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<https://www.therealreview.com/2024/07/03/new-brand-for-former-vietti-owner/>

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## New brand for former Vietti owner

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[Cascina Penna-Currado](#) is the new brand of Luca Currado-Vietti and his wife Elena Penna, who formerly owned and operated the outstanding Barolo winery, [Vietti](#).

[Vietti](#) was sold to American investors the Krause family in 2016. Luca stayed on as CEO and chief winemaker for seven vintages afterwards.

The [Vietti wines](#) are among my favourites from the Langhe, regularly earning high scores from both myself and fellow contributor [Steve Blandford](#).

[Cascina Penna-Currado](#) is based at a new property at Lazzarito in the Serralunga d'Alba region which is in the final stages of renovation. This 16<sup>th</sup> century cascina (farmhouse) was in a state of disrepair, and Luca had for a long time dreamed of owning and renovating it. This most impressive building incorporates grape receipt, a fermentation cellar full of gleaming new stainless steel tanks, and a barrel maturation cellar, as well as offices and tasting facilities.

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**"I must say it was a wonderful adventure in Vietti. We took Vietti to an extraordinary level, but then it was time for our paths to part."** - Luca Currado-Vietti 

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It is beside the main road that runs along the ridge through Serralunga—a plumb, high-elevation location with superb views across the Barolo zone. The renovation of the brick, stone and tile building has been done with impeccable taste. I did not sample any of Luca's new wines—it was an unscheduled visit—but they are likely to be available in Australia before long. He already has a dolcetto, barbera and nebbiolo delle Langhe (all 2022s) on the market as well as a 2023 timorasso from the Colli Tortonesi.

The three 2022s are currently being pre-sold in Australia by [Joval](#), with delivery expected in early July.

Three 2023 Barolos will be released in 2027—two single MGA wines plus one multi-comune Barolo.

[Vietti](#) has a high profile in Australia thanks to the energetic marketing of its long-time distributor [Red + White/Joval](#), and specifically the national vineyards manager Sally McGill. Joval will continue to import [Vietti](#) wines, as well as [Cascina Penna-Currado](#). Luca and Elena consider Sally McGill part of the family as she has worked with them for over 30 years.

Luca says:

"I must say it was a wonderful adventure in [Vietti](#). We took Vietti to an extraordinary level, but then it was time for our paths to part."

He points out that Elena "always took care of the wines with me, but also the whole commercial part." She was also the commercial manager until January 2023.

The [Cascina Penna-Currado](#) label is unusual and somewhat puzzling: it depicts in monochrome blue on white a group of women standing with their backs to the viewer as if waving farewell to something. It seems to symbolise the new adventure for Luca and Elena and a letting go of their previous life.

Says Luca:

"The label for us has great symbolic meaning. The artist is a very dear friend and also very famous today, his name is Stampone and he draws very large works, all done by hand with Bic pen ink.

"For us, this new adventure is a sense of going back to the roots but at the same time looking to the future for the next five generations or more, where the first one will be our children (Michele and Giulia).

"The artist has precisely interpreted this as a group of women setting out on a new adventure, a new journey, with many expectations and also the desire to do well for a new life."

Buon viaggio to the Penna-Currado family!