



CISTERNA D'ASTI - PIEMONTE

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TERROIR
TENUTA LARAMÈ
HISTORY
NUMBERS
CERTIFICATIONS
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FOR 200 YEARS,
WE HAVE BROUGHT PIEMONTE
TO YOUR TABLES!





We bring Piemonte to your tables!

We are a winery located in the heart of PIEMONTE, in Cisterna d'Asti, the exact meeting point of LANGHE, ROERO, and MONFERRATO: territories of wine excellence that give birth to all our wines.

Behind every bottle of Cantine Povero, there is our family. We care for our land through the **organic management** of **Tenuta Laramè** vineyards and the conservation of a heritage that includes more than **100 hectares** of vineyards, meadows, and woods.

Our vines are cultivated with patience, presence, and a mastery of the old traditions. On these ridges, the history of man has intertwined with that of nature, earning **Unesco** recognition as a **World Heritage Site**.





LANGHE

The hilly area extending from the orographic right of the Tanaro river up to the Apennine mountains. The most planted area is near the town of Alba; to the west, there are the famous hills of **Barolo** and to the east those of the equally renowned **Barbaresco**. Ancient marly and calcareous well-structured soils are the ideal birthplace for red wines of excellent structure.



ROERO

The verdant Roero runs parallel to Langhe, to the left of the Tanaro river. The soils are younger and sandier than those of Langhe and give **finesse, elegance, and intense aromas** to the wines. **Roero** and **Roero Arneis** are born here.

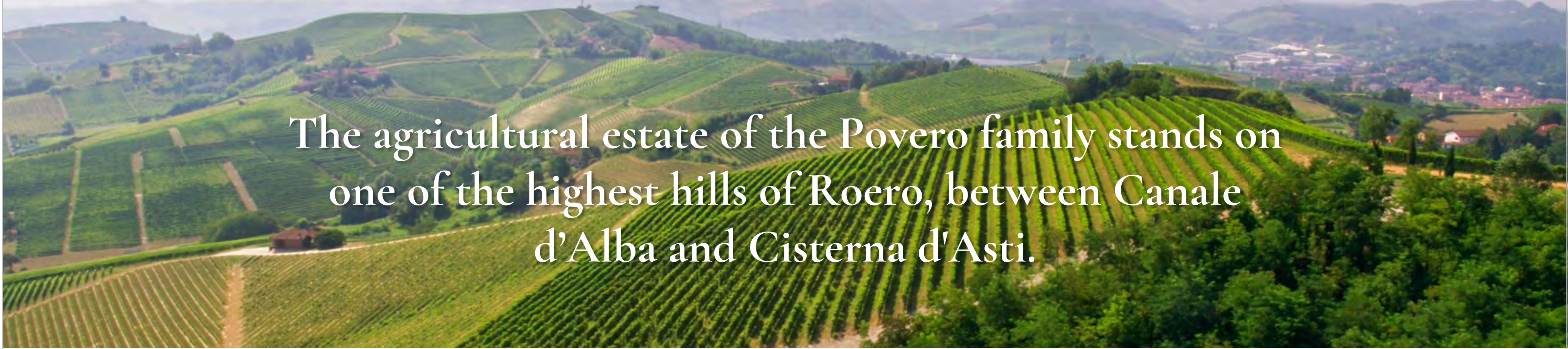


MONFERRATO

The hills of Monferrato extend as far as the eye can see in the direction of Asti and Alessandria, alternating vineyard areas with large expanses of woods and cultivated fields. The soils, especially near Langhe and Roero, are marked by the so-called "sabbie astiane" (sands of Asti), yellow sandstones and compact clays, ideal soils for **Barbera** and **Moscato d'Asti**.



TENUTA LARAMÈ



The agricultural estate of the Povero family stands on one of the highest hills of Roero, between Canale d'Alba and Cisterna d'Asti.

THE NAME «LARAMÈ»

Laramè was the “*stranom*” of the Povero family: the nickname with which the villagers identified the members of our family according to the Piedmontese custom of renaming friends and acquaintances. A name that, today, we have chosen to identify with our estate and that binds us even more intimately to the area where we were born and have decided to live.

