



VESPA CLUB OF AMERICA

#58

american scooterist



Cascina Castlet, but it doesn't work any more. I have chosen not to make it work any more in order to preserve it for many years. Otherwise, if it worked, everybody would like to try it, and sooner or later it would be broken. It is a Vespa 125 and dates from 1953, the same model which was used in the film "Roman Holiday."

GIEZYNG: You're the little girl in the pink dress on the Vespa label. Who are the other adorable little girls sitting on the scooter with you?

BORIO: They are my cousins. We used to play together, we were very close friends. There were a lot of family gatherings to stay all together and take some pictures.

GIEZYNG: How did this label come to be?

BORIO: I am very proud of my origins, and of my family. Our wines are based on tradition, even if they have modern graphics as well as design presentation and packaging. That picture includes all the ancient clothes and love for tradition; but there is also the Vespa, which is the symbol of freedom and innovation. I thought it was the right message to communicate to our customers. Indeed, our customers are our friends.

GIEZYNG: Do you have a favorite Vespa?

BORIO: Of course, the Vespa on my wine label that I keep at Cascina Castlet and treat with loving care!

GIEZYNG: Besides the Borio family Vespa, do you own any others?

BORIO: No, I don't have any other scooters, but it has always been one of my dreams. I have never driven any scooter.

GIEZYNG: What foods would you pair with your Barbera d'Asti?

BORIO: Barbera d'Asti can match with any dish and suits international cuisine well. Many features depend on its type and aging period. Not knowing the dishes of your cuisine, I can only suggest some matches with Italian cuisine dishes for the various types of Barbera:

- Barbera d'Asti (Vespa label): young and fruity wine. I recommend it with Italian-style

sole and its surroundings.

AMERICAN SCOOTERIST #57

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vespa e vino

By Karen Giezyng

Many of us know that Italian wine label featuring four little girls on a vintage "faro basso" Vespa. (They don't make dresses like that anymore!) The wine, a Barbera d' Asti, has been quaffed by many scooterists and given as gifts for crashing at friends' homes during rallies. It is distributed here and there nationally. In Portland, Oregon, it is wholesaled by Casa Bruno.

It is a fine tasting wine and an off-the-beaten track variety. Due to the local connections to this wine, I thought it would be fun to track down the winery in Italy. I was lucky to get a response from Mariuccia Borio, owner of Cascina Castlet. It turned into a great conversation.

KAREN GIEZYNG: Hi Mariuccia, I've been looking forward to talking with you! I'm a fan of your Barbera d' Asti (scooter) wine. Could you tell us a little bit about yourself and the family history behind Cascina Castlet?

MARIUCCIA BORIO: My origins are the farmhouse and land in

Costigliole, but I also lived in Turin for a long time. Turin is the Piedmont main city, where the 2006 Winter Olympic Games took place. My father had a wine shop in the town center selling to very refined customers. Cascina Castlet ties these two worlds together: There is a city side, which is modern, interested in cultural changes and trends set by modern life; on the other hand, there is the land, which represents the deep feeling, the ancestral, traditional, shy, almost hidden origin, but always proud and unchangeable in time. When my father died, I inherited Cascina Castlet from him. This is the winery which has belonged to my family for years, I came back to live here in Costigliole. I brought all my background to this farmhouse. I hope to have created something alive. Maybe not so important, but alive.

GIEZYNG: How long has it been around?

BORIO: This winery has been established for generations, but

since 1970, after my father's death, I have been running it personally.

GIEZYNG: Wow, for 38 years you've been keeping the family business going. I'm sure your father would be very proud. Tell me, what do you look for in a good wine?

BORIO: In my wines I look for my personal history. However, this is part of a dream. In wine you simply look for the pleasure to drink it. It's a gentle pleasure, to be tasted slowly, a challenge to your own balance. Gino Veronelli, one of my friends and a great Italian journalist and expert in the wine field, used to say "wine is a real pleasure able to give you the unreal."

GIEZYNG: Most scooterists recognize your Barbera d' Asti wine by its vintage Vespa on the label. Some have even turned the label into magnets. You're on lots of refrigerators. Whose Vespa is that? Is it still around?

BORIO: It belonged to my family, everybody used it. It was like a family car. Yes, we still have this Vespa at

VESPA CLUB OF AMERICA

21

