

For Immediate Release

BANVILLE WINE MERCHANTS TO REPRESENT VINI FRANCHETTI'S TENUTA DI TRINORO AND PASSOPISCIARO ACROSS THE UNITED STATES

New York, NY - October 14th, 2025 – Banville Wine Merchants is honored to announce a national representation agreement with **Vini Franchetti**, encompassing the iconic Tuscan estate **Tenuta di Trinoro** and the benchmark Etna estate **Passopisciario**. Banville will represent both wineries throughout the United States, except in the state of California, beginning January 1st, 2026.

Founded by the late visionary Andrea Franchetti in Tuscany's secluded Val d'Orcia, Tenuta di Trinoro has long stood among Italy's most distinctive properties, with a notable emphasis on Cabernet Franc and other Bordelais varieties—wines now regarded as iconic for their depth and longevity. Passopisciario has helped to catalyze the modern renaissance of Mt. Etna wines and continues to bring global attention to this unique terroir; today the estate is celebrated for Nerello Mascalese selections that articulate the mountain's historic contrade.

"Representing Tenuta di Trinoro and Passopisciario in the United States is a privilege," said Lia Tolaini-Banville, owner of Banville Wine Merchants. "On a personal note, my father, Pier-Luigi Tolaini, was mentored by Andrea Franchetti—a friendship and influence that shaped our own pursuit of authenticity and excellence at Tolaini. We are truly honored to continue to steward these wines for a new generation of collectors and sommeliers."

"We are pleased to partner with Banville Wine Merchants," said Benjamin Franchetti of Vini Franchetti. "Our ideals align—commitment to terroir, respect for tradition, and the constant pursuit of quality. We look forward to working together to share Tenuta di Trinoro and Passopisciario with passionate wine communities across the country."

From the secluded hills of Val d'Orcia to the vertiginous volcanic slopes of Etna, these two estates embody the breadth of Italy's fine-wine landscape: Tenuta di Trinoro's profound Cabernet-Franc-driven expressions affirm Tuscany's capacity for world-class, age-worthy reds while Passopisciario's contrada wines illuminate Etna's varied lava flows and altitudes.

For more information or interview opportunities, please contact:

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Banville Wine Merchants, headquartered in New York, is a premier importer and distributor of fine wines and spirits. With a dedication to offering high-quality, authentic selections, Banville has established itself as a trusted partner for winemakers and customers alike. The company prides itself on building strong relationships within the industry and providing exceptional service and expertise.