

# FRANCO SERRA



Franco Serra is produced by the Sperone family who have been making affordable premium wines for four generations. In 1911, Antonio Sperone opened a small wine cellar in Torino where he crafted Vermouth and other fortified wines. Unsatisfied with the quality and price of the local wine, Antonio started his own winery in Puglia where land was inexpensive and produced good wine. He built a bottling facility in Torino and was soon able to offer his customers quality wines at prices everyone could afford. Sadly, it was destroyed when the city was bombed in WWII. The winery in Puglia survived the war and enabled Antonio's grandson Giacomo to open a new facility in 1965 near Milan where he produced vermouth, sparkling wines, spirits and fine wines. With the help of his sons Paolo and Antonio, the company grew quickly and achieved distribution throughout Italy and expanded into foreign markets. In 1983, the family purchased 75 acres of prime vineyards in Piedmont and built a new winery in the small town of Mombaruzzo just outside Monferrato. In 2006, brother and sister Andrea and Francesca became the 5th Sperone generation to join the company. Even as prices fetched for wines from this increasingly fashionable region continue to climb, the Sperone family proudly focuses on value. Franco Serra provides everyone with the opportunity to drink thoughtfully crafted, distinctive wines from Italy's most renowned region. The wine is named for the Serra region where the vineyards are located, and Antonio's Uncle, Franco.



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