



A FAMILY AFFAIR

Michel Montaruli, an immigrant born in Italy, in the region of Puglia, has dedicated his life to enriching his fellow Quebec citizens with the knowledge of Italian wines and Italian gastronomy. It was in 1969 that he founded Montalvin to which eventually both his children, Natalia and Jean Michel, joined forces, allowing the agency to prosper.

Since 2005, Jean-Michel Montaruli proudly carries on the direction of Montalvin with the same passion and love shown by his father and sister in the past.

TRUSTING RELATIONSHIPS

Many great Italian wineries have been introduced to Quebec thanks to Montalvin and the vision and intuition of the Montaruli family behind it all. These producers have become much more than simple business partners; they have become friends and have remained in the Montalvin portfolio until this day.

Today, more than thirty renowned producers from all the important wine regions of Italy are evolving within the agency. Keeping in mind our original mission, we are constantly seeking to improve our offering to the Quebec consumers by pursuing new partnerships with promising and brilliant producers as well as established ones and this from all over the world..

OUR PARTNERS, OUR PRIORITY

Armed with more than 50 years of experience, Montalvin has accumulated a wide variety of assets, including important expertise and knowledge of the Quebec wine and spirits industry. Our team is more than well equipped to advise and guide its clients through such a competitive and changing market environment, offering a personalized strategy reflection on individual products or brands as well as the development of a specific marketing action plan.

We believe in our producers and always award their concerns our top priority. At Montalvin, we consider that your success is the only true representation of our own.

QUEBEC, OUR MARKET

Quebecer's tremendous love for wine continues to grow with Italian wines remaining a longtime favorite among all contenders. Its population of 8 million, enjoying over 23 liters of wine per capita annually, places Quebec as the top North American consumer.

Consumers in Quebec are curious, awakened and highly knowledgeable in the field of wine and spirits. In order to meet their expectations, Montalvin selects outstanding producers and the finest wines that best represent their origin and territory. Introducing local consumers to the richness and diversity of products has always been a top priority.

To achieve our goals, our efforts are mainly centered around the SAQ network composed of more than 400 points of sale. Our wide range of products can be found primarily in the specialty products section, but can also be found in the general products category. Some of our higher-end products are featured among those at the SAQ Signature and in the Courrier Vinicole, both these channels are catering to the high end Quebec clientele. Finally, a select set of exceptional products are privately imported to complete the range of our product offering to consumers and on-trade customers.

A SEASONED TEAM

Backed by its 50 years of experience, Montalvin is without a doubt a leading reference when it comes to Italian wines in Quebec and broadens its portfolio with wines from France and the USA. The agency has built a valuable reputation and substantial credibility amidst SAQ leaders, employees, and advisors at the branch level.

Close to the human dimension, Montalvin can rely on a strong, experienced and motivated team of 10 people, which includes 5 sales representatives who cover the entire province.

The team's constant commitment, passion and engagement is what truly makes Montalvin a leading player in Quebec. By continuously sharing its passion for Italy with the SAQ, restaurants, the press and the strong community of wine lovers, the agency pursues with confidence the mission forth by its founder.



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MINISTRY OF AGRICULTURE,
FOOD SOVEREIGNTY
AND FORESTS



Villadoria

SERRALUNGA D'ALBA



SERRALUNGA D'ALBA, OUR VINEYARDS IN THE HEART OF BAROLO

Tenuta Cappalotto, with its around 20 hectares of vineyards in Serralunga d'Alba, houses the Villadoria winemaking and ageing cellar as well as the homonymous historic Guesthouse.

GENERATIONS OF WINEMAKERS

Making wine is a profession, an art, an inheritance. Different generations united by their love for this land and for Barolo.

It is the third generation of the Lanzavecchia family working in winemaking, Daniele, who runs Villadoria today with the assistance of his daughter Paola. Villadoria is a future-oriented company which, in its over 50 year history, has always been up to the challenge, a crucible of ideas and projects supported by the Lanzavecchia family and by the group of people who have worked in it with all the dedication of those who love their work.

OUR WINES

Classic wines, the proud depositories of a territory and an ancient, noble tradition which has always sought the quality of the end result, with constant attention to care of the vineyard and the vinification process, starting from the careful choice of harvest time. Work in the cellar, ageing and finally bottling are also carried out with care and attention, in the knowledge that wine is a demanding, living product.

ROOTS

The Lanzavecchia family's connection with the wine world is profound and stretches far back into time.

