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Charles Symington Takes the Helm as New President of Primum Familiae Vini

Artificial Intelligence in Wine: Symington's Vision for PFV's Future

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Charles Symington, head winemaker at Symington Family Estates, has recently been appