

# Italo Cescon Cabernet

## THE FACTS

COUNTRY: Italy

REGION: Veneto

APPELLATION: Piave

## THE STORY

In 1954, Italo Cescon having completed his military service, chose to follow in the footsteps of his grandfather Domenicoto produce wines for the families in the town. Today, the third generation, Gloria, Graziella and Domenico continue the story guided by Italo's principals to respect the land & love their work.

**PHILOSOPHY:** "il Tralcetto": While pruning a winter's day in 1957, Grandmother Anna collected a knotty bit of discarded cane and tied it with a ribbon to the neck of the bottle to give it to her son as a tribute to the family's commitment to the land and memories made with family. From this gesture a symbol was born, the hallmark of the company that continues to tell the story of place & people today.

