ENRICO SERAFINO
1878

Save the Cork: a story of wine and inclusion





In a land of fine wine and deeply rooted traditions, a partnership has been born between the Enrico Serafino winery and Progetto Scaldacuore Odv Ets, an association based in Govone that creates handcrafted items and develops tangible humanitarian projects for hospitals, nursing homes, schools and mutual aid associations.

"*Meeting Enrico Serafino was inevitable, I would say. It was the red thread of life that brought us together along the same path, guided by our shared humanity and the affection we feel for these lands and the people who live here.*" These are the words of Paola Parazzoli, president and founder of the association, describing the collaboration with Enrico Serafino through the SAVE THE CORK initiative, in which unused cork stoppers that would otherwise be discarded are not waste, but a resource for solidarity.

Every Tuesday, cork stoppers can be dropped off beneath the main entrance of the Enrico Serafino winery in Canale (plastic stoppers, silicone stoppers and metal wire cages are not accepted). The collected corks are then delivered to a cooperative in Boves, where they are transformed into soundproofing panels for the construction industry. In return, the cooperative makes a contribution to Progetto Scaldacuore Odv. The funds are used to purchase high-quality materials needed to create specialised items for the hospitals in Verduno, Asti, Turin, Biella and Ciriè, as well as toys, games and recreational materials for nursing homes and schools.

... But not every Tuesday is the same.

As part of this partnership, an interactive tour of the winery was organised with winemaker Paolo Giacosa for the young people attending the IL GIRASOLE Day Centre in Narzole, with whom *Progetto Scaldacuore* collaborates on its door-to-door cork collection initiative.

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For several years, the team at the "*Il Girasole*" Day Centre in Narzole has been working to develop the centre into a "place for everyone": a venue offering work placement and volunteering opportunities for young people, adults and older people, as well as a space where people can share their stories and a wide range of life experiences through interviews conducted by the people with disabilities who attend the centre. It is also a place where activities can be organised for the benefit of the entire community.

Last Tuesday, the young people from the IL GIRASOLE Day Centre were guests at the Enrico Serafino winery in Canale, where they delivered the many cork stoppers they had collected and enjoyed a tour of the winery with Paolo, an expert in his field, who explained "how wine is made" with great professionalism and genuine emotion.

At the end of the visit, a lovely aperitif offered by the winery and a shoulder bag donated by Progetto Scaldacuore Odv added an extra touch of joy to an outing that perfectly embodied the spirit of solidarity.

"*It was a morning that truly warmed our hearts. An experience we are ready to repeat, in keeping with the love we feel for this region and its people. Thanks to Progetto Scaldacuore's Green Line initiative, we have the opportunity to turn our commitment to environmental respect into tangible action in every possible way. We look forward to welcoming you to our winery, sharing our stories and allowing you to experience firsthand the emotion that lies within a glass of wine*." With these words, Paolo Giacosa brings the visit to a close. Together with Francesca Risso, he had warmly welcomed the guests on behalf of Enrico Serafino.

Canale, November 6, 2025
Francesca Risso – Enrico Serafino Srl
Paola Parazzoli – Progetto Scaldacuore Odv Ets