

Bosio Family Estates' new projects and investments continue unabated

scritto da Claudia Meo | 16 Marzo 2022



Bosio Family Estate – family heritage since 1967 – 25 hectares of property vineyards, 500 hectares more taken care of by the company's agronomists, it has solid roots bases in the Langhe, territory which was declared by UNESCO as Patrimonio Mondiale dell'Umanità – Human's World Heritage.

From its vineyards to its production implants, in Santo Stefano Belbo, in the Moscato D'Asti area, and in Verduno, in the Barolo area, Bosio Family Estates has been getting us used to demolish assumptions and to look beyond the habits. In 2021, in fact, Bosio Family Estates confirms a growth that does not translate just into numbers.

In the past two years, in plein pandemic, **the Bosio Family has**

invested in material goods, human resources and new collaborations, achieving new products lines and opening to new markets growing fame and Moscato, Barbera and Barolo numbers in the world. This is not of little value if we consider the difficulties of carrying out previsions and elaborate strategies in conditions of extreme uncertainty.

In the course of a few months the company fulfilled a new bottling implant, they opened a new tasting-wine shop room, they empowered their own business structure and their presence on markets and they created new products lines. In fact, it is not a coincidence that Bosio Family deserved to be **mentioned among the 600 Italian companies to be considered as the engine for the Italian economic recovery**.

If we look at the macro-numbers, 2021 sees a turnover of 29 million euros, with an overall growth of 45% with respect to 2020 and, in particular, we can see an Italian market that grows of 40% and the offshore grows of 45%.

Regarding the retailing, **an important push arrived from the direct sales in the cellars**, which benefited from the new tasting room and which knew how to intercept the wine push which was influenced for months by sanitary restrictions and big uncertainties. The interest for the Langhe and the love for big classics from Piemonte have brought to the cellar interesting visitors' fluxes.

Concerning the commerce, the company is experimenting on new markets, it is betting also in "difficult" and less beaten territories. For example, the new investment in a new Manager Area for the African and middle-east market is surely challenging; **very few Italian cellars followed this path for the new African border**. It went beyond the comfort-zone dictated by the necessity to better understand the market's needs and mentality to be closer to the client: not by chance, Bosio followed the path of the physical presence also in other markets like the Asian, the European and the South-American.

On the producing level, in 2022 Barolo Bussia will enter the

market, from the homonymous cru, the first ensemble of **Rocche di Castiglione**, to be indicated on a Barolo etiquette back in 1961. It is an out-and-out icon of the Monforte d'Alba area, with all the requirements of the great wines of this area; in the wine glass it expresses the territory's mineral component at high levels and it identifies for some particular signs, from the intense color to a clear and enveloping tannin, from a great structure to an abnormal persistence.

In these past days it is gaining the scene also **the Barbaresco "Passato"**, which enriches the biological line, already including a Barolo, a Barbera d'Asti DOCG Superiore, a Langhe DOC Chardonnay, a Roero Arneis DOCG, a Barbera d'Alba DOC and a Langhe DOC Nebbiolo. Bosio wants to give the market an important signal: 7 biological wines that come from 8 years of investments – 3 vinification, 5 Bio certification in the vineyards – for a brand which, while recalling the old farming tradition, point directly to the future, declaring an environmental choice that is not passing unobserved in the countries like north Europe, USA and Canada in which the green wine request is already mature. With the **Bel Colle brand the Barbaresco Gallina has already entered the year**: a prestigious cru and rich in history with a limited production, naturally exclusive.

It did not lack, during this dynamic 2021, the idea of a **new lunch of the Moscato in a dry version which will be out in the next months**, born to valorize not only the Monferrato territory, but also the ancient farmer family recipe and to meet that aromatic white demand which is making itself be heard.

Along with the mono-vineyard and the cru valorization choices, Bosio keeps following a blend philosophy with an approach that represents, in some sense, a throwback, after years in which an extreme parcellation prevails: unite different vineyards permits to exalt the enologist work in the research of a mix which is never the same but it is created custom-made according to the target market, the yearly, in order to meet

the consumers' expectations which are unstable.

A versatility that is found in the whole producing process of the Bosio Family Estates which on one hand **keeps showing a strong vocation for the single vineyards and on the other hand valorizes at best the richness of the terroir**, of the heritage it has available. It gives life to the intriguing and unpredictable blend which express themselves the gratitude in the profound love for the precious land received in dowry.