



*From porn star to pour girl?  
Savanna Samson is making wine in  
Montalcino.*

• Wine lovers in search of a little excitement may want to take a peek at Sogno Uno, which will be unveiled in February. This Italian red is bold, voluptuous and daring—and that’s just the label. The wine is a collaboration between American adult-film actress **Savanna Samson**—best known as the star in titles such as *Savanna Takes Control* and a frequent guest on **Howard Stern**’s radio show—and Italian winemaker **Roberto Cipresso**, who crafts Brunello for his [Fattoria La Fiorita](#) label and is also winemaker for Argentina’s [Achával-Ferrer](#). Lest you think a porn star can’t make serious wine, Samson learned about wine by visiting France and Italy for many years with her husband, a New York wine merchant, tasting barrel samples and meeting winemakers. “I don’t claim to be an expert,” she says. “But I started to dream of one day having my own wine.” (The wine’s name means “One Dream,” and she’s already planning a white from Capri called Sogno Due.) With a provocative image of her on the label, Samson was sure it could sell. “I was confident it would work—even if I just carried the wine in every strip club across the country.” But Samson didn’t go for the easy choice. After tasting numerous wines from the 2004 vintage, she and Cipresso settled on a ménage a trois of the little-known Cesanese grape (from Lazio), Sangiovese and Montepulciano. “I loved the Cesanese,” says Samson, describing it as spicy yet elegant. “It’s not a wine for the masses—this wine will make you think.” On the other hand, the label, a picture of her in a sheer dress, leaves very little to the imagination.