Alberto Prealoni

REGIONAL MANAGER FLORIDA & CARIBBEAN, VIAS IMPORTS LTD.

Alberto Prealoni was born in the Region of Piedmont, Italy, in 1967, where he still has family. Growing up in Romagnano Sesia allowed him to naturally absorb the food and wine culture that is so engrained in that charming part of Italy where the landscape rapidly changes from the fertile flat land of the Po river valley to the hills covered by vineyards then to the majestic peaks of the Alps.

Alberto started to work in a Gattinara based winery in 1986, Antoniolo, where under the guidance of the enthusiastic owner Rosanna he learned the first notions of wine-making, tasting and marketing. More experience with the wines of Piedmont came in the next years at Le Colline Winery from Gattinara and then Tenuta Carretta in the Langhe/Roero area.

In 1995, Alberto saw the great energy of the growing wine market in the United States and decided to move to this side of the Atlantic landing in Florida with a marketing job offer from Vinifera Imports. In 1997, Alberto joined Winebow where he remained for over 10 years and thanks to his charismatic owner, Leonardo LoCascio, discovered the great wines of Southern Italy, and increased his knowledge on Veneto and Tuscany.

In 2008, Alberto joined another well-established Italian wine portfolio, Vias Imports as Florida & Caribbean marketing manager. In the current Vias position Alberto promotes a very diversified and eclectic selection that embraces the immense diversity of the Italian wines. From the mountain regions of Trentino/Alto Adige to the classics of Piedmont, Tuscany, Veneto to the Southern part of the peninsula and its islands, Alberto has the chance
to introduce the local consumers to an array of new offerings. These wines aren’t new at all, but they come from a Country that has made wine for over two millennia.