NATURAL COMPLEXITY

Although belonging to Roero, Tenuta Laramè is located on the border with of **Monferrato**. Therefore, it enjoys the microclimates and geological wealth of both areas. The soils are stratified and varied: a mix of clayey marl, calcareous sands, and silt that translate into pleasantly complex and deep wines. The clays give body. The sands enrich the aromas. The limestone component, typical of the area, grants white wines the light minerality and delicate freshness.

ORGANIC FARMING

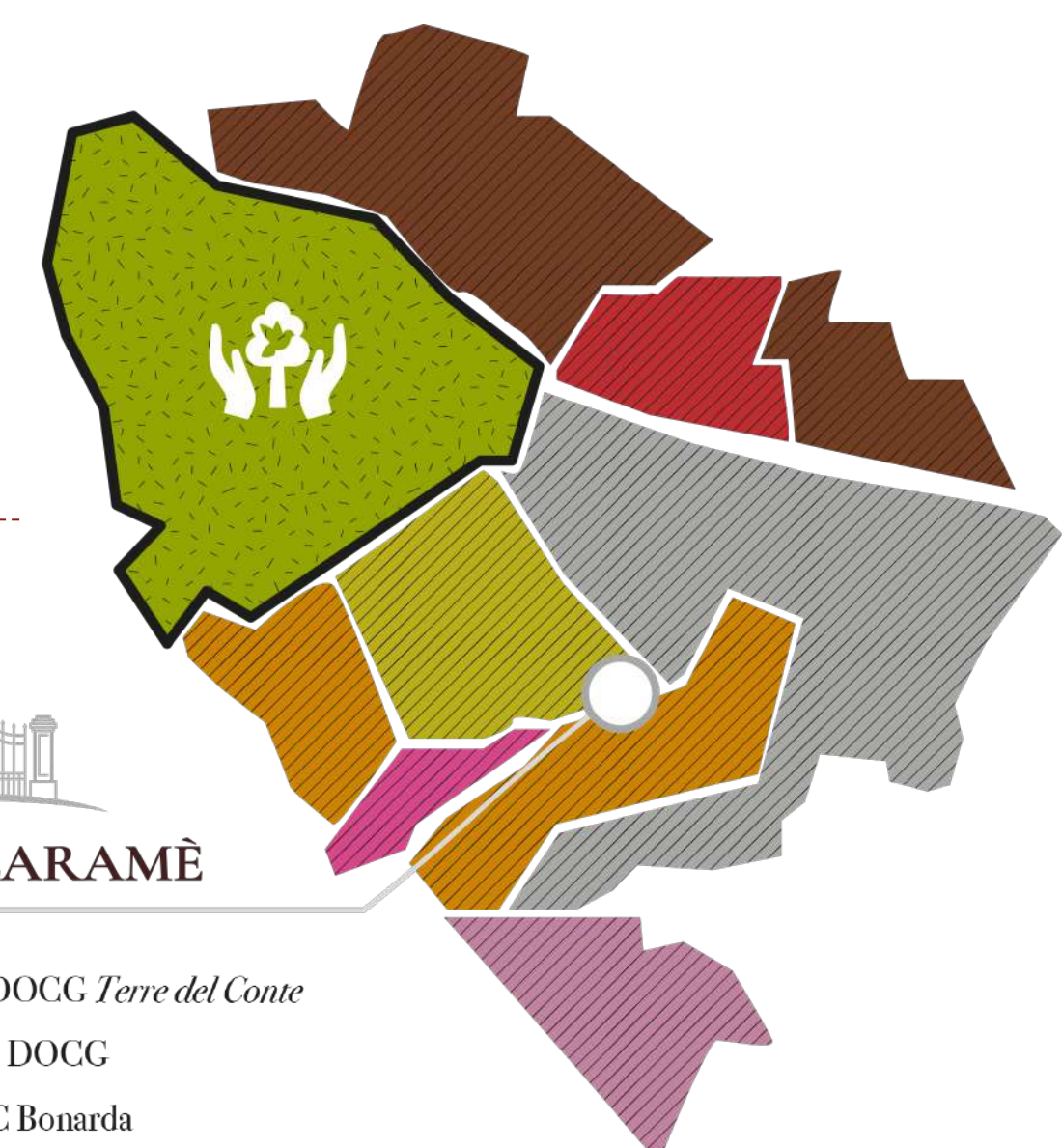
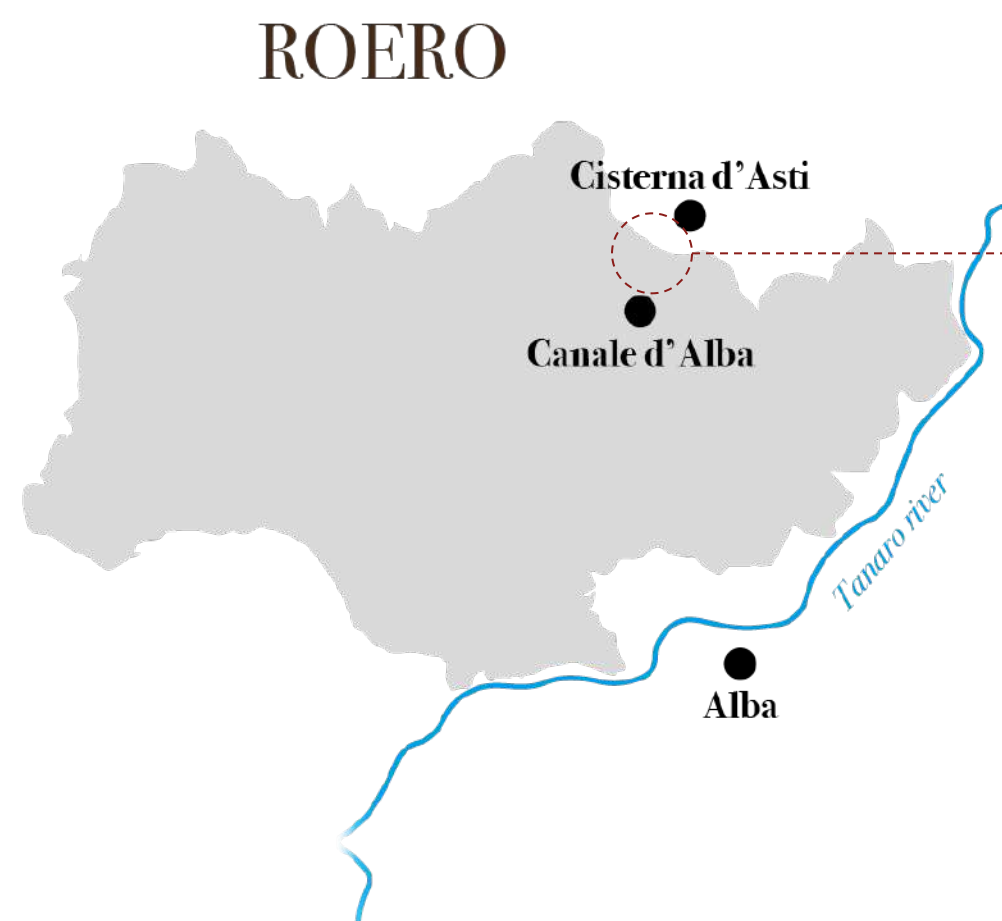
