
likes and comments

### IMPRESSIONS

47.405

100% organic



OUR  
WINES





# ROVERÒ



**APPELLATION:** Barbera del Monferrato Superiore DOCG

**COLOR:** deep purplish-red

**ALCOHOL:** ~ 15% vol

**PRODUCTION AREA:** Cella Monte (AL)

**SOIL:** clayey, good water retention capacity, reddish color

**GRAPE VARIETY:** Barbera 100%

**ALTITUDE:** 240 m asl

**EXPOSURE:** South

**TRAINING SYSTEM:** guyot

**HARVEST PERIOD:** end of September

**HARVEST METHOD:** hand-picked

**YEAR OF PLANTATION:** 2003

**PRODUCTION PER HECTARE:** 60 ql

**FERMENTATION:** alcoholic and malolactic in steel at 26/28°C

**SKIN CONTACT:** 12 days

**MATURATION:** from 12 to 15 months in 25 HL oak barrels

**BOTTLING:** July

**SERVICE TEMPERATURE:** 16/18 °C

**ESTIMATED PEAK OF MATURATION:** 8 years

**TASTING NOTES:** notes of ripe red fruit can be recognized, and the oak wood gives spicy notes that make it soft, full-bodied and persistent.

**PAIRING:** to accompany a risotto with sausage during a romantic dinner or to sip on a cold winter night in front of the fireplace.

**FORMATS:** 750 ml / 1500 ml



# CARISA



**APPELLATION:** Barbera del Monferrato DOC

**COLOR:** purplish red

**ALCOHOL:** ~ 14,5% vol

**PRODUCTION AREA:** vineyard "Carisa" - Cella Monte (AL)

**SOIL:** clayey, good water retention capacity, reddish

**GRAPE VARIETY:** Barbera 100%

**ALTITUDE:** 240 m asl

**EXPOSURE:** South/West

**TRAINING SYSTEM:** guyot

**HARVEST PERIOD:** half Settembre

**HARVEST METHOD:** hand-picked

**YEAR OF PLANTATION:** 2003

**PRODUCTION PER HECTARE** 80 qL

**FERMENTATION:** alcoholic and malolactic in steel

**SKIN CONTACT:** 11 days

**MATURATION:** from 9 to 12 months in steel tanks

**BOTTLING:** July

**SERVICE TEMPERATURE:** 14/16 °C

**ESTIMATED PEAK OF MATURATION:** 3 years

**TASTING NOTES:** aromas of red and black fruit, such as cherry and blackberry. On the palate, you can perceive an acid note typical of Barbera, a slight tannin that softens over time.

**PAIRING:** perfect for an Easter barbecue with friends to balance the greasiness of the lamb thanks to its main characteristic: acidity.

**FORMATS:** 750 ml / 1500 ml



# SOLISTA



**APPELLATION:** Grignolino del Monferrato Casalese DOC

**COLOR:** brilliant ruby red

**ALCOHOL:** ~ 14% vol

**PRODUCTION AREA:** Olivola & S. Giorgio (AL)

**SOIL:** high % limestone and good balance between silt and clay

**GRAPE VARIETY:** Grignolino 100%

**ALTITUDE:** 290 m asl

**EXPOSURE:** South/West

**TRAINING SYSTEM:** guyot

**HARVEST PERIOD:** half September

**HARVEST METHOD:** hand-picked

**YEAR OF PLANTATION:** 2015

**PRODUCTION PER HECTARE:** 70 qL

**FERMENTATION:** alcoholic and malolactic in steel

**SKIN CONTACT:** 6 days

**MATURATION:** 6 months in steel tanks

**BOTTLING:** March

**SERVICE TEMPERATURE:** 14/16 °C or fresh at 10/12°C

**ESTIMATED PEAK OF MATURATION:** 2 years

**TASTING NOTES:** the nose is delicately spiced with citrus and red fruit notes. It is a wine with a delicate color and pleasant tannins.

**PAIRING:** in the colder seasons it goes perfectly with delicate flavors such as veal escalopes. While on the hottest days, don't hesitate to sip it chilled with fish crudité.

