



PIO CESARE



FEDERICA BOFFA

5TH GENERATION OWNER

Federica Rosy Boffa runs her family's winery along with her cousin Cesare Benvenuto. Born in 1997—an iconic vintage in Piemonte—she is the only child of the late Pio Boffa, the 4th generation owner who worked and traveled tirelessly to elevate the winery's status during his tenure at the helm of Pio Cesare.

After completing her studies in Business Administration at the University of Turin, Federica decided to join the family business "full-time" and has since traveled regularly to more than 50 countries around the world, echoing what founder Cesare Pio himself did at the beginning of the winery's history—promoting the name and reputation of the Pio Cesare winery to restaurants, hotels, wine shops and wine lovers worldwide.

"Remaining a traditional producer and loyal to our style is my most important mission; our heritage will never be a burden, but it will always be a starting point." Federica Boffa Pio