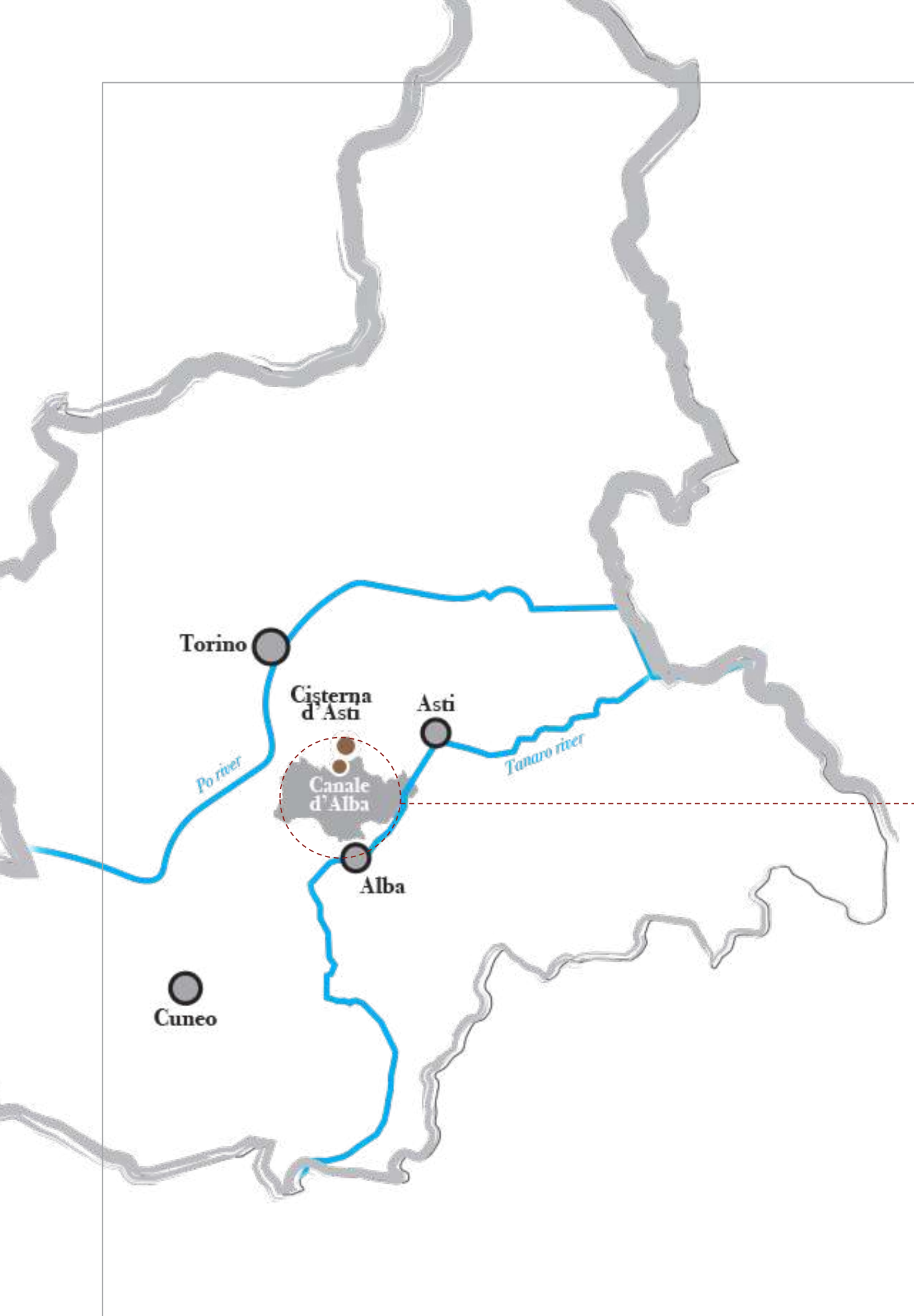
The contiguous 50-hectares vineyard is certified organic. An environmental consciousness extending also to the woodlands of the area, the true wealth of Roero. The active maintenance of the forests surrounding the estate allows us to defend biodiversity.

