

AZIENDA AGRICOLA  
**LUIGI VICO**  
SERRALUNGA D'ALBA

---

### Luigi Vico Barolo Labels

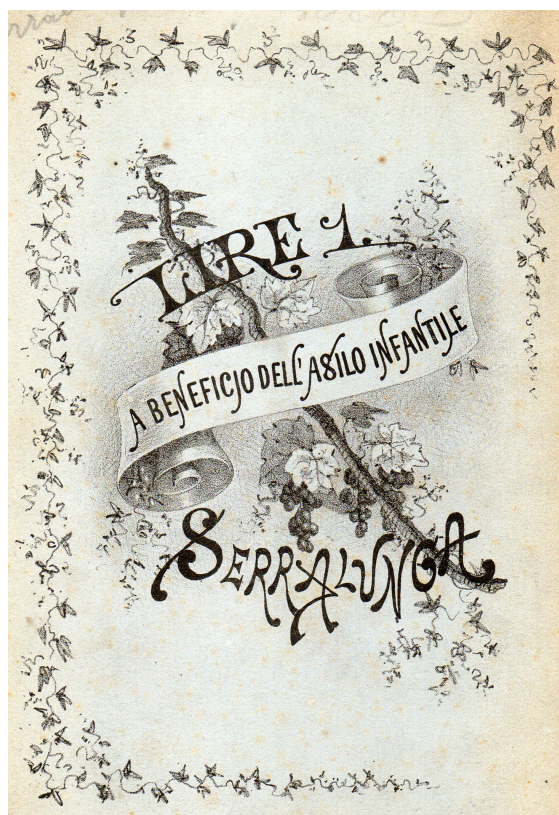
The image of our Barolo Labels is very classical as a result of different elements and as a connection of various people involved.

Pira Giuseppe, the father of Luigi's mom, traditionally a grape grower, was also bottling small quantities of wine, especially Dolcetto. We have also found a draft of a Barolo Label, we suppose never used. That label has the image of the vine branch.

Pira Giorgina, Luigi's mom, was the embroiderer in Serralunga. The vine was one of her favourite subject.

When Luigi found the book with the original branch of vine decided with her mom that this image would appear on his labels.

### The BOOK



AZIENDA AGRICOLA  
**LUIGI VICO**  
SERRALUNGA D'ALBA

---

The DRAFT LABEL of GIUSEPPE PIRA



(from the right) OLD LABELS of GIUSEPPE PIRA, GIORGINA PIRA and the LABEL of LUIGI VICO



---

Azienda Agricola LUIGI VICO  
Via XX Settembre, 13 - 12050 Serralunga d'Alba - CN  
P.IVA 02914430018 - C.F. VCILGU64P18A124A  
Codice destinatario M5UXCR1  
[pr@luigivico.it](mailto:pr@luigivico.it)