



PIO CESARE

Piemontese classics from a 'modern traditionalist'

This historic family-owned estate is named after its founder Cesare Pio, who established the winery in 1881. Based in Alba in the heart of Piemonte, it is nestled between the Alps and the Mediterranean Sea. The surrounding hills are ideal for vine growing with unique micro-climates and varying exposures. The confluence of cold Alpine air with warm maritime moisture regularly creates a mist, or 'nebbia', over the foothills, giving name to Nebbiolo, the great red variety of the region.

BAROLO PIONEERS IN THE UK

In the 1950s Pio Cesare was one of the first producers to export Barolo to the UK and thereby developing the wine's reputation overseas. Today, the founder's great grandson, Pio Boffa, continues the family tradition producing Piemontese wines in a style that manages to balance the best of the old with the best of the new.

VINEYARDS

Pio Cesare own 70 hectares of vineyards in the hills of Barolo and Barbaresco, including some of the prime sites for growing Nebbiolo: 16 hectares of the 'Ornato' vineyard in Barolo and 18 hectares of 'Il Bricco' in Barbaresco. The grapes for the 'Classic' Barolo are grown in four vineyards belonging to the Pio Cesare family in four of the Barolo communes; Serralunga d'Alba, La Morra, Grinzane Cavour and Novello. (Pio Cesare own a total of 19 hectares used for the production of Barolo and Barolo 'Ornato'). When blended, the unique qualities of the grapes from each vineyard combine to create a harmonious and perfectly balanced wine. From 2015 vintage and onwards, the total wine production will be made from only family-owned vineyards.

MINIMAL INTERVENTION WINEMAKING

Pio Boffa has been responsible for evolving the family style, carefully modernising the wines without losing the classic family traits or the Piemonte character. Shorter maceration, separate lot fermentation, judicious selection from barrel and large cask ageing all respect the individuality of the region's wines. These are wines that are determined by the vineyard rather than fashion.

THE CLASSIC RANGE

There are a total of 11 wines within the portfolio which includes seven 'classic' wines representing the significant and diverse terroirs of Piemonte (Barolo, Barbaresco, Nebbiolo d'Alba, Barbera d'Alba, Dolcetto d'Alba, l'Altro Chardonnay and Gavi). Pio Cesare has established itself as a benchmark producer of the classic wines of the region, particularly Barolo. Pio Boffa decided to include this message on the Classic Barolo label: "Please don't call it regular", in order to start the discussion around the true value of the unique wines from the Barolo. They are world-renowned wines with a staggering history.

SINGLE VINEYARDS

Innovatively, Pio Boffa has added a limited range of 'single vineyard' wines to the range; Barolo 'Ornato', Barbaresco 'Il Bricco', Barbera 'Fides' and 'Piodilei' Chardonnay. These collectables are only produced in the very best vintages, offering a more modern interpretation of some of the great individual sites in Piemonte, an unparalleled concentration and a remarkable ageing potential.

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