



E PIRA & FIGLI CHIARA BOSCHIS

Region: Barolo (Piedmont), Italy

Owners: Boschis family

Website: www.pira-chiaraboschis.com/

Winemaker: Chiara Boschis and brother Giorgio

WINERY PROFILE:

Chiara Boschis is widely recognized as one of the first women producers in Barolo, though her family has a long history (nine generations) of winemaking. In 1980, the Boschis family (of Giacomo Borgogno e Figli) acquired the E. Pira & Figli estate, procuring some of the most prestigious land in Barolo. After graduating, Chiara became involved full-time in the family business, following her own great passion for the world of wine. As the only woman in a group of young winemakers credited with revolutionizing the area's winemaking in the 1980's, Chiara affectionately became known as the "Barolo Girl." Chiara officially took the reins in 1990, bringing her unique combination of dedication, charm, patience and determination to every aspect of production in order to raise the quality and image of the winery to that which it enjoys today. In 2010, Chiara's younger brother Giorgio joined her, contributing 30 plus years of experience both in the vineyards and cellar.

Chiara is an artisan grower, whose philosophy is to craft wines that combine the extraordinary power of Barolo with approachability, balance, intense aromatics, and elegance. This equilibrium is achieved through strict vineyard management (all work is carried out manually), careful selection, organic farming practices and meticulous vinification techniques that favor a gentle touch, allowing the grapes to express their true character. Chiara is a farmer first. She then unites the best of traditional and modern winemaking techniques in a continuous endeavor to consistently produce high quality wines representative of their heritage.

"It was a very exciting time when I started. This group of friends and I, the "Barolo"boys," as they are called now were always exchanging suggestions and ideas. We wanted to make Barolo the best we could. I remember in 1994, Giorgio (Rivetti) and I went around at night to green harvest, so that the neighbors wouldn't see how many bunches we were cutting. When my father saw the result the next day, he said I was throwing away money, he was traditional and didn't understand. But you know, I think, when you want to do something completely different, you have to do it your own way."

VINEYARDS AND VINIFICATION:

Production is very limited, a miniscule 5,000 cs per year and wines are made exclusively from 11 hectares (27 acres) of proprietary vineyards in the very best Crus of Barolo: 2 hectares in commune of Barolo (Cannubi, Liste and Terlo), 8 hectares in Monforte d'Alba (Conterni, Mosconi, Ravera and Le Coste) and 1 hectare in Serralunga d'Alba (Gabutti and Baudana).

To highlight the particular organoleptic characteristics of two of these vineyards, Barolo Cannubi and Barolo Mosconi are produced as single-vineyards wines. In homage to tradition, however, the Via Nuova Barolo is vinified using grapes coming from six Barolo vineyards. Chiara also produces three traditional Piedmont reds: Dolcetto d'Alba, Barbera d'Alba, and Nebbiolo d'Alba.

Each vineyard benefits from an extraordinary exposure, micro-climate and soil composition, creating the ideal growing conditions to produce the traditional Piedmontese grapes. Chiara's meticulous hands-on approach in the vineyard and absolute respect for the soil and environment has led her to become part of The Green Experience, a network of Piedmont producers who practice a green, reconsidered and sustainable viticulture. Her wines are made from certified organic grapes as well. Vinification is carried out at the historical cellar located in the center of Barolo. Chiara believes a gentle touch at every state of the vinification process allows grapes to express their true character. She bottles her wines without filtration or clarification, as evidenced by the natural sediment found in her wines (except for a light filtering of Dolcetto, since this young wine doesn't have sufficient time to filter naturally).

