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PFV names five finalists for its 100,000-euro prize for family businesses

The 2027 shortlist includes a bell foundry founded in 1339, a French jewelry house and craft workshops from Spain, Italy and Poland

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Primum Familiae Vini, an association of 12 wine-producing families from Europe and the Americas, said on Monday, November 16, that it had selected five finalists for the PFV Prize 2027, a 100,000-euro award for independent family businesses with deep craft traditions.

The finalists come from Italy, France, Spain and Poland and work in trades that range from bell casting and high jewelry to pottery, decorative arts and wooden toy making. The winner is to be announced in early 2027.

PFV said the award was created to recognize family-owned companies that combine strong craftsmanship with continuity across generations, innovation and a long-term view. The prize was established in 2020 and is awarded every two years.

This year’s finalists are Pontificia Fonderia di Campane Marinelli of Italy, Mellerio of France, Tinajas Moreno León of Spain, Bianco Bianchi of Italy and Wooden Story of Poland.

The oldest of the five is Pontificia Fonderia di Campane Marinelli, a bell foundry in Agnone, in Italy’s Molise region, whose origins date to 1339. PFV said the business has remained in the same family for 27 generations and still uses traditional lost-wax casting methods, medieval techniques and long-established raw materials. The foundry is widely regarded as one of the oldest active family businesses in Italy. Among its recent commissions, PFV said, were the official bell for the 2025 Jubilee, a bell for the Milano Cortina 2026 Winter Olympics and a commemorative bell for the New York City Fire Museum.

Mellerio, founded in 1613, is a French high-jewelry house that PFV described as the oldest jewelry house in the world still under independent family control. The company has been run by the same family for 14 generations. Based at 9 Rue de la Paix in Paris, Mellerio was the first jeweler to establish itself near Place Vendôme, according to PFV, and over the centuries it has served royal and imperial clients.

Spain’s Tinajas Moreno León traces its documented history to 1783, when a clay jar bearing that date was produced by the family workshop. PFV said the business is now in its 10th generation and continues to make large clay vessels by hand. Those vessels have long been used to store and produce wine, olive oil, water, grains, bread, olives and cured meats. The group said the family still extracts clay from the same quarry used by its ancestors while adapting its products to modern markets.

Bianco Bianchi, another Italian finalist, is a three-generation workshop founded in 1953 that specializes in scagliola, a decorative plaster technique with Italian roots. PFV said the workshop grew out of a long research effort begun in the late 1940s by founder Bianco Bianchi, who spent more than a decade studying historical mixtures and inlay methods to revive a craft that risked disappearing. The business is now carried forward by his children, Alessandro and Elisabetta, and his grandson Leonardo. It works with architects and interior designers on custom tables, panels and other decorative pieces.

The fifth finalist, Wooden Story, is a Polish family manufacturer of wooden toys and home objects founded in 1969 in the Beskid Mountains. PFV said the company began as a small carpentry workshop started by Władysław Borowy and has grown into an international brand selling in more than 50 countries. The business is led by the third generation, while members of the fourth generation are already involved, according to the association.

Alessia Antinori, PFV's president, said in a statement that the five finalists stood out not only for the quality of their craft but also for their ability to carry a family legacy from one generation to the next. She said the stories of the finalists underscored the importance of supporting family businesses and preserving that business model for the future.

The award is unusual in that it is presented by wine families to businesses outside the wine sector. PFV said the goal is to back enterprises around the world that share its emphasis on independence, continuity and the transmission of know-how. The 100,000 euros attached to the prize are intended to support the winner's development and the handover of its craft and business to future generations.

Previous winners were Maison Bernard of Belgium in 2021, Brun de Vian-Tiran of France in 2023 and Tsutsumi Asakichi Urushi of Japan in 2025.

PFV was founded in 1992 and describes itself as an invitation-only association of leading wine families. Its members include Marchesi Antinori, Baron Philippe de Rothschild, Joseph Drouhin, Domaine Clarence Dillon, Egon Müller Scharzhof, Famille Hugel, Champagne Pol Roger, Famille Perrin, Symington Family Estates, Tenuta San Guido, Familia Torres and TEMPOS Vega Sicilia.