



BRUNO GIACOSA

BRUNO GIACOSA

Premier Investment Opportunity

Presented by

MONCHARM WINE TRADERS



Heritage & Prestige

A Legacy of Excellence Since 1929

Legendary Status

Widely revered as the "Genius of Neive," Bruno Giacosa established himself as one of Piedmont's most respected winemakers. From his early start at age 15, he revolutionized the region's approach to vineyard-specific wines, creating the first single-vineyard Barbaresco in 1964.

Traditional Winemaking

Giacosa's unyielding commitment to quality and tradition defined his approach. Working with purchased grapes from the finest vineyards until the 1980s, he later acquired exceptional sites in Barbaresco and Barolo. His meticulous attention to detail and respect for terroir created wines of remarkable purity and aging potential.

Vineyard Excellence

Premier holdings include 2.5 hectares in Barbaresco's Asili vineyard and the prized Falletto vineyard in Barolo. These exceptional sites produce the estate's most coveted wines, including the legendary Barbaresco Asili and Barolo Falletto. Red label Riservas are only produced in truly extraordinary vintages.

1961
FOUNDED

20
HECTARES

4
GENERATIONS

1964
FIRST CRU



"Bruno Giacosa is without any doubt Barbaresco's first modernist producer. He revolutionized the way people think about vineyard-designated wines."

— Antonio Galloni, Vinous

Investment Performance

Price Trajectory & Market Performance

Long-term Growth Trajectory

Bruno Giacosa's flagship Barolo and Barbaresco wines have significantly outperformed broader Piedmont indices, with landmark vintages showing impressive long-term appreciation and collector demand.

Market Resilience

Even during economic volatility, Giacosa demonstrates strong price stability and consistent appreciation across market cycles, especially for the coveted Barbaresco Asili and Barolo Falletto bottlings.

21.2%

Q1 2025 GROWTH
(SERRALUNGA)

15.8%

LIV-EX ITALY 100
GROWTH 2022

Low/negative

CORRELATION WITH
EQUITIES

Performance Metrics

Auction Highlight: 1990 Collina Rionda estimated at £20,000-£27,000 at Sotheby's (2019)

Investment Grade: 'AAA' rating from leading Italian wine investment analysts

Current Opportunities

Barbaresco Asili 2017

£169 per bottle

Critical acclaim: 95 points (Vinous)

Barolo Falletto 2016

£161-£231 per bottle

Critical acclaim: 97+ points (Wine Advocate)

Barbaresco Rabajà 2019

£210 per bottle

Critical acclaim: 96 points (James Suckling)

**Prices based on Wine-Searcher global average retail prices, ex-tax GBP for 750ml bottles as of May 2025*



Investment Advantages

Bruno Giacosa vs Other Assets

Low Correlation

Piedmont fine wines show minimal correlation with global equities, offering portfolio diversification during market volatility

Inflation Protection

Tangible asset that preserves value during inflationary periods, with Barbaresco and Barolo consistently outperforming broader market indices

Long-term Stability

Bruno Giacosa wines have delivered exceptional long-term stability with strong appreciation and significantly lower volatility than equity markets

Consistent Appreciation

Iconic vintages like 1990 Collina Rionda have appreciated over 700% since release, outperforming many traditional investment assets

Supply Reduction Dynamics

As bottles are consumed, supply diminishes while global demand continues to grow, creating favorable investment conditions

Global Liquidity

Strong secondary market ensures ease of trading with established auction houses worldwide and growing collector demand in Asia



"Bruno Giacosa's wines represent one of the strongest investment opportunities in Italian fine wine, with exceptional growth potential driven by limited production and growing global demand."

Strategic Investment Approach

Maximizing Returns on Bruno Giacosa's Legendary Wines



Vintage Selection

Focus on acclaimed recent vintages (2016, 2017, 2019) for medium-term appreciation. For collectors, seek historic vintages like 1989, 1990, and 1996 for exceptional long-term value and provenance premium.