LOW IMPACT VITICULTURE

Thanks to the **woods** of Tenuta Laramè, our impact on the environment is offset by the natural production of oxygen and the soils are microbiologically richer and less vulnerable to erosion.



TENUTA LARAMÈ



TENUTA LARAMÈ

-  Roero Arneis DOCG *Terre del Conte*
-  Barbera d'Asti DOCG
-  Piemonte DOC Bonarda
-  Roero DOCG *Loreto (Nebbiolo) - Tumlin*
-  Barbera d'Alba DOC Superiore *Garavagna*
-  Langhe DOC Favorita *Terre del Sindic*
-  Cisterna d'Asti DOC Superiore (Croatina) - *Santa Lucrezia*
-  EQUILIBRIO NATURA



1837

A SMALL PATCH OF LAND

Nonno Tumlin—born **Bartolomeo Povero**—decides to expand the vineyards in the Fippiane region. Beside him, there is Nonna Rita—his wife, **Margherita Casetta**—a great chef, farmer, and saleswoman. Today, those rows form the core of the estate, now organically run.



1964

CANTINE POVERO

1976

THE NEW BUILDING

Francesco Povero buys a small vineyard in the **Fippiane** region, on the Roero hills.



1948
TENUTA LARAMÉ

Giovanni and Michelino Povero, sons of Tumlin, start to produce the first bottles under the family name.



The **winery** activities are moved to a larger location in **Cisterna d’Asti**.





1998

A STRUCTURE INTEGRATED TO THE LANDSCAPE



All the vineyards of **Tenuta Laramé** are converted to organic **management**. The project *Equilibrio Natura* is drawn up, a manifesto to safeguard and regenerate **biodiversity**.

Luca, Daniele, Alessio, Romano, and **Margherita**, the third generation of the Povero family, enter Cantine Povero.

1987

THE THIRD GENERATION

The building of Cantine Povero is renovated. **Santa Lucrezia Cisterna d'Asti DOC**—the **first organic wine** from Tenuta Laramè— is produced.



2010

THE PHOTOVOLTAIC SYSTEM

The roofs of the new building house a **photovoltaic system** covering of 1,300 m², which produces most of the winery's energy needs



2016 - 2019

ORGANIC FARMING

2022

THE FOURTH GENERATION

Lucrezia, Maurizia, Letizia, Christian, and **Martina** represent the fourth generation of the Povero family.



CANTINE POVERO

+2,000,000

bottles produced annually

200

years of history

4

generations of winemakers

+100

hectares of organic vineyards, meadows,
woods, and cultivated fields

20

hectares of arable land

30

hectares of woods

3

different *terroirs*: Langhe, Roero, Monferrato

76

25-hl Slavonian oak barrels

TENUTA LARAMÈ

100,000

bottles produced annually

50

hectares in a contiguous vineyard in Roero

7

native varieties: Nebbiolo, Arneis, Barbera, Favorita,
Dolcetto, Bonarda and Croatina

100%

organic vineyards




EQUILIBRIO NATURA

Nature's balance




We act today to guarantee a better tomorrow

Our commitment to the environmental sustainability is renewed through the project Equilibrio Natura. Smart agricultural practices combined with technological innovation preserve the vitality of the environment, taking care of all the elements involved in viticulture: water, soil, air, flora, fauna, and, of course, human labor.

IN THE VINEYARDS

-  Precision, low-impact viticulture
-  Soil regeneration
-  Safeguarding the biodiversity
-  Defending the local flora and fauna
-  Promotion of love for nature through the creation of a trail network connecting our woods and vineyards
-  Combating the risk of erosion

IN THE WINERY

-  A 1,300 m² photovoltaic system
-  A biomass purification plant purifies waste water
-  Water-saving bottling facility (-50% compared to a traditional solution)



THE “HEART” OF THE POVERO FAMILY

Visitors to Cisterna d'Asti will surely notice that at the foot of the village there is a large heart-shaped sign.

This heart is also traced in our fields by Daniele Povero. This artwork expresses love, respect, and care for the environment as a collective resource.



OUR PORTFOLIO

We have a wide portfolio with a multi-segmented range. Targeting various segments, we can satisfy different needs.

TENUTA LARAMÈ 7 References

TARGET - Horeca (premium restaurants)
- Special retail stores (wines shops and gourmet shops)

CONCEPT Exclusive wines from organic vineyards in Roero for clients looking for special appellations with vegan certification.

SPECIAL OCCASIONS 4 References

TARGET - Horeca (medium - special restaurants)
- Special retail stores (wines shops and gourmet shops)

CONCEPT Prestigious wines from well-known appellations from Piemonte for demanding clients.

INTENSE PLEASURES 4 References

TARGET - Horeca (medium - special restaurants)
- Special retail stores (wines shops and gourmet shops)

CONCEPT Special blends or monovarietal wines showing all the facets and oenological wealth of Piedmontese history and tradition.

PALIO DI ASTI 9 References

TARGET - Horeca (pizzerias and casual restaurants)
- Retail stores

CONCEPT Everyday wines from Monferrato with excellent value for an entry-level line. Perfect for clients looking for quality at a competitive price.

BUBBLES LINE 5 References

TARGET - Horeca
- Retail stores

CONCEPT Delightful sparkling wines with excellent value made with Charmat and Traditional method.

GRAPPE 4 References

TARGET - Special retail stores

CONCEPT Elegant classical Grappa from native grapes from Langhe, Roero and Monferrato.

