

# IBO OFFERING MEMORANDUM



ALTI  
Wine Exchange

## IOsonoDONATELLA Brunello di Montalcino 2013



*Italy's first all female  
staffed winery!*



WINE

IOsonoDONATELLA Brunello  
di Montalcino 2013

BOTTLES RESERVED

200

BOTTLES PRODUCED

1000

2019

### THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION.

This document (the "Memorandum") relating to IOsonoDONATELLA Brunello di Montalcino 2013, (the "Issuer") and has been prepared and approved by and filed with self-regulated Alti Exchange Group. The Issuer has requested that Alti Exchange Group provide with a certificate of approval attesting that this Memorandum has been drawn up in accordance with the "Notification". The Issuer has requested that Alti Exchange Group in his capacity as Listing Authority for wine tokens, for the current wine token IOsonoDONATELLA Brunello di Montalcino 2013 (the "Wine") to be admitted to the official list of Alti Wine Exchange (the "Official List").

# IBO OFFERING MEMORANDUM



## DONATELLA CINELLI COLOMBINI, THE REVOLUTIONARY VINEYARD

Discover Italy's first all-female staffed winery! In the land of fine Tuscan wines, the estates "Casato Prime Donne" in Montalcino and "Fattoria del Colle" in Trequanda, were already own by Donatella Cinelli Colombini ancestors at the end of the 16th century.



This pioneer woman challenged the wine industry that traditionally is dominated by men, and created a winery that employs only women. But not any woman, a group of ladies that could help her succeed. And it did!

In 2001/2002 Donatella Cinelli Colombini inaugurated the two wineries with the 34 hectares of vineyard almost entirely replanted.

In 2003 she won the Oscar for the best Italian producer awarded by AIS Bibenda and published the "Manuale del turismo del vino" followed in 2007 by "Marketing del turismo del vino". From 2001 to 2011 she was the Tourism Councillor at the Siena Town Hall. Among her achievements is "Trekking urbano" a new kind of tourism sport, which was exported from Siena to the rest of Italy.



In 2012 she received the International Vinitaly Prize and the following year she was elected National Vice President of "Donne del Vino" and President of the Consortium of Orcia wines. In 2014 she was nominated "Cavaliere della Repubblica Italiana".

2019

	WINE		IOsonoDONATELLA Brunello di Montalcino 2013	
	BOTTLES RESERVED		200	BOTTLES PRODUCED 1000



# A MASTERPIECE THAT SHINES LIKE THE STARS AND OPENS LIKE A FLOWER!

IOsonoDONATELLA  
Brunello di Montalcino  
2013

IOsonoDONATELLA is a masterpiece, something rare and exclusive, where the Tuscan wine producer has included her dreams and her history.

It is made on the northern slope of Montalcino, from the grapes of a small vineyard called Ardita, in a splendid sunny area.



**"I HAVE  
ALWAYS  
DREAMT OF  
PRODUCING  
A WINE  
PERFECTLY  
HARMONIC  
LIKE THIS"**

Donatella Cinelli  
Colombini

Here in the Casato Prime Donne winery it has aged for nearly three years in 5-7 hl oak casks, these are handmade by 4 French artisan workshops. The barrels containing this Brunello have red ceramic hearts on them so that everybody, especially the cellar staff, cosset them and so that there is no mixing with wine from the other barrels. Before going into bottle the wine stayed six months in a bare concrete egg shaped vat to oxygenate and get even more velvety. A small touch of elegance but also a return to the past and to old Tuscan traditions going back at least 500 years.

The packaging of IOsonoDONATELLA tells the personal story of Donatella Cinelli Colombini. The glass bottle is covered with stars that shine in the light, and in the centre, they become a ring with inside a gold coat of arms.

Donatella as a young woman studied medieval jewellery and also stamps inserted in rings. In the splendid box that contains the bottle and opens like a flower, there are many references to local history, the pattern on the outside represents in fact Pienza cloth, an old material with small diamond shapes that is well visible in the Maestà (1311) by Duccio di Buoninsegna.

2019

 ALTI Wine Exchange	WINE		IOsonoDONATELLA BRUNELLO DI MONTALCINO 2013
	BOTTLES RESERVED		BOTTLES PRODUCED
	200		1000

# IBO PROSPECTUS

This Prospectus relates to the offer (the "Offer") of **200 bottles** of **IOsonoDONATELLA Brunello di Montalcino 2013**, an award winning Tuscan wine for investment through an IBO as new tokens (the "New Tokens") of the Issuer:

- . Number of bottles produced: **1000**
- . Number of bottles in retail market: **500**
- . Number of bottles reserved for IBO: **200**
- . Average retail price: **210 euros**
- . IBO launch price: **180 euros** (no taxes apply while in bond).

