



# BIANCHI

## MENDOZA, ARGENTINA



In 1928, after a succession of entrepreneurial enterprises, Italian immigrant Valentín Bianchi realized his dream of owning a vineyard and winery. A few years of struggle paid off for Valentín when, in 1934, his wines were awarded the Maximum Quality Prize at the Official Wine Exhibition/Contest, an event held in Mendoza. In the early 1950s, when Valentín's sons joined the now successful enterprise, he decided to rename the company, and Valentín Bianchi SACIF was born. It was this winery that he handed down to his sons Alcides Jose and Enzo Arnaldo and his son-in-law, Aurelio Stradella. In the mid-1980s Valentín's grandsons, Valentin Eduardo, Ricardo Stradella and Alejandro Ruben rose to positions of prominence within the company. Today with the continued expertise of their fathers, they are the third generation to run what is now called Valentín Bianchi S.A. In 1996, Valentín Bianchi's grandsons hired famed Napa Valley winemaker Robert Pepi, as a consultant to introduce new techniques while maintaining the wines' Argentine character. His expertise with vineyard management and talent at producing "wine lovers" wines have helped keep Valentín Bianchi competitive and successful.

### 2011 Hot Prospect Brands!

Featured in September 1<sup>st</sup> & 15<sup>th</sup> issue of Impact Global Newsletter and a feature story in the October issue of Market Watch

**Elsa Bianchi | Familia Bianchi | Enzo Bianchi | Particular Bianchi | Valentin Bianchi | New Age**

#### Elsa Bianchi

##### Malbec

2010 - 'Best Buy' Wine Enthusiast  
 2008 - 'Best Value' Wine Spectator  
 2008 - 88 Pts Wine Enthusiast  
 2008 - 87 Pts 'Best Buy' Wine & Spirits

##### Cabernet Sauvignon

2010 - 'Best Buy' Wine Enthusiast  
 2005 - 'Best Value' Wine Spectator

##### Torrontes

2010 - 'Best Buy' Wine Enthusiast  
 2009 - 89 Pts The Tasting Panel Magazine

##### Chardonnay

2010 - 'Best Buy' Wine Enthusiast

