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**FOR IMMEDIATE RELEASE**

**Banville Wine Merchants Welcomes Cordero Mario (Piedmont) to Its National Portfolio**

**New York, NY – November 19, 2024** – Banville Wine Merchants, a leading fine wine and spirits importer and distributor, is excited to announce the addition of Castiglione Falletto based Cordero Mario Winery to its national portfolio. Cordero Mario estate represents the next chapter of one of Barolo’s most storied winemaking families. Caterina, Francesco and Lorenzo Cordero are the grandchildren of Luciana Vietti and Alfredo Currado, icons in the Langhe region. The Cordero siblings have returned to their roots to continue a winemaking legacy and have named the winery after their father, Mario.

“*We’re honored to represent the Cordero family in their return to Castiglione Falletto, where Mario Cordero started over 40 years ago*” says Lia Tolaini-Banville, owner of Banville Wine Merchants. “*Mario was instrumental in shaping Barolo as we know it today, championing single-estate wines at their historic family winery Vietti, until it sold in 2016. We are proud to be part of the legacy of the next generation of this historic Barolo family*".

Cordero Mario winery's story began in 2019, when the Cordero's discovered a striking vineyard plot in Castiglione Falletto, a natural amphitheater vineyard with very old vines (50+ years) of a rare clone of Nebbiolo. They believe in allowing the land to express itself, employing organic farming methods. “*It’s all about terroirs and vines. We, as humans, are all temporary in this world. These vines will be here for the next generations*” says Mario Cordero. Their approach involves hand-harvesting, whole-bunch fermentation and aging in French tonneaux. Cordero Mario winery has two inaugural wines; a Barolo DOCG Valentino single-vineyard (MGA in Castiglione Falletto) and a Langhe DOC Nebbiolo, named Bèch (pronounced “back” in Piemontese). The labels were designed by their grandmother Luciana Vietti.

“*With Banville, we have found a partner who we know genuinely shares our values of family and authenticity*” says Mario Cordero. “*Since 2021, we’ve witnessed their passion and dedication firsthand through their work with our Oltrepò Pavese winery, Cordero San Giorgio. We know that Banville is the perfect partner to embrace and share our vision and legacy with unwavering commitment and enthusiasm*”.

For more information, please contact:

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**About Banville Wine Merchants**

Banville Wine Merchants is a New York-based fine wine importer with direct distribution in New York, New Jersey, Washington DC, Virginia, Maryland and Oregon as well as an agency in Toronto, Ontario in Canada. Banville’s meticulously curated import portfolio focuses on Italy but has expanded to include Argentina, Austria, France, Germany, New Zealand and the USA to its national selection. Guided by a steadfast commitment to integrity, authenticity and the essence of family, Banville offers products that tell a compelling story and reflect a distinct sense of place. [www.banvillewine.com](http://www.banvillewine.com)