

# Monica Rossetti: Profession winemaker



Credits: Monica Rossetti Oenologist

Monica Rossetti was born in Bento Gonçalves in Brazil, in 1983. Thanks to her family's Italian origin, she obtained dual Italian and Brazilian citizenship. Monica began to deal with wine in 2000. A path full of interesting challenges and ambitious projects, both in Brazil and in Italy, which allow her to reach, after 36 harvests, a very important role in the international wine scene.

Monica works both in Europe and in Latin America, where she has coordinated and continues to coordinate precision viticulture projects and the creation of local wines that have received international critical recognition. The slogan "Wine improves life and life improves wine" translates the spirit, passion and professionalism with which Monica lives every experience, focusing on the importance of maintaining constant contact with the international context, made up of experiences with people who identify with his philosophy.

**How and when was your passion for wine born?**

Mine was a 'Love at first sight' for the world of wine. In the family we had no ties to production and not even a particular habit of tasting wine, apart from my maternal grandfather who produced it for his own consumption. I went to visit the Bento Gonçalves School of Oenology (southern Brazil), I was 15, and something woke up inside me. From that day on, a fascinating universe

opened up that immediately captured my desire to take that direction. I wrote the course and since then I have continued to stay in the world of wine.





**When did you decide that the oenologist would become your profession?**

I was lucky to have understood my vocation for wine early on. During my first harvest, when I was 17, as part of a school internship at Chandon do Brasil. There, I confirmed my choice, it was all very natural. I realized that in addition to the passion for wine, I wanted to work every day in the field and do something to contribute to the growth of Brazilian wine. This work then led me to a wider context beyond borders.

**How important is it for an oenologist to empathize with the people who take care of that vineyard?**

Total importance! Wine is the fruit of the earth and the sun, added to human intervention in every phase of production, which means the more in tune the more easily it will reach the goal for the part that we can decide, then of course, who really commands is nature. But in addition to the 'objectives' aspect that the team will be able to achieve, it is essential to understand that wine of quality and identity represents sharing not only when you taste it, but also when you work.



**In the collective imagination of wine lovers, therefore, non-professional,**

**the sommelier is the best known figure within the “wine” chain while the oenologist works “behind the scenes”. How much, according to your experience, are the two figures (if they are), in opposition and how much, on the contrary, are they (if they are) complementary?**

In my experience and work vision they are complementary and enriched. To stimulate the art of drinking well, it is necessary to create synergy and each one with his skills finds his space. Furthermore, we are experiencing a moment of strong interest and enhancement of food and wine where many winemakers have also played the role of communicators of their wine and their territory. I believe that with the dynamism of our time, also due to the growing use of digital, notoriety will be linked to the different interaction experiences we have at our disposal.



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**Pandemic and state of health of the wine sector (Italian and International), what can your current experience tell you?**

We experienced a moment that changed everyone’s life and this certainly impacted the wine supply chain. In Italy, with the closure of restaurants and the ban on travel, all wine tourism areas have suffered in particular. The online wine market has grown exponentially, so for some prepared businesses it was still an opportunity. In Brazil, for example, the consumption of domestic wine has soared, for the happiness of local producers and also for imports, which grew by 26.5%.





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**The winemaker is also a controversial figure, acclaimed by most, but also the subject of strong criticism from others. You are accused of “creating” wines that must meet the canons of the guides, in short, please everyone. Fantasies, or is there, in some cases, a basis of truth?**

I can answer for my experience: professional and business choices are very varied as happens in all sectors, and it is no different in the world of wine. Certainly, there are realities that set their projects by considering the taste of the market and consumption trends, just as there are companies that have a project aimed at non-interventionism and local wine. I have always considered it more exciting to work respecting the nature and the vocation of each place, without looking much at fashions but not even giving up quality. I think we can live with these different scenarios, just be coherent between saying and doing.



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**One of your merits and flaws, professionally speaking.**

It is difficult to self-judge! I'll let the wines speak for me.

Translation, from the Italian text, by Veronica Lavenia.