

# E. PIRA & FIGLI – CHIARA BOSCHIS



AZIENDA AGRICOLA  
**E. PIRA & FIGLI**  
BAROLO - ITALIA



*Chiara Boschis*



In 1981, the opportunity to purchase the historic E. Pira e Figli winery, established in the 18th century in the center of Barolo village, arose after the passing of the last male heir of the Pira family. Chiara Boschis [while still a university student], despite growing up in a prominent Barolo producing family, seized the opportunity to acquire the Pira estate in order to fulfill her own dreams rather than follow the societal norms a patriarchal society expected of her at the time. By 1990 she was widely recognized as the first woman to own and operate a winery in the Langhe, earning her the moniker of the original “Barolo Girl” as the sole female member of the famed revolutionary group of young winemakers: the Barolo Boys. Together they set out to produce high quality terroir driven wines that would make Barolo known around the world. In 2010, when her brother Giorgio partnered with her, they achieved Organic certification for the entire Estate. In 2014, Chiara was ready for her next challenge and set out to convert the prestigious Cannubi cru into the first all organic hill in the Langhe as part of the Green Revolution. Today 80% of the hill practices organic farming, which earned her the “Green Award” from Robert Parker’s Wine Advocate. Today Chiara and Giorgio are preparing the next generation: Beatrice, Elena and Vittoria will be the “Barolo Girls” that will manage the estate ensuring that this historic winery continues to be under the stewardship of women.

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. She is a farmer first. Chiara then unites the best of traditional and modern winemaking techniques in a continuous endeavor to consistently produce high quality wines representative of their heritage. Here you will find Barolo that embraces true terroir. As a winemaker, she is a master at tannin management, crafting finessed and sophisticated wines that are some of the most aromatically dynamic expressions of Barolo today. It is truly amazing how approachable her Barolo are with just a short bit of bottle age.

## E. PIRA & FIGLI - CHIARA BOSCHIS 2022 BAROLO “VIA NUOVA” (6 PK)

A blend of Nebbiolo grown in 7 top crus: Terlo, Paialgallo and Liste in Barolo; Mosconi and Ravera di Monforte in Monforte d’Alba; Gabutti and Baudana in Serralunga d’Alba. The soils are very different from each other, and composed of gray silt loam, calcareous clay, sandstone & fossil deposits. 46-year-old vines(avg); 100% de-stemmed. This is the classic expression of Barolo: the different terroirs provide this wine a great harmonic complexity throughout the vintages. Vinification/all fermentations in temperature-controlled stainless steel tanks. Aged 24 months in lightly toasted, used and neutral French barriques (250L) and barrels (2000L). Unfiltered. 375 cases produced.

**95 Points, James Suckling:** “Outstanding for its pure savoriness on the nose, showing earthy strawberries, peonies, violet candies and restrained blood oranges. Intense. Relaxed on the attack but with firm, dusty tannins and crisp, slightly lifted acidity. The finish is tight and austere yet juicy and balanced. This deserves time for better integration.”

**94 Points, Vinous:** “The 2022 Barolo Via Nuova is a superb wine for the year. It benefits from a blend of seven vineyards that compensates for many of the extremes of the year. Bright red cherry fruit, blood orange, chalk, mint and white pepper lend notable energy, along with a feeling of translucence that is compelling. The blend really does rule in 2022.”

**94 Points, Decanter Magazine:** “In the true spirit of the expression, a sum that is greater than its parts. Scents of earthy tea leaves, tobacco, pressed rose and mint blossom emerge evocatively. The palate is tightly stitched around warm red berries, and while terracotta-like tannins maintain a steady grip + enough breathing room for everything to be expressed.”