



Azienda Agricola

PRINCIPIANO GIUSEPPE e F.

Monforte d'Alba

Azienda Agricola Principiano Giuseppe e Francesco SSA

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History



Our family winery has a long-time and strictly familiar tradition, which has been intertwined with vines and grapes for many years.

We have been working our vineyards for almost four generations, since great-grandfather Giuseppe started planting and working the first vineries in the early XX century. They were hard times, with two world wars in the background, but Giuseppe, helped by his son Francesco

and making heavy sacrifices in order to get through the devastation caused by the wars, never stopped taking care of his vines, working doggedly and with an extraordinary perseverance.

Francesco, in his turn, passed on his passion to his son Giuseppe, whose commitment and dedication made him succeed in expanding the winery's boundaries, by acquiring new soil, increasing production and working for the



improvement of wine quality. Today, Francesco represents the fourth generation. He continues his family activity, trying and conciliate past experience and new technologies, always respecting his own roots.

Philosophy

Between past experience and future perspectives.....

our wines

are the product of our extreme care for the vineyards..

of time growing devotion,

day by day, vine by vine

always respecting the rhythms nature has to follow...

establishing a deep bond with soil..

creating an harmonious alliance

between past traditions and modern innovation..

Vineyards



“Principiano Giuseppe” winery is in Loc. San Giuseppe n.23, Monforte d’Alba, Piedmont, immersed in the area of the Langhe. The territory is rich in traditions, renowned for its charming landscapes and its great wines.

Today, our properties are displaced in the towns of Monforte d’Alba and Serralunga d’Alba (in the Langhe), count about 8 hectares of vineyards.

Natural conditions like the consistence and structure of lands, their position and exposure to a favorable climate together with expert and strictly manual work are at the basis of the production of excellent wines, like Barolo, Barbera d’Alba, Langhe Nebbiolo and Dolcetto d’Alba.



The vines we cultivate, whose distinctive characteristic is their strong inclination, are Dolcetto, Barbera and especially Nebbiolo.

The type of culture we adopt is the classic “guyot” and the vines’ height oscillates between 280 m s.l.m and 400 m s.l.m.



The family winery is currently run by Giuseppe Principiano with his wife Lucia and their son Francesco, who investing their own experience and combining the precious teachings of their ancients with modern techniques attentively follow every step of the production process, from the vineyards to cellar working.

The cellar



Our cellar is well equipped and endowed with all the necessary spaces for the production phases, from the maceration of grapes to the subsequent wine-making, ageing and refinement. There are inox steel tanks and 25 hectoliter oak barrels,

where ageing takes place.

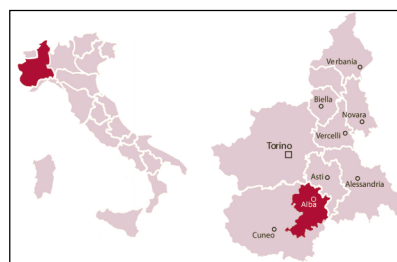
The value of vineyard work is increased in the cellar. The objective is that of preserving the character of our grapes, enhancing their richness and transforming them into wine, that grows and matures without any hurry.



All our efforts are oriented to the production of wines that are able to convey the peculiarity of the land and of the year when they are born, our traditions, passion, efforts and dedication.

Where we are

.. We are in Italy
in Piedmont,
nella Provincia di Cuneo,
nelle Langhe.....



.....precisely
Monforte d'Alba
in Località San Giuseppe n. 23.