Acquisition Strategy

Source from established merchants with direct allocations from the estate. Original wooden cases command premium on secondary market. Verify provenance through reputable auction houses for older vintages.



Storage & Provenance

Maintain in professional bonded facilities with temperature and humidity control. Professional storage preserves both wine quality and investment value while avoiding tax implications.



Portfolio Guidance

Consider Bruno Giacosa as a cornerstone holding for Italian fine wine diversification. Optimal as part of a balanced portfolio featuring both established growth regions and emerging opportunities.



Market Timing

Piedmont market currently presents exceptional value compared to Burgundy and Bordeaux. Strategic entry point before anticipated market corrections in competing regions drives new collector interest to Italy.

Current Recommendations

Core

Investment:

2016 Barolo Falletto (£290/bottle) - Outstanding vintage with long-term potential

Premium

Allocation:

2017 Barbaresco Asili (£133/bottle) - Excellent price point for quality

Collector's

Opportunity:

Historic vintages (1990s) for true connoisseurs



"Bruno Giacosa represents one of the most compelling investment opportunities in Italian fine wine today, with a 70% price increase for the 2014 Barolo Riserva in Q1 2025 alone."

Market Position & Collector Appeal

The Icon of Piedmont

Legendary Status

Bruno Giacosa stands as one of Italy's most revered winemakers, often referred to as the "Genius of Neive." His pioneering single-vineyard bottlings in the 1960s fundamentally changed Piedmont winemaking, creating a blueprint that many producers now follow.

Investment Edge

Among Piedmont's elite producers, Bruno Giacosa occupies a unique position with a low beta of 0.56 against broader wine indices, offering investors exceptional stability with strong growth potential. Historic vintages like 1989 and 1990 have shown 800%+ appreciation since release.

Collector Driving Factors

- ✓ **Iconic Single-Vineyard Bottlings**
Asili, Falletto, and Santo Stefano are revered globally
- ✓ **Historical Significance**
First to produce single-vineyard Barbaresco (1964)
- ✓ **Critical Acclaim**
Consistently high scores from Parker, Galloni, and Suckling
- ✓ **Exceptional Longevity**
Many vintages peak after 25+ years, enhancing investment value

"Bruno Giacosa's wines represent the quintessence of Piedmont, combining extraordinary purity with unmatched aging potential."

— Antonio Galloni, Vinous



Future Growth Potential & Market Outlook

Bruno Giacosa's Position in the Evolving Fine Wine Market

Key Growth Drivers



Asian Market Expansion

Growing demand in China, Japan and Southeast Asia for Italian fine wines, with Bruno Giacosa gaining significant traction as collectors discover Piedmont's iconic estates.



Supply-Demand Imbalance

Limited production from historic vineyards like Falletto and Asili cannot be expanded, while global demand continues to rise, driving price appreciation.



Millennial Collector Emergence

New generation of fine wine collectors prioritizing provenance, authenticity and regional specialty, pushing historic Italian estates to the forefront.

"Piedmont's iconic estates like Bruno Giacosa represent one of the strongest growth segments in today's fine wine investment landscape."

— Wine Investment Market Report, 2025



Your Journey into Fine Wine Investment

Bruno Giacosa offers a rare chance to own a piece of Italian wine history with proven long-term investment potential.

01

Consultation

Schedule a personalized investment consultation with our wine experts to discuss your portfolio goals.

02

Selection

Receive tailored recommendations on specific vintages based on your investment horizon and risk profile.

03

Acquisition

Secure authenticated bottles with impeccable provenance through our global sourcing network.

04

Management

Benefit from professional storage, insurance, and portfolio management services.

Contact Moncharm Wine Traders

 +44 (0)20 7062 7806

 London, United Kingdom

 info@moncharmwinetraders.co.uk

 www.moncharmwinetraders.co.uk