Daniele Lanzavecchia (Senior) was born in Predosa in 1887, a difficult land at the gates of Monferrato, in the Alessandria area. Of farming stock, Daniele was a determined and intelligent young man, but times were hard and the land offered very little. It was precisely in these tough times that the idea of creating something took shape, and he and his family opened a vine plant nursery in which he worked on and off all his life. A long time went by before Daniele's dream came true – making wine.

PASSION

The Great War left its painful mark, but life went on and in 1920 Pietro was born. It was precisely the latter who shared his father's passion for vineyards and wine. Enterprising and clever, he understood that the area best suited to vine growing is the Langa.

COMMITMENT

After graduating in Agriculture and demonstrating great commitment to his project, in 1959 Pietro set up the Villadoria wine estate on the Serralunga hills, buying up vineyards and land and, later on, building his winemaking and ageing cellar, in partnership with his son Daniele. Today it is Daniele who manages the company together with his daughter Paola.



Villadoria
SERRALUNGA D'ALBA



LANGHE

DENOMINAZIONE DI ORIGINE
CONTROLLATA

NEBBIOLO

GRAPE VARIETY

Nebbiolo 100%

PRODUCTION AREA AND CHARACTERISTIC

The grapes come from the hills around Alba. The geological conformation of the land and exposure of the selected vineyards result in high quality and valuable grapes.

VINIFICATION

The hard-harvested grapes are destemmed and soft crushed. Alcoholic fermentation takes place in controlled temperature stainless steel tanks at a maximum temperature of 29° C. Maceration lasts about 10-15 days, according to the vintage.

AGEING

No aging is foreseen. A vintage wine, it is ready for bottling at the beginning of the year after harvest.

SENSORY PROFILE

Ruby red. Vinous, pleasant and rich in violets, roses, cherries and raspberries scents on the nose. Smooth and velvety taste; medium bodied.

FOOD PAIRING

A wine for every day, it goes well with all courses, from appetizers to uncomplicated main dishes.

SERVING TEMPERATURE

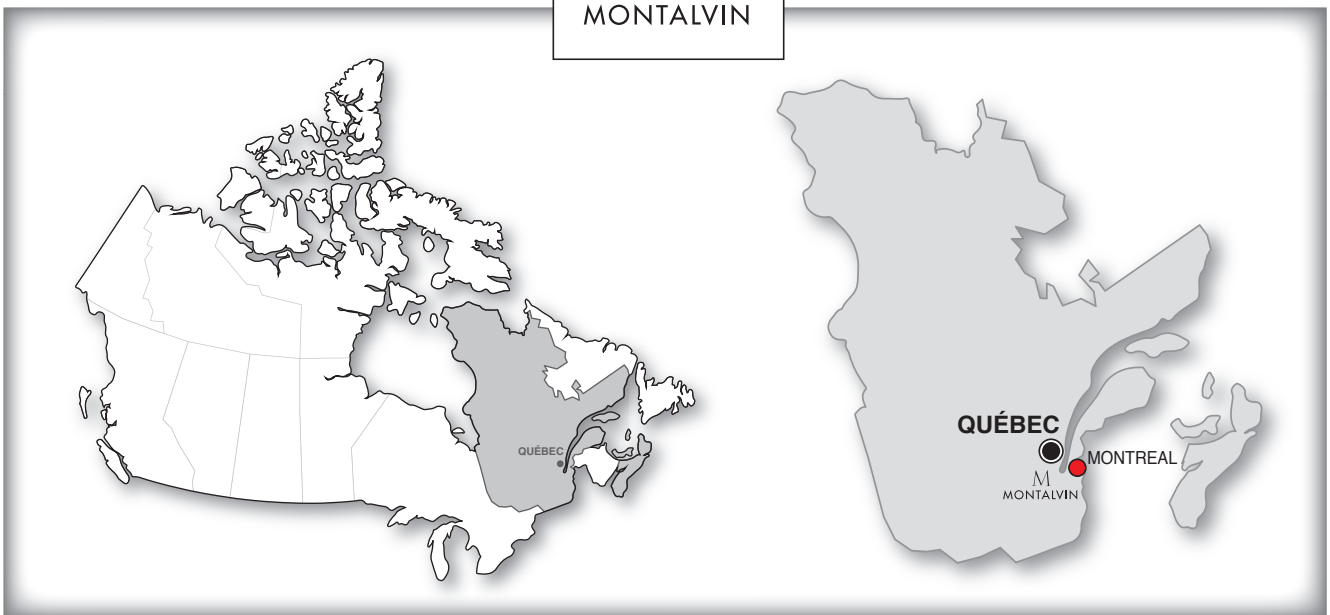
18 C°

Villadoria

SERRALUNGA D'ALBA



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