

Wine Warehouse

CALIFORNIA DISTRIBUTOR OF FINE WINE, BEER & SPIRITS

Women of WW: Wine Edition October 1, 2018



Name: Isabella Bisol

Winery: Ruggeri

Role: Communication and Public Relations, 3rd Generation

What is your role and what does it involve?

I look after everything having to do with the image of the winery: labels, boxes, pictures. But most of all I try to communicate the reality and the quality of our everyday work to the people. I love receiving visits at the winery and taking people out in the vineyard to show them our places.

What is it you find most appealing about Valdobbiadene?

Valdobbiadene is simply amazing. The hills are beautiful and the nature is really luxuriant. Also, the love people have for their land here is incredible. The ties that you can feel between the people and the land is so strong, you can talk with the farmers and they can tell you the story of every single vine.

What makes Ruggeri stand out from other Prosecco producers?

We focus all the time on the quality. The real core of our quality is the strong relationships that we have with our grape suppliers. We have bought grapes from the same families for up to 60 years! This is the real reason why we are able to get the best grapes of the whole area.

What is the most important thing you have learned from your father?

Nothing is too small or too insignificant. Every aspect of the work is important. People are the most important thing. We need to put love and attention in every single detail of our job. I think it just comes spontaneously when you love what you do. My father and I have this quote on our desks, and I think it summarizes very well what we think: "We are what we repeatedly do. Excellence, then, is not an act, but a habit." – Aristotle

