



Primum Familiae Vini

Leading Wine Families

Five extraordinary family companies nominated

for €100,000 PFV Prize of 2021

Optimism at a time of crisis

The Primum Familiae Vini, composed of twelve historic European wine producers, have nominated five companies from a diverse range of countries to a shortlist for the €100,000 'Family is Sustainability' Prize.

Matthieu Perrin, PFV President, said: *'We in the PFV believe that family companies are the bedrock of regional and national economies and that the best must have a profound commitment to sustainable development. Great family companies, such as these five in our shortlist, personify social and environmental responsibility as well as supreme product quality. These enduring values are particularly relevant in these turbulent times and during this devastating pandemic.'*

Paul Symington, Chairman PFV said: *'The twelve families in the PFV have worked for generations to achieve excellence in our wines and for the continued independence of our vineyards despite challenges that often looked insurmountable. We created this prize to champion other family companies and to express our confidence in the resilience of family enterprises through good times and bad.'*

In February, the twelve PFV families will meet again to select the winner of the €100,000 PFV Prize from amongst these five companies. The final decision will be announced in March 2021.



The PFV Shortlist 2021

France - Makhila Ainciart Bergara: a six-generation family business and producer of exquisite handmade walking sticks in the Basque region of southwest France since 1780. The family have made walking sticks for Pope John Paul II, President Ronald Reagan, Charlie Chaplin, each French President of the 5th Republic, and the seven Heads of State attending the G7 meeting Biarritz 2018. www.makhila.com

Japan - 沈壽官窯 (Chin Jukan Kiln): A fourteen-generation family business and producer of Satsuma-yaki kiln-fired pottery in Kagoshima since 1876. The family, originally from Korea, have been ceramicists in Japan since 1623 with family records dating back twenty-six generations. They have won numerous international prizes for the beauty of their products. www.chin-jukan.co.jp

Italy - Giusto Manetti Battiloro: A fifteen-generation family business and producer of gold-leaf in Florence since 1582. Matteo Manetti worked with Michelangelo at St. Peter's in Rome in the late 16th century and created the golden globe that sits atop the cathedral. In 1602, Matteo restored the magnificent globe that crowns Florence's Santa Maria del Fiore which had been damaged by lightning. The exact same orb on the Duomo was restored by Matteo's descendants in 2002. This company is now world leader in the production of gold leaf and its products adorn prestigious monuments in Paris, New York, London and Moscow. www.manetti.com

United Kingdom - The Goring Hotel: The only luxury hotel in London still in the hands of the founding family. Established in 1910 by Otto Goring, the hotel is managed by the fourth generation and holds the Royal Warrant from Her Majesty the Queen. They have an exemplary record for helping the poor in the local community as well as managing one of London's greatest hotels. www.thegoring.com

Belgium - Maison Bernard: Established in second half of the 19th century, it is the oldest luthier shop (maker of stringed musical instruments) in Europe. The family business takes care of the beautiful historical instruments still left to us, produces new instruments while also servicing the violins, violas, cellos and their bows for some of the world's greatest musicians. Maison Bernard recently restored a 1723 Stradivarius violin for future generations to enjoy. www.maison-bernard.com



Further information about the PFV's 'Family is Sustainability' prize
can be found [here](#).

About Primum Familiae Vini

Primum Familiae Vini is an invitation-only organization of twelve of the world's most historic and lauded wine producers. Their mission is to represent the highest level of excellence in the world of wine; to be synonymous with both exquisite quality and sustainability; to blend family heritage and innovation; and to be aspirational through their vision and passion.

The Twelve members of the PFV

Marchesi Antinori (Tuscany, Italy), Baron Philippe de Rothschild (Bordeaux, France), Joseph Drouhin (Burgundy, France), Domaine Clarence Dillon (Bordeaux, France), Egon Müller Scharzhof (Mosel, Germany), Famille Hugel (Alsace, France), Pol Roger (Champagne, France), Famille Perrin (Rhône Valley, France), Symington Family Estates (Portugal), Tenuta San Guido (Tuscany, Italy), Familia Torres (Catalonia, Spain) and Vega Sicilia (Ribera del Duero, Spain).

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