**FORMATS:** 750 ml



# DEDALO



**APPELLATION:** Monferrato DOC Bianco

**COLOR:** straw yellow

**ALCOHOL:** ~ 13,5% vol

**PRODUCTION AREA:** Cella Monte (AL)

**SOIL:** clayey, good water retention capacity

**GRAPE VARIETY:** Arneis 100%

**ALTITUDE:** 240 m asl

**EXPOSURE:** South/East

**TRAINING SYSTEM:** guyot

**HARVEST PERIOD:** half September

**HARVEST METHOD:** hand-picked in baskets

**YEAR OF PLANTATION:** 2013

**PRODUCTION PER HECTARE:** 65 q/l

**SKIN CONTACT:** 4 hours in the press and soft pressing

**FERMENTATION:** 24 hours clarification at low temperature, alcoholic fermentation in steel at 17°C

**MATURATION:** 6 months in stainless steel, batonnage on fine lees

**BOTTLING:** March

**SERVICE TEMPERATURE:** 8/10 °C

**ESTIMATED PEAK OF MATURATION:** 2 years

**TASTING NOTES:** floral and fruity aromas with a delicate mineral note typical of arneis. Persistent in the mouth and pleasantly warm with an almond finish.

**PAIRING:** try with the typical Piedmontese Fassona tartare, or with a sea bream in the oven, a stone's throw from the sea.

**FORMATS:** 750 ml



# MARIULIN



**APPELLATION:** Piemonte DOC Chardonnay, Vino Spumante Brut di Qualità, Metodo Martinotti

**COLOR:** soft yellow

**ALCOHOL:** ~ 12% vol

**PRODUCTION AREA:** Cella Monte (AL)

**SOIL:** a combination of several vineyards with white sandstone soil

**GRAPE VARIETY:** Chardonnay 100%

**ALTITUDE:** 240 m slm

**EXPOSURE:** East - South/West

**TRAINING SYSTEM:** guyot

**HARVEST PERIOD:** half August

**HARVEST METHOD:** hand-picked

**YEAR OF PLANTATION:** 2009

**PRODUCTION PER HECTARE:** 80 ql

**FERMENTATION:** the 1st to create the base wine, the 2nd in an autoclave on the basis of selected yeasts at 16°C. Permanence on the lees for about 6 months to allow the bubbles to become more elegant and persistent.

**BOTTLING:** April

**SERVICE TEMPERATURE:** 6/8 °C

**ESTIMATED PEAK OF MATURATION:** 1 year

**TASTING NOTES:** the nose perceives aromas of white pulp fruit with a slightly exotic note. It is fresh and well balanced, the bubble is pleasant.

**PAIRING:** ideal for an aperitif by the pool. Or, for our favorite breakfast of champions: fresh bread, salami, and a glass of Mariulin.

**FORMATS:** 750 ml



# AUSTIN



**APPELLATION:** Spumante Brut Metodo Classico Rosato

**COLOR:** coppery pink

**ALCOHOL:** ~ 12% vol

**PRODUCTION AREA:** Rosignano (AL)

**SOIL:** rich in limestone from sandstone rock and fossil sediments

**GRAPE VARIETY:** Pinot Noir 100%

**ALTITUDE:** 260 m asl

**EXPOSURE:** West

**TRAINING SYSTEM:** guyot

**HARVEST PERIOD:** start of August

**HARVEST METHOD:** hand-picked in crates

**YEAR OF PLANTATION:** 2004

**PRODUCTION PER HECTAERE:** 60 q/l

**FERMENTATION:** the 1st to create the base wine, the 2nd in the bottle with selected yeasts.

**SUR LIES:** between 18 and 36 months

**SERVICE TEMPERATURE:** 6/8 °C

**ESTIMATED PEAK OF MATURATION:** 7 years

**TASTING NOTES:** the color recalls its delicate floral scents. Notes of yeast and bread crust are perceived. Fresh and elegant with good acidity. The bubble is fine, persistent, and pleasant in the mouth.

