



NATALIE OLIVEROS

One of five sisters, Natalie Oliveros was born in Northern New York. Although American born and bred, her Calabrese “Nonna” gave an Italian heritage and education to the family, which exposed Natalie - at an early age - to “basement winemaking” with her parents, which was common in the Italian communities.

In the early 2000s, parallel to her adult entertainment career, she was introduced to Roberto Cipresso, wine consultant and co-owner of La Fiorita. Natalie and Roberto started to collaborate on a series of Italian wines – “Sogno”, which translates as “dream”.

In 2011, Cipresso separated from his business partners, which gave Oliveros the opportunity to acquire their share, and set in motion an agreement to buy out the entire Estate in 2014. Today, Natalie is the Estate Owner of La Fiorita Brunello di Montalcino. She leads the team that includes Luigi Peroni, the Estate Manager (disciple of La Fiorita for 20 years). The wines are made by the young and talented winemaker Vincenzo Pirrone, assisted by Michele Marini the warehouse Manager. The recent arrival of a Marketing Director - François Colas - completes her team.

Since her arrival in 2011, Oliveros – alongside her business partner Louis Camilleri – has moved the Estate to an organic certification, acquired additional vineyard sites, and built a Cantina which combines sharp architecture with local Tuscan traditions.

Today, she has achieved more precision in the winemaking of La Fiorita wines whilst respecting the appellation of Brunello Di Montalcino and earning the respect from the industry in the region.

More recently, her ambition has been to craft new wines with her own thumbprint which has been important to her. The launch of two new wines in 2020 – Brunello “NO” and “Ninfalia” – are the culmination of this.

CONTACT DETAILS

www.lafiorita.com
info@lafiorita.com

Twitter: @FioritaLa @NatalieLFiorita
Instagram: @la_fiorita @natalie_lafiorita