

## AZIENDA AGRICOLA ALBINO PIONA

Grape is a palette of colors that the wine-maker uses to create works of art with personal artistry



It's a poetic image by Albino Piona, of a family that has been growing grapevines and has been producing white, red and rosé wines in the heart of Custoza area since before the Unity of Italy.

Albino, “*wine craftsman*” as he defines himself, personally follows his “paintings”, that are his wines, from the first sprouts on the grape-vines, to the harvest, to the wine-making and to the final bottling. He follows this all with great respect towards the tradition, but at the same time taking constantly care of the new technologies and possible improvements by applying modern techniques.

Another characteristic of Albino's technique is the grapes selection, which takes place from the grape-vine, in order to obtain the best from each product. Rich of history and eno-touristic routes, epicenter of the production of the Bianco di Custoza D.O.C. wine, above which there is the production area of the Bardolino D.O.C., there is the seat of the Piona firm.

## 122 years of wine making



ALBINO PIONA  
AZIENDA AGRICOLA  
PIONA

The cellar of Palazzina di Prabiano (Villafranca di Verona) is the geographical, productive and artistic heart of the firm Albino Piona.

It all began in 1893 in the "Bellavista" neighborhood, on the highest hillock of the hill of Custoza, from where you can enjoy a full view on the Pianura Padana. At the time, the landowner Albino Piona, in order to sell his products in Verona and Mantova, used to travel with a "passport for the interiors", which is still proudly conserved by the descendants.



Today the Winery is a perfect microcosm, from the vineyard to the bottle, all under the eyes of the visiting guests. A vine row of Garganega and Corvina, which are the basis for the red and the white wines, greets the guests on the main door in front of the planted fields. The vineyards spread out for about 77 hectares in the heart of the classic Custoza D.O.C. The microclimate is influenced by the proximity to the Lake and by the constant ventilation, and it helps the healthy harvest; as well as the renewal of the vineyards and the replacements with the Guiot culture, for the production of the DOC, the optimization of the harvest [through the mechanization](#), excluding the varieties suitable for the withering. Molinara Corvina Rondinella prosper for the production of Bardolino or pure Corvina; pure Merlot or for the creation of Azobé, a blend of Merlot and Corvina.

The range of the white grapes is wide: Garganega, Trebbiano, Cortese, Riesling italico, white Pinot Chardonnay. The search for quality corresponds to a very low yield; the vineyard has a system for emergency irrigation, which is necessary to save the plants from water stress during dry summers. The fields seem gardens, beautiful when vines, peach trees, apple trees and roses adorn the vineyards.

Everything contributes to sensations enclosed in the bottles of these wines from Verona.

## Wines

The winery offers a choice of white, rosé and red wines: typical DOC's Custoza, Custoza Superiore Campo del Selesè, Bardolino and Bardolino Chiaretto, Corvina and Merlot Campo Massimo, Azobé, La Rabitta (sweet white wine)

Recent are the innovative labels of the Sparkling wine, Martinotti-Charmat *Estro di Piona Blanc*, *Estro di Piona Rosè* or the new inspiration "*SP*" *Personal Selection*, different from the traditional Custoza and Bardolino.

## Show room

Since harvest 2005, [the company has been renewed](#) with the new seat of Palazzina, immersed in the grape-vines, expanded to allow the installation of modern and functional oenological equipment. Guided tours, tastings of wines and typical local products are made [preferably by appointment](#).



The show room is a sort of "*Naturarte*" space for the public. The bottles are in view, the barrels, vine shoots and grapes are used as nature design, between the cultural ferments of

works of art, theatre, music that re-echo in this space. Passion gets mixed up with passion, Bacchus and the Muses together infuse high temperature to the show room *Naturarte*.

## **Family**

The four-generation long Piona wine producing tradition means that when a bottle of their wine is opened it is like uncorking history: the wine is the narrator of won battles and anecdotes. Wine art family, Albino of the third generation (already President of the Consortium for the guardianship of Custoza), has chosen as his motto: “*Grape is a palette of colors that the winemaker uses according to his mastery*”. This skill was equally transmitted and is still exercised by the sons Silvio, Alessandro Massimo and Monica. If Albino started the company, with the modesty of those working the land and the courage of those who follow, like his ancestors, favors and intemperance of the time, the children continue the activity based on tangible values – land, vineyards, cellar – and intangibles such as experience, traditions, strategies for the future.

The family’s structure of the company [has been consolidated with the division of roles and responsibilities](#). Silvio, the eldest son, follows the winemaking process with the collaboration of an oenologist and then, follows the winery operations, from the wine making to the bottling. Massimo, who has a qualification in agriculture, supervises the vineyard, and he is in charge for the decisions that will lead to [achieving a good harvest](#), with respect for the ripening cycles. The viticulture is done without [any chemicals](#). Alessandro takes care of the selling of the wines, helped by a team of sales representatives. Monica takes care of communication and follows the graphic of the company, the direct sales to the public, the tours of the winery and tastings, she also organizes cultural events that in four years have become an important appointment with national and international artists.

## **[Landscapes, hospitality, entertainment](#)**

The wine roads of Bardolino and Custoza meet and sometimes overlap in a landscape of various attractions, which extends from Lake Garda to the morainic hills to the gates of Verona. The vineyards of Garganega, Trebbiano Cortese, Riesling italico, Pinot bianco, Chardonnay (basis of the Custoza wine); and those of Corvina, Rondinella, Molinara (basis of the Bardolino wine) and Merlot, are the panoramic background of hills, rural courts, noble mansions, [religious architectures](#). The cooking of this area has international fame: from tortellini di Valeggio to the sfogliatine di Villafranca, to the breadsticks flavored with wine; the guests can find all kind of accommodations: hotels, farm holidays, Spa and B&B.

[Fun in water parks and natural areas, in walking and cycling, in the footsteps of history of the Risorgimento.](#)