



The **Alois** family, of Lombard origins, settled in Caserta as early as the 15th century. In 1863, they founded the eponymous textile company Alois, embarking on a successful history that led them to produce the elegant silks adorning some of the world's most famous palaces and residences: the Royal Palace of Caserta, the Vatican, the Taj Mahal, the White House, and the Louvre.

In 1992, **Michele Alois** left the silk business to join a pioneering group from Caserta in reviving ancient noble grape varieties that were planted by the **Bourbon** kings at the **Royal Palace of Caserta** at the end of the 18th century.

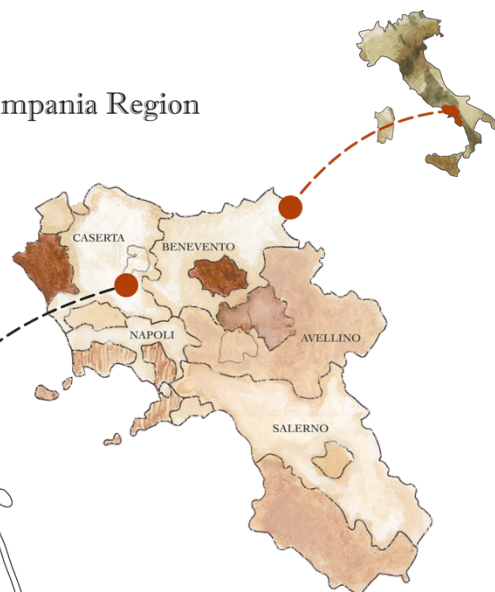
Massimo Alois joined his father to establish the family winery, **Fattoria Alois**, producing exceptional wines on volcanic soil, focusing on cultivating the native varieties **Pallagrello Bianco**, **Pallagrello Nero**, and **Casavecchia**, and complementing them with Falanghina and Aglianico, grape varieties found throughout the Campania region.

Located in the **Trebulani Mountains**, the winery benefits from vineyards characterized by excellent thermal excursion and ventilation, as well as a historic cellar with a barrel room that is part of the former Bourbon hunting estates.

After ten years of experimentation, the winery created three "**cru**" wines: **Morrone**, **Murella**, and **Trebulanum Riserva**, and initiated a zoning project for **Alta Campania** that will conclude in 2027 with the publication of an Atlas encompassing historical, geological, and business aspects.

Alois wines have been praised by the most influential critics (**Decanter**, **Vinous**, **Wine Spectator**) and have repeatedly been awarded the prestigious **3 Bicchieri by Gambero Rosso**, the highest honor in Italy.

Campania Region



Campanian Antiappennines



Mounts Trebulani

