

Piazzo's Barbera d'Alba Superiore Mugiot

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Piedmont is a land of work and commitment, where hard work is rewarded with satisfaction, but it is also a place where beauty hides in the most secluded spots. These are some of the quotes we often hear or read when we meet people who have visited this region, and in all this, we recognize the Piazzo winery, a family-run business where a deep connection to the family hearth is still strongly felt, and above all, appreciated by its customers.

In their vineyards, which are predominantly planted with Nebbiolo, other varieties also stand out, including Barbera. In our opinion, Barbera is a wine of extreme modernity, which is being rediscovered and increasingly appreciated by the market.

The Barbera d'Alba Superiore, called "Mugiot"—from the nickname of Armando Piazzo's grandfather, to whom this wine is dedicated—is produced from a small plot of land and is aged in wood for at least a year before being added to the offerings of this dynamic company located in Alba, in the province of Cuneo.

It is a red wine with a bright and decisive color, and intense aromas of great olfactory purity where the richness of red fruit and a particular spicy note reign supreme. On the palate, it is authentic and well-defined; this Barbera is extremely elegant in its mineral complexity, with a long and very soft finish, thanks in part to its excellent aging in barriques.

A Barbera d'Alba that pairs delightfully with beef tartare, stuffed pasta dishes, and game, but is also exceedingly pleasant after a fine lunch, with one's thoughts turning to the beautiful hills that surround this family winery.

Company Profile

A family business a few kilometers from Alba which has been among the pioneers of Nebbiolo for over 60 years. The Piazzo winery was Armando Piazzo and Gemma Veglia's dream, who in the 1960s decided to stay and believe in their land, the Langhe of "La Malora" by Fenoglio. The far-sighted and counter-current idea of investing in the main grape variety, Nebbiolo, turns out to be a winning one. Today the company has 70 hectares of owned vineyards of which 60% is cultivated with Nebbiolo. The winery, led by daughter Marina together with her husband Franco and sons Simone and Marco, has a representative range of typical wines: modern classics, a refined tradition and increasingly attentive to environmental sustainability.

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