



Winery Profile  
**ODDERO**

**Poderi e Cantine Oddero ranks among the oldest established Barolo houses and owns prized parcels in several of Barolo's most prestigious crus. Many of the family's holdings date back to the 1700s, and the very first bottle of Oddero Barolo was released in 1878. Their 35 hectares encompass many of the top crus in the Langhe and Asti, including but not limited to Bussia in Monforte d'Alba, Brunate in La Morra, Vignarionda in Serralunga d'Alba, both Villero and Rocche di Castiglione in Castiglione Falletto, Monvigliero in Verduno, Gallina in Neive, and Nizza in Asti. With Giacomo Oddero continuing to oversee operations, the iconic estate in La Morra is now run by the sixth and seventh generations: his daughters, Mariavittoria and Mariacristina, and their respective children, Isabella and Pietro. In 2017, the family completed the process of converting their vineyards to certified organic farming. Oddero's centuries-long experience, traditional winemaking style, and devotion to organic certification combine to render the house a benchmark producer in the region.**

Today's historic vineyards and farmhouses have long belonged to the family. Parish and township documents verify that the Oddero family has resided in the township of La Morra since at least the 1700s. Giovanni Battista Oddero (1794 -1874), followed by his sons Lorenzo (1821-1903) and Luigi (1832-1893), began to vinify grapes in La Morra in the 18th century. During this period, the wines of Oddero were sold to the rest of the world via small barrels and demijohns, some of which were exported to the Americas. Beginning in 1878, the family began selling their wines in glass bottles thanks to the efforts of the first Giacomo Oddero (1851-1915). Oddero began to gain recognition in Italy shortly thereafter, with the International Exposition of Turin marking a key turning point in 1911.

The winery's modern history is inextricably tied to the next Giacomo Oddero, born in 1926 and grandson of the first Giacomo after whom he was named. Giacomo is an eclectic character with vast cultural interests who, above all, remains a consummate farmer as passionate about his fruit orchards as his vines. In the 1950s, he renovated the historic family farmhouse, thereby dedicating himself to elevating the quality and prestige of the region's wines. Giacomo strove to draw attention not only to his own wines but also to those of his peers. He worked as the Agricultural Assessor for the region, helping to draft and codify the guidelines that later formed the basis for the DOC and DOCG rules for Langhe- and Roero-based wines. Giacomo also influenced many of the regulations that now govern Piedmont's principal agricultural products, from cheese through hazelnuts to fruits and vegetables.

Under Giacomo's leadership, Poderi e Cantine Oddero thrived by acquiring additional vineyards, increasing bottling capacity, and establishing an international reputation for excellence. The breadth of Oddero's "grand cru" vineyard holdings—now spanning five villages—is unparalleled. Land ownership in Piedmont mirrors Burgundy in that wineries typically own parcels in proximity to their cellars. Historic estates benefit from an enduring precedent whereby official vineyards, or MGAs (Mentioned Geographical Areas known as *Menzioni Geografiche Aggiuntive*), that come up for sale are first offered to neighbors with contiguous holdings, thus preventing an open marketplace that would benefit the highest bidder. In the



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years immediately following World War II, Giacomo Oddero had the foresight to purchase such sites as his fellow farmers left the countryside for industrial jobs in larger cities like Turin and Milan.

Giacomo's genius lay in a sincere belief that the historical significance of these vineyards would one day be recognized. He was meticulous in acquiring them as they became available, including Villero and Rocche di Castiglione in Castiglione Falletto; Vigna Mondoca, a prized parcel within the famed Bussia vineyard of Monforte d'Alba; and the legendary Vignarionda in Serralunga d'Alba. Beyond the zone of Barolo, the estate gained holdings in the Gallina vineyard of Neive in Barbaresco and, remarkably, 80-year-old Barbera vines in Bricco di Nizza, a revered site located inside the DOCG zone of Nizza. Most recently, Oddero purchased a parcel of the famed Monvigliero cru in Verduno.

Podere e Cantine Oddero is located in the hamlet of Santa Maria in La Morra on a natural terrace overlooking the hills of the Langhe. The family's storied history has informed the architecture of the farmhouse that doubles as their cellar. Featuring the "L" plan of a traditional Langhe farmhouse, Oddero's version features a spacious courtyard adjacent to two separate wings. One wing features an updated cellar for aging wines in bottle prior to release, most notably five years for Barolo Bussia Vigna Mondoca Riserva and ten years for Barolo Vignarionda Riserva. The cellar's grass-covered roof serves as a natural insulator by ensuring optimal temperature and humidity for aging wine, and solar panels satisfy all of the cellar's energy needs. The other wing houses a family museum that traces the history of the estate through an exhibition of antique bottles.

In 2008, the family began converting their vineyards to organic. Oddero first discontinued the use of all chemical herbicides in favor of simply tilling between rows to manage weeds and grasses. The family uses copper and sulfur minimally to combat common fungal vine diseases. Both pyrethrum, a natural extract derived from daisies and chrysanthemums, and sexual confusion are employed to control pests. To fortify the soils, organic fertilizers and manure are applied after each harvest. As of 2017, all estate vineyards planted to Nebbiolo, Barbera, and Dolcetto are certified organic by Valorialia.

In the cellar, Oddero strives to protect the integrity of these organic grapes using native fermentations. Each bottle is a transmitter of site, collectively representing some of the most historically important vineyards in Barolo and Barbaresco. For the aging of Barolo Classico, single-vineyard Baroli, Barbaresco Gallina, Barbera d'Alba, and Nizza, Oddero utilizes traditional large oak casks (*botti*) from Austria, Slovenia, and France.

Today, the legacy of Giacomo Oddero is carried on by his daughter Mariacristina, who joined the family business near the end of the 1990s, and his grandchildren Isabella and Pietro, who represent the seventh generation of a family with over a century and a half of viticultural tradition behind them. They have taken an already exalted Barolo house to new heights while striving to preserve the history and tradition of this most impressive family enterprise.