

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 “CANNUBI” (6PK)

The historical Cannubi vineyard, arguably the greatest Barolo cru, produces amazing elegance and great power at the same time. The complexity of the soil includes sand, laced with Calc (calcareous limestone), clay and ancient coral reef (from the Paleo time when Barolo was part of the Sea), which provides great finesse, structure, depth, power & minerality. 65+ year old vines; 100% destemmed. Vinification process (alcoholic fermentation, maceration and malolactic fermentation) in temperature-controlled stainless steel tanks. Aged 24 months in lightly toasted, used and neutral oak barrels (2000L) and 1 year in the bottle. Unfiltered. Very limited production.

97 Points, James Suckling: “Deep and restrained with sleek elegance. Aromatic sweet violets are infused with orange zest, red currants and strawberries, slightly waxy and savory. The dense, full-bodied palate is crisp and firm yet velvety, showing subtle, concentrated fruit. Fresh and long with a thick finish, a bit sanguine and salty. Drinkable upon spring release.”

96 Points, The Wine Advocate: “The certified organic 2022 Barolo Cannubi shows the distinctive silkiness that defines this site, a quality linked to the MGA’s well-draining soils that tend to produce especially fine-grained tannins and more aromatic, lifted expressions of Nebbiolo. The wine reveals careful aromas of violet, zesty mandarin, crushed stone and subtle iron ore, with those mineral tones carrying clearly to the palate and supporting an excellent mix of tension, depth and elegance. From organic Nebbiolo clones of Michet and Lampia planted in a tiny 0.7-hectare plot at 300 meters above sea level, the vineyard sits on powdery white limestone soils that have long contributed to Cannubi’s reputation for wines that combine finesse with quiet persistence.”