**PAIRING:** oysters and foie gras are both elegant pairings, but for a more down-to-heart option try it with fries or fried chicken.

**FORMATS:** 750 ml / 1500 ml



# OMBRA



**APPELLATION:** Monferrato DOC Chiaretto

**COLOR:** soft pink

**ALCOHOL:** ~ 11,5% vol

**PRODUCTION AREA:** Cella Monte (AL)

**SOIL:** clayey, good water retention capacity

**GRAPE VARIETY:** Bonarda 100%

**ALTITUDE:** 230 m asl

**EXPOSURE:** West

**TRAINING SYSTEM:** guyot

**HARVEST PERIOD:** end of August

**HARVEST METHOD:** hand-picked

**YEAR OF PLANTATION:** 2010

**PRODUCTION PER HECTARE:** 85 ql

**SKIN CONTACT:** 2 hours and soft whole bunch pressing

**FERMENTATION:** 24 hours of clarification at low temperature, alcoholic fermentation in steel at 14/16°C

**MATURATION:** 6 months in steel, batonnage on fine lees

**BOTTLING:** March

**SERVICE TEMPERATURE:** 8/10 °C

**ESTIMATED PEAK OF MATURATION:** 1 year

**TASTING NOTES:** a straightforward and simple wine. The wild strawberry on the nose is cheerful and refreshing. A great drinkability with a contained alcohol content. With a platter of cold cuts or risotto with raw prawns

**PAIRING:** enjoy it in the shade of a terrace overlooking the Monferrato hills, for a relaxing break on a hot summer day.

**FORMATS:** 750 ml



available from  
November 2023



# IL PASSO

**APPELLATION:** Vino Bianco da Uve Appassite

**COLOR:** amber

**ALCOHOL:** ~ 16% vol

**PRODUCTION AREA:** Ozzano Monferrato (AL)

**SOIL:** clayey, calcareous

**GRAPE VARIETY:** Traminer 100%

**ALTITUDE:** 240 m asl

**EXPOSURE:** North

**TRAINING SYSTEM:** guyot

**HARVEST PERIOD:** half October

**HARVEST PERIOD:** hand-picked

**YEAR OF PLANTATION:** 2000

**PRODUCTION PER HECTARE:** 55 qL

**DRYING:** in the vineyard with cutting of the fruiting head for 40 days. Development of noble molds

**SKIN CONTACT:** with stalk for 5 days at 16°C followed by soft pressing

**FERMENTATION:** 12 days at 16°C

**MATURATION:** 2 months in steel tanks, 12 months in 500-liters acacia tonneau

**BOTTLING:** April

**SERVICE TEMPERATURE:** 14/16 °C

**ESTIMATED PEAK OF MATURATION:** 7 years

**TASTING NOTES:** this wine preserves aromas of exotic fruit and banana, and the note of saffron typical of moldy wines with an enveloping sip.

**PAIRING:** the cheese trolley is its best friend, especially if you have strong-flavored blue cheeses, but if you prefer something sweet, try it with dark chocolate or dry pastries.

**FORMATS:** 375 ml



# GRAPPA di grignolino



**APPELLATION:** Grappa single vineyard of Grignolino, without aging

**COLOR:** colorless, limpid, and crystalline

**ALCOHOL:** ~ 42% vol

**GRAPE VARIETY:** Grignolino 100%

**PROCESSING:** it rests in steel tanks for at least 8 months

**DISTILLATION:** discontinuous method, typical of the Piedmontese artisan tradition, in six direct steam copper stills

**QUANTITY:** ~ 150 bottles

**SERVICE TEMPERATURE:** 20 °C

**TASTING NOTES:** the nose denotes pleasing aromas of pear, banana, apple, peach, and wisteria. In the mouth, it is intense, with excellent softness and a pleasant sweet note. The finish is persistent with flavors of pear and peach.

**PAIRING:** the most classic and successful combination is certainly dark chocolate. Try it with very aged, spicy, or blue cheeses as well as particularly spicy cured meats.

**FORMATS:** 700 ml



# CONTACTS



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