JÉROBOAM 2 References

TARGET - Horeca
- Special retail stores

CONCEPT Refined wines for special occasions laid down in an elegant wooden box.

MAGNUM 4 References

TARGET - Retail stores
- Horeca

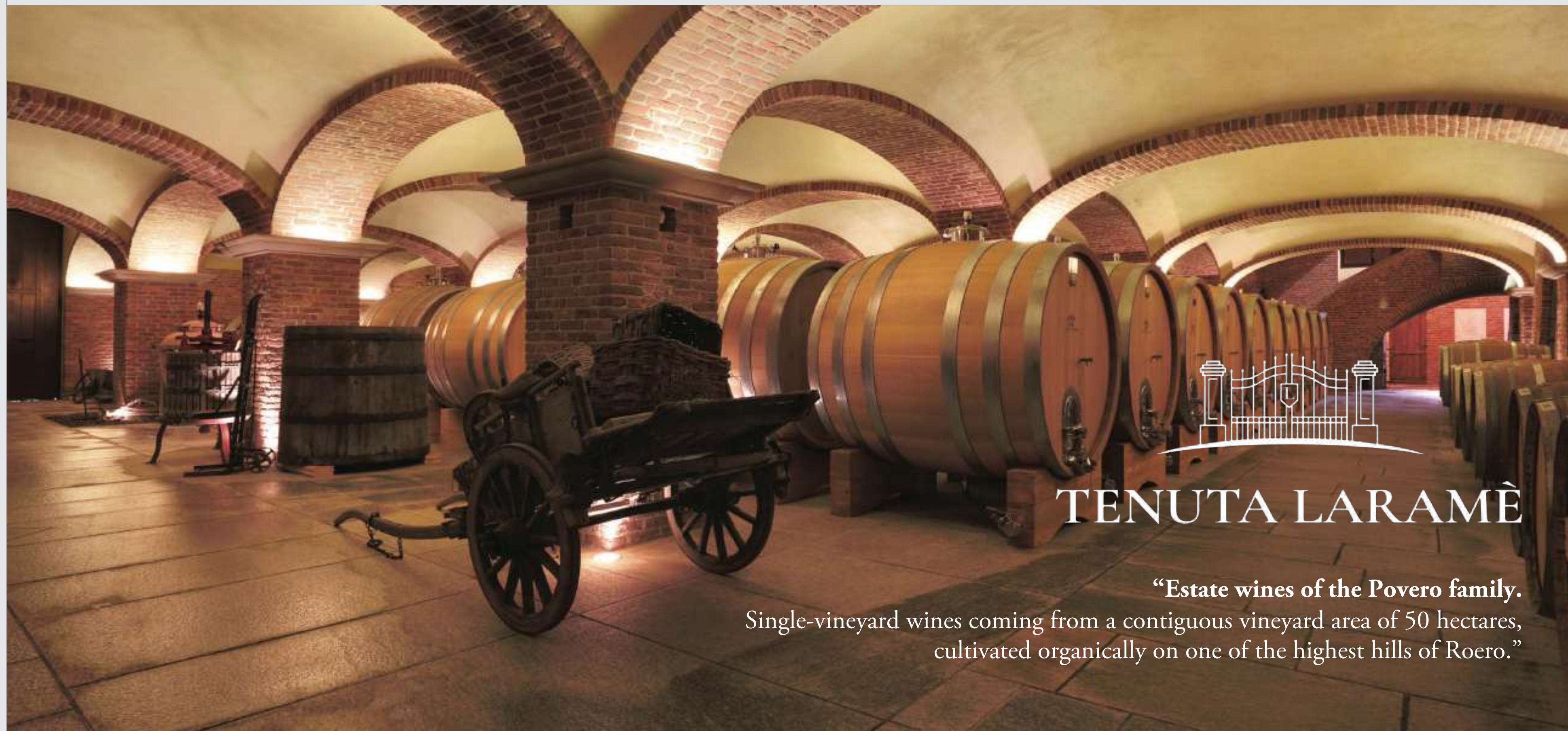
CONCEPT Everyday wines from Monferrato with excellent value for an entry-level line. Perfect for clients looking for quality at a competitive price.

