



Giacosa Fratelli is located in Neive, just a few miles from Alba, in southern Piedmont. The winery was founded by Giuseppe Giacosa, who gave up the traditional work in the fields (his father was a sharecropper) to become a merchant, initially of grapes and later of wine. After WWII, Giuseppe's son Leone expanded the business started by his father, devoting all his time to improving the vinification and aging techniques of Alba's typical wines: Barbera and Dolcetto. Those years of difficult and intense work laid the foundation for the future of the winery's activity.

After 1960, Leone turned the business over to his sons, Valerio and Renzo, who sensed a new market demand. Taking advantage of the reputation acquired by Alba, with its world-famous white truffles, delicate cheeses and classy wines, the two brothers improved and expanded the winery, concentrating their talents on the selection of the most renowned "crus" of the area.

These choices have paid off, and in recent years Giacosa Fratelli has been able to meet yet another evolution of consumer preferences toward well-structured, harmonious wines with intense and deep color, particularly desired in international markets. Moreover, Giacosa Fratelli has acquired vineyards in Monforte and in Castiglione Falletto, among the best Barolo-producing areas and has been able to constantly improve the winemaking and refining techniques without compromising the typicality of its wines.

Currently, Maurizio and Paolo Giacosa (Valerio's and Renzo's sons, respectively) manage the winery and its properties.

