

# Company Profile

**ROVELLOTTI**  
VITICOLTORI IN GHEMME



**Main contact information:**

Paolo and Antonello Rovellotti

Phone: [+39] 0163 841781

## Financial, administrative and contact details

**Company name:** Rovellotti Viticoltori in Ghemme - Società Agricola Semplice di Antonello e Paolo

**Industry:** Agricultural

**Company registration number:**

**VAT number :** 01523730037

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**E-mail:** info@rovellotti.it

**Mobile:** [+39].328.0328.0192313

**Operational and registered office :** Via Interno Castello 22 | 28074 Ghemme [NO] | Italy

**Mail address :** Via Interno Castello 22 | 28074 Ghemme [NO] | Italy

“Quote me more marvellous effects than those of wine.

Look! When a man drinks, he is rich, everything he touches  
succeeds, he gains lawsuits, is happy and helps his friends.”

Aristophanes - Knights

## INTRODUCTION

### 1. Historical overview

The Rovellotti winery is a family-led business that has been devoted to winemaking for more than six-hundred years, following rules and methods handed down from old tradition but combined with a modern approach, that finds in both sustainability and technological innovation a solid continuity.

#### 1.1 Field of industry

Rovellotti produces and markets wines using only the native grape varieties from its region, such as Nebbiolo, Vespolina, Erbaluce and Bonarda; these become wine inside the historical cellars found in the Ricetto castle of Ghemme, in the province of Novara, Northern Piedmont.

### 2. Strategy

#### 2.1. Vision

Rovellotti aims to be one of the most important wine-producing enterprises in Northern Piedmont and focuses its efforts in order to represent on both domestic and international markets this territory and its production. Target of the company is to increase its export percentage in the key north European markets of the Netherlands, Denmark, United Kingdom and Sweden. It also intends to promote territory protection policies, to be shared with all the producers of the region.

#### 2.2. Mission

Rovellotti is nowadays a benchmark for the production of wine under D.O.C.G. and D.O.C. certifications, fully committed to both wine quality and respect for the characteristics and peculiarities of the grapes. The target market is composed of informed, careful and curious consumers and goal of the company is to give them full satisfaction, meeting with each product their highest expectations.

#### 2.3. Values

Respect for tradition and territory, together with sustainability and a wise use of technology, drive each of the company's activities.

#### 2.4. Business strategy

Rovellotti's overall strategy follows a model that favors researching and maintaining wine quality without pursuing quantity at all costs. Currently investing in improving its communication and developing the ties with its customers and business partners, the company aims to establish itself as a point of reference in the industry within the next five years.

**2.5. Products:** Ghemme D.O.C.G. Riserva Costa del Salmino – Ghemme D.O.C.G. Chioso dei Pomi – Colline Novaresi D.O.C. Nebbiolo Valplazza – Colline Novaresi D.O.C. Morenico – Colline Novaresi D.O.C. Vespolina Ronco al Maso – Colline Novaresi D.O.C. Bonarda La Paganella – Colline Novaresi D.O.C. Nebbiolo Valplazza Rosato – Colline Novaresi D.O.C. Bianco Vitigno Innominabile Il Criccone – Metodo Classico Zero Dosage da Vitigno Innominabile – Passito da uve stramature Vitigno Innominabile Valdenrico – Grappa di Nebbiolo invecchiata – Grappa di Nebbiolo

#### 2.6. Competitiveness factors

Unique to Northern Piedmont, thanks to the peculiar morphology of the area, is the presence of soil originating from morainic, fluvial and volcanic activity. This uniqueness makes the local production quite varied in complexity, harmony and elegance when compared to the one of the Langhe, in the area of Barolo, Roero and Barbaresco; this is especially true for Nebbiolo wines. Currently another decisive factor are the much more affordable prices in comparison to those of Southern Piedmont.

#### 2.7. Business model

60% of Rovellotti's production is absorbed by the domestic market and the remaining 40% is split between the markets of U.S.A - Switzerland - Russia - Finland - Norway.

The business model concerning Italy is entirely based upon sales via the HoReCa trade channel, while in other countries an “On Trade” model is followed, through a commercial network of wine importers and dealers.

**2.8. Revenue (2017):** 600.000 €

**2.9. Total bottle production (annual):** 80.000

### **3. Ownership and Management**

#### **3.1. Ownership structure**

The Rovellotti family holds full ownership of the company.

#### **3.2. Management structure**

Paolo Rovellotti, General Manager & Sales – Antonello Rovellotti, Production Executive

**3.3. Personnel:** 3

**3.4. Advisors and other experts:** 3

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