BAG-IN-BOX 32 References

TARGET - Horeca
- Retail stores

CONCEPT Everyday wines for clients looking for hygienic, practical, light, robust, and environmentally friendly packaging.





TENUTA LARAMÈ

**“Estate wines of the Povero family.
Single-vineyard wines coming from a contiguous vineyard area of 50 hectares,
cultivated organically on one of the highest hills of Roero.”**



TENUTA LARAMÈ



Terre del Sindic

LANGHE
DOC
FAVORITA

Terre del Conte

ROERO
ARNEIS
DOCG

Tumlin

ROERO
DOCG
LORETO

Santa Lucrezia

CISTERNA D'ASTI
DOC
SUPERIORE

Garavagna

BARBERA D'ALBA
DOC
SUPERIORE

Fippiane

ROERO
ARNEIS
DOCG
METODO CLASSICO
PAS DOSÉ



SPECIAL OCCASIONS

Memorable wines for momentous events



The noblest DOCG wines of Piemonte, obtained from the symbolic varieties of the region. Wines capable of underlining the joy of a noteworthy occasion with their innate elegance. To be savored moment by moment, with small sips.



Priore
BAROLO
DOCG



Batù
BARBARESCO
DOCG



Maridà
BARBERA D'ASTI
DOCG



Dianae
BARBERA D'ASTI
DOCG
NO ADDED SULPHITES



INTENSE PLEASURES

The winemaker's *savoir-faire*:
tasting them will be a real pleasure

Wines with complex and expressive shades, demonstrating all the facets and the oenological wealth of the region and its historic wine tradition.

Wines born from experiments with aging, vinification, and special blends, which reveal the winemaker's *savoir-faire* and lend intense sensations to every taste.



Cabanè
LANGHE
DOC
BLEND



Sibanè
PIEMONTE
DOC
BLEND



Pensè
PIEMONTE
DOC
BARBERA



Sole d'Ottobre
VINO
DA UVE
STRAMATURE



PALIO DI ASTI

Daily pleasure

Still

A line of wines for every day and every occasion. Wines that transmit the richness and the traditions from these wonderful hills of Monferrato, the birthplace of the oldest horse competition in Italy: Palio di Asti.



Il Sendallo
PIEMONTE
DOC
CHARDONNAY



Buon Paggio
PIEMONTE
DOC
GRIGNOLINO



Capitano del Palio
MONFERRATO
DOC
DOLCETTO



Contrada Maestra
BARBERA
D'ASTI
DOCG



La Dama Astesana
PIEMONTE
DOC
ROSATO



PALIO DI ASTI

Daily pleasure

Semi-sparkling



Prima Mossa
PIEMONTE
DOC
BARBERA



La Gavardina
PIEMONTE
DOC
BONARDA



Corsiero Biondo
PIEMONTE
DOC
CORTESE



Campo del Palio
MOSCATO D'ASTI
DOCG
Sweet



BUBBLES

Sparkling wines

Wines to celebrate and delight in.
Wines for happy beginnings and
sweet endings.

Wines capable of gratifying every
palate, lending sweetness or lively
moments of freshness.



Moscato

VINO SPUMANTE
DI QUALITÀ
AROMATICO
DOLCE



Malvasia

VINO SPUMANTE
DI QUALITÀ
AROMATICO
DOLCE



Belvive

VINO SPUMANTE
EXTRA DRY



Villarita

VINO SPUMANTE
BRUT



Gran Rue

METODO
CLASSICO
BRUT

POSITIONING AND DISTRIBUTION

Cantine Povero's business strategy calls to expand its national and international presence.

Currently, our brand is distributed in **Europe, America, Asia, and Australia**. Our wide portfolio has a multi-segmented range and is positioned on the medium-high segment of the market, without excluding entry-level wines with a competitive price.

We want to establish new and lasting partnerships with international importers and distributors interested in high-value wines from Piemonte with a strong local identity and coming from certified-organic vineyards.

We maintain active partnerships with qualified importers and distributors abroad to develop promotional activities in their markets, including:

- Wine tasting events
- Visits for distributors and their clients
- Presentations at shows, events, and trade fairs organized by importers
- Education in wine-making techniques for distributors in the wine trade
- Incoming and hospitality services and guided tours in the winery area



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