

# FABIO OBERTO



LA MORRA - ITALIA



## FABIO OBERTO, FROM THE PAST TO THE FUTURE

I have been producing high quality red wines for a long time through my family winery *Az. Agr. Andrea Oberto* and I will always be very grateful to my father (Andrea Oberto) for giving me the opportunity to take part in the family business. We have worked together for more than 22 years and today I can say to be very satisfied with the results we got from our collaboration.

Now, the time has come for me to face new challenges. I am professionally ready to follow my desires and my ambitions. After all it's time for me to face a new challenge: *La Collina di Dioniso*.

La Collina di Dioniso comes from my personal desire to be surrounded by simple and humble people who still believe in their dreams. La Collina di Dioniso is based on a group of people who want to share the same passions, love and adventure.

## WHY LA COLLINA (THE HILL)?

Langhe territory is well known for its smooth hills, which together give birth to a unique landscape. Hill is also synonymous of sharing, in fact they are locations where wine makers/farmers share their own space with others. Especially, in those areas where land is very expensive, therefore it is easy to find many land owners on the same hill.

## WHY DIONISO (DIONYSUS)?

All the people I am talking about are skilled wine makers and their vineyards are located in the best areas for grape growing and wine production.

I can honestly say that today everyone needs a good dose of luck both in business and life!

Reason why, I thought it was a good idea to ask help to a god.

I believe that Dionysus, *the God of wine*, is the right choice.