

# Barolo Boys

## The Story of a Revolution



*We brought the real revolution, period.*  
Elio Altare

*It's worth asking: what revolution has ever been successful?*  
Marco de Grazia

*We really wanted to make the best wine in the world!*  
Chiara Boschis

The story of a group of friends, the “rebel boys” who made Barolo become the best wine in the world, filmed in the marvellous scenery of Langhe hills, Italy.

### SYNOPSIS

For the first time on the big screen, “Barolo Boys. The Story of a Revolution” tells the fascinating story of Barolo wine and how it exploded as a world phenomenon.

Now one of the most famous red wines in the world, 30 years ago Barolo was unknown even in its production region, the beautiful Langhe in northwestern Italy. Barolo’s current success is mainly due to the courage and initiative of a group of small-scale wine producers, the so-called “Barolo Boys.”

In the optimistic Eighties, these winemakers upset the quiet world of the Piedmontese countryside and brought about a revolution in Italian wine, igniting a fierce controversy between different generations and different ways of thinking.

After almost 30 years, what is left of that experience? As one of the film’s characters asks, what revolution has ever been successful?

“Barolo Boys. The Story of a Revolution” traces the short but intense trajectory of a group of producers who indelibly changed the world of wine.

With the special participation of:

- Carlo Petrini, founder and president of Slow Food
- Oscar Farinetti, creator of Eataly
- Joe Bastianich, celebrated American restaurateur, TV personality, winemaker, wine writer and MasterChef judge, appearing for the first time on the big screen

## CHARACTERS

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### ELIO ALTARE

Producer of La Morra, his striking gesture gives rise to the “Reform” in 1983: with a chainsaw reduces firewood the large old casks to make space for the new French oak barrels. His father Giovanni does not understand the drastic choices of a boy who wants to break up with his old world and dies two years later, without forgiveness for his son.



### CHIARA BOSCHIS

The “one girl” of the Barolo Boys group. Heir of a prestigious dynasty of winemakers in Barolo, at the beginning of the Nineties started with her own estate and follows the footsteps of friends and colleagues, soon becoming one of the most well-known Italian winemakers in the world.



### GIORGIO RIVETTI

An imposing personality before acquiring vineyards in the Barbaresco and Barolo, then becoming one of the leaders of the modernist movement. Of its conception some of the most important and successful promotional initiatives of the Barolo Boys in the Eighties and Nineties.



### MARCO DE GRAZIA

If the Barolo Boys were a team, Marco de Grazia was its coach. Mother from Florence, father from California, a degree in Classics in his pocket, he becomes the importer and talent scout of young producers and brings them, new Ulysses, “to the end of the world”. Today he produces wine in Sicily, very close to the Mount Etna.



### JOE BASTIANICH

celebrated American restaurateur, TV personality, winemaker, wine writer and MasterChef judge, appearing for the first time on the big screen







Oscar Farinetti



Carlo Petrini



Bruno Ceretto



Roberto Voerzio



Giuseppe "Citrico" Rinaldi



Marta Rinaldi



Alessandro Ceretto



Davide Rosso



Cav. Lorenzo Accomasso



Beppe Caviola



Dan Amatzuzi



Silvia Altare



Giancarlo Gariglio



Gianpiero Cereda



Jeff Porter





FILM STILLS AND  
BEHIND-THE-SCENES PHOTOS



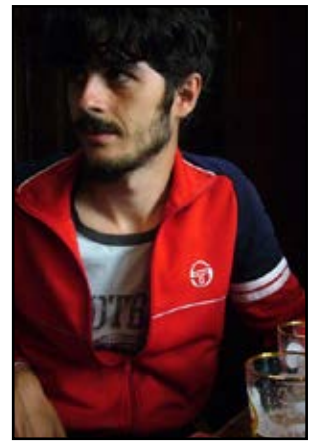
Directed by  
**PAOLO CASALIS**

## Filmography

*The Last Kilometer* (52' - 2013)

### Festivals & Awards:

*International Moscow Sport Film Festival;*  
*Bicycle Film Festival New York, Milan, Madrid, Sacramento, Chicago, Lisboa,*  
*Helsinki and many others*  
*Palermo Sport film Festival*



*Langhe Doc - Stories of heretics in the Italy of warehouses*  
(52' - 2011)

### Festivals & Awards:

*Official selection David di Donatello 2012;*  
*Winner Valsusa Filmfest 2011;*  
*Winner Sardinian Sustainability Film Festival;*  
*Special Mention Festival delle Terre 2011;*  
*Prize of the public at Corto e Fieno 2012;*  
*Docaviv Festival, Tel Aviv; Kinookus FF, Dubrovnik (Croatia);*  
*Jahorina Festival, Pale (Bosnia); Scanno Natura Doc;*  
*Piemonte Movie 2011; Euganea Film Festival 2011;*  
*Epizephyry Film Festival; Marcarolo Film Festival;*



*The Runner*  
(52' - 2010)

### Festivals & Awards:

*Trento Film Festival 2011 (Official selection)*  
*BCNSFF2010 (Barcelona International Ficts Festival);*  
*Piemonte Movie 2010; Cherasco Movie 2010; Marcarolo Film Festival);*  
*Sport Movies&TV, Milan 2010;*



*The People of Terra Madre*  
(26' - 2009)

*Produced by Slow Food*

### Festivals & Awards:

*Cinemambiente 2009 Torino; Slow Food on Film 2009,*  
*Bologna; Piemonte Movie 2010; Aniene Film Festival;*





## Directed by TIZIANO GAIA

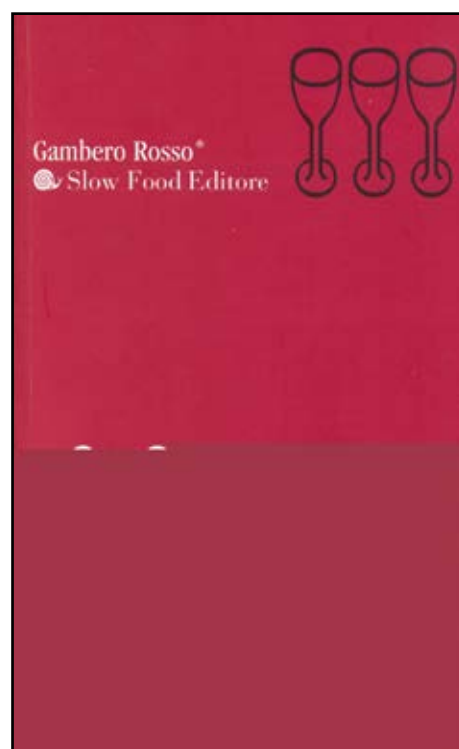
Tiziano Gaia was born in Turin, Italy, on March 31 1975.

After graduating in law at the University of Turin, in 2000 he began to work for the Slow Food movement in the small town of Bra, in the province of Cuneo, specializing in wine publications. More specifically, he contributed to Slow Food Editore's two main guides in the sector, co-editing Guida al Vino Quotidiano, a guide to value-for-money everyday wine drinking, in 2006 and 2008 and the 2008 and 2009 editions of the Italian Wines guide.

The Guida al Vino Quotidiano has a circulation of 30,000 copies in Italy, while Italian Wines, published jointly with Gambero Rosso Editore in Rome, boasts annual sales of 80,000 copies in Italy and as many again with its English and German editions, thus constituting a veritable point of reference for the sector. For Slow Food Editore, he has also edited Atlante delle Grandi Vigne di Langa (Atlas of the Great Langa Vineyards), Guida ai Vitigni d'Italia (Guide to Italian Grape Varieties), Itinerario Montalcino e Montepulciano (A Guide to Montalcino and Montepulciano), Guida Langhe e Roero (A Guide to Langhe and Roero), Guida agli Extravergini (Guide to Extra Virgin Olive Oils), Osterie d'Italia (Guide to Traditional Italian Restaurants). He has contributed over 200 articles on wine, biodiversity and eco-gastronomy to Slow Food publications (Slow and Slowfood magazines, international newsletters, website) and externally (Italian daily newspapers and periodicals such as La Stampa, Specchio, La Repubblica, Famiglia Cristiana).

He has also been involved in the organization of major national and international Slow Food events, including Salone del Gusto and Terra Madre, besides speaking at conferences, congresses, seminars and taste workshops organized by Slow Food and other organizations on the subjects of wine, sustainability, agriculture and environmental protection. He now works as a freelance professional in the publishing field.

A scholar of history and tradition, he has also contributed to publications dedicated to oral memory and currently edits a local history magazine.



## Produced by STUFFILM CREATIVEYE - BRA (CN/ ITALY)

Stuffilm Creativeye is a Video and Documentaries Production Company in Bra, northern Italy, with experience in all facets of production.

### Filmography:

Vento. Italy by bike along the river Po  
a film by Paolo Casalis, Pino Pace, Stefano Scarafia / (50' - 2014)  
[www.filmvento.wordpress.com](http://www.filmvento.wordpress.com)

The Last Kilometer  
a film by Paolo Casalis / (52' - 2013)  
[www.thelastkilometer.com](http://www.thelastkilometer.com)  
Bicycle Film Festival (New York, Madrid, Chicago, London, Florence, Helsinki, Sacramento...) ;  
Moscow Sport Film Festival; Filmed by Bike 2014; Palermo Sport Film Festival;

Rally. Dust and passion  
a film by Fabio Mancari / (42' - 2013)

The Terrestrial revolution  
a film by Paolo Casalis / (24' - 2013)  
[www.larivoluzioneterrestre.it](http://www.larivoluzioneterrestre.it)

Langhe Doc.Stories of heretics in the Italy of warehouses  
a film by Paolo Casalis / (52' - 2011) - [www.langhedoc.it](http://www.langhedoc.it)  
Official Selection David di Donatello 2012;  
Winner of Valsusa Filmfest 2011;  
Winner of del Sardinian Sustainability Film Festival;  
Special Mention Festival delle Terre 2011;  
Prize of the Public Corto e Fieno 2012  
Docaviv Festival, Tel Aviv; Kinookus FF, Dubrovnik (Croatia)  
Jahorina Festival, Pale (Bosnia); Scanno Natura Doc;  
Piemonte Movie 2011; Euganea Film Festival 2011; Epizephiry Film Festival; Marcarolo Film Festival;

L'ultima Borgata  
a film by Alberto Cravero e Fabio Mancari / (52' - 2011)

Io mi ricordo quel giorno di dicembre  
a film by Fabio Mancari

Angelo Farchetti  
a film by Fabio Mancari

Collisioni 2010, Novello.  
Media Partner: video coverage and events

Palla al Centro, five short documentaries produced for Consorzio Socio Assistenziale del Cuneese.

Vetro Piano  
a film by Fabio Mancari e Alberto Cravero.



# Barolo Boys. The Story of a Revolution

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A film by Paolo Casalis and Tiziano Gaia

Italy, 2014

**Duration:** 64' (+ 52' televisive version)

**Genre:** Documentary film

**Themes and niches:** Historical, Autobiographic / Themes: Wine, Landscape, Italy

**Recording format:** HDV 1440x1080 - 16/9 - col.

**Original language:** Italian, English (Subtitles: English)

**Subtitles:** Italian, English

**TV rights:** Available

Winner of DOC Wine Travel Food Prize 2014

Official Selection Vancouver Film Festival 2015

Official Selection Viva Festival Sarajevo 2015

Official Selection Italian Contemporary Film Festival, Toronto Canada 2015

Official Selection Euganea Film Festival 2015

Official Selection Feast Food & Film Victoria, Canada 2015

Official Selection Wine Country Film Festival 2014

Official Selection Festival Internacional de Cinema Documental e Transmedia, Rios - Portugal, 2015

Official Selection Piemonte Movie Glocal Film Festival, 2015

Official Selection Overlook Festival, Rome, 2014

Official Selection Kinookus Festival, Croatia, 2014

Official Selection Corto e Fieno Festival, 2014

Made with the support of:

Film Commission Torino Piemonte, Piedmont Region

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