

*Chrismont* ...celebrate each moment

media release

## Chrismont Wines

Proud Italian Heritage



The Chrismont story starts way back in Italy in the 1920s where Arnie's father Arnold (right) grew up in a little town called Noarna in the Trentino region near the Austrian border. One of ten children, Arnold grew up on a farm that had grape vines and a small orchard. His father was a share farmer and they lived as caretakers in the majestic, old *Castel Noarna*, built in the 11th century overlooking Noarna amid the steep Trentino terrain.

Arnold set sail for Australia in 1952 and landed in the North East Victorian town of Myrtleford, helping a migrant Italian family on their tobacco farm. It didn't take long before Arnold and his brothers settled in Australia and decided to join forces to start a tobacco growing business with Arnold in charge. From a small share-farming plantation, Arnold grew it into the largest tobacco growing enterprise in the southern hemisphere within eight years. The height of the business came in the mid-1960s. When the Australian Government introduced a quota system to the tobacco industry severely constraining tobacco production, the brothers were rendered bankrupt overnight.

Following discussions with John and Peter Brown in 1979, Arnold with his son, Arnie, received a ten-year contract to supply grapes to Brown Brothers of Milawa, thus embarking on a journey full of the trademark Chrismont passion and drive.

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For more information on **Chrismont Wines**, including stockists, contact:

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