After the placement of this Offer, dealings in the Offer Tokens are expected to commence on the Alt i Exchange Group on January 31, 2020



## SUBSCRIPTION PERIOD:

Prospective investors may subscribe for the Offer Tokens during the period which is expected to commence on December 1, 2019 and is expected to end at 5 p.m. Central European Time on January 31, 2020 (the "Subscription Period").



 <b>ALT I</b> Wine Exchange	WINE <b>IOsonoDONATELLA Brunello di Montalcino 2013</b>	
	BOTTLES RESERVED <b>200</b>	BOTTLES PRODUCED <b>1000</b>



# THE LAND

Casato Prime Donne lies on the north side of the Montalcino hill, 225 metres above sea level. Surrounded by 16 hectares of Sangiovese vineyards for the production of

Brunello. The ground floor of the stone building houses the ageing cellars with their oak casks and barrels.

This is where the Brunello ages; first in small containers and then in larger and larger ones until it reaches the 40-hectolitre barrels.

The vinification area is divided into two parts, the traditional one with a wooden beamed roof while the more technological one, housed under an iron roof and open on all sides, is called "Tinaia del Vento" and was conceived so that nature plays a role in the quality of the wine.

The clean air of the Val d'Orcia is an essential element in the quality of the future Brunello that is fermented with selected autochthonous yeasts and without the use of pumps.



## WINE TASTING

**Type:** Dry red.

**Production area:** Tuscany, Montalcino, Casato Prime Donne.

**Vintage characteristics:** Winter cold, snowy but dry. From June the hot period began, with no rainfall that lasted until the beginning of September. During the harvest the temperatures were low and the nights were cold. The frequent hoeing lessened the hydro stress of the vines and reduced grape production, both in number of clusters and in dimension, these permitted a regular and complete ripening of the grapes.

**Grape type:** 100% Sangiovese

**Grape harvest:** From September 12th to 15th. The grapes were hand-picked and carefully chosen in the vineyard and in the cellar. The grape clusters were small, loose, with small berries and perfectly lignified grape seeds.

**Vinification:** In truncated cone vats open on top in with plunger for punching the cap. The vinification lasted 20 days and was followed by maceration with the must always in contact with the skins for another ten days.



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# IBO OFFERING MEMORANDUM

## IOSONODONATELLA BRUNELLO DI MONTALCINO 2013

This is an Offer of 150 Tokens at an Offer Price of EUR 600 euros per Token with admission to the Official List of Alti Wine Exchange on January 31, 2020.

The Issuer will receive net proceeds only from the offer and issue of the New Tokens. The Offer Tokens are being offered, as specified in this Offering Memorandum, subject to cancellation or modification of the Offer and subject to certain other conditions. This Offering does not constitute an offer to sell, or the solicitation of an offer to buy, in any jurisdiction the Offer Tokens in which such offer or solicitation is unlawful. The Offer is being made (i) within the United States only to qualified institutional buyers ("QIBs") in transactions exempt from the registration requirements of the Securities Act and (ii) outside the United States in reliance on Regulation S under the Securities Act ("Regulation S"). The timetable for the Offer may be accelerated or extended. Any such acceleration will be announced in a press release at least three hours before the proposed expiration of the accelerated Subscription Period. Any extension of the timetable for the Offer will be announced in a press release at least three hours before the expiration of the accelerated Subscription Period or original Subscription Period, as the case may be, provided that any extension will be for a minimum of one full business day. The Subscription Period will be no less than sixteen business days. The Offer Tokens will be accepted for settlement through Blockchain contracts, and the wine will be deposit at Bordeaux City Bond. Bordeaux City Bond has been approved as DEPOSITARY pursuant to the agreement with Alti Wine Exchange. Delivery of the Wine at any time is to be made through the facilities of Bordeaux City Bond and is expected to occur through settlement of VAT and due taxes. In connection with the Offer, the Managers and any of their respective affiliates acting as an investor for their own accounts may subscribe for and/or acquire Offer Tokens and, in that capacity, may retain, purchase, sell, offer to sell or otherwise deal for their own accounts in the Offer Tokens. Accordingly, references in this Offering to the Offer Token being offered, subscribed, acquired or otherwise dealt with should be read as including any offer to, or subscription, acquisition or dealing by, the Managers and any of their respective affiliates acting as an investor for their own accounts. The Managers do not intend to disclose the extent of any such investment or transaction otherwise than in accordance with any legal or regulatory obligation to do so. This document is neither a prospectus nor an offer to sell or a solicitation of offers to purchase or to subscribe any kind of securities and/or any token issued with an IBO.



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