

# Bosio Family Estates closes its 2020 financial report

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Bosio Family Estates, winery known in the world for its Moscato, Barbera and Barolo, is historically an expression of the Bosio family and is currently led by Valter Bosio, son of the founders Egidio and Angela, who laid the foundations of the winery in 1967, and by his wife Rosella with the help of their son Luca, who also shares the family's passion and mission with his wife Valentina.

The family estate includes a winery in Santo Stefano Belbo, Moscato d'Asti area, and another in Verduno, in the Barolo area, they have an extension of 25 hectares of vineyards, with cultivations of barolo, barbaresco, barbera, moscato and other Langa vines.

The Estate is completed by 500 hectares managed by local winemakers who collaborate permanently with the family, and whose vineyards are managed by the Bosio agronomists, together

with the individual owners, for a qualitative result that meets the expectations of the winery standards and the requests of the various reference markets.

In a year difficult to forget for the global wine market, Bosio has a production of 5.9 million bottles and once again attests this year its strong "glocal" vocation. The Bosio Family Estates employs 32 employees and manages the following brands: Bosio, Luca Bosio vineyards, Truffle Hunter LEDA, Antico Monastero, Bel Colle, Tropical Moscato, Bigio's and Passato. The latter is the project on organic wines, which is starting this year with 4 denominations (Barbera d'Asti DOCG Superiore, Langhe DOC Chardonnay, Barbera d'Alba DOC, Langhe DOC Nebbiolo). The name of this project, meaning "past" in Italian, conveys the winery's desire to return to a no longer conventional agriculture, to an organic product without pesticides in the vineyard: a return to old peasant traditions, to a temporal scan dictated by wine, and not from the rhythms of current life.



This investments are justified only by the foresight and strategic horizon of those who want to govern the market and

certainly not of those who suffer from the uncertainty. The inclusion of another professional resource, in the person of Erika Bera, who is responsible for marketing and social media; a sector to which Bosio recognizes strategic importance, in the face of an awareness that, on the other hand, in the wine sector in general, is not yet homogeneous.

From our Wine Meridian observatory can attest that in contexts of contraction and difficulty such as the current one, the difference is made by the mental attitude and, for the entrepreneur, the strategic vision, and not just the rigor in spending.

The recovery, hopefully soon, risks catching companies in the wrong time, without a clear commercial strategy and a related investment policy. But this does not seem to be the case: in addition to the applause for the results achieved in 2020 and for the initiatives put on track, we can limit ourselves to wishing the management and the renewed team of professionals of Bosio Family Estates good work, for a 2021 full of new forays into foreign markets and further growth in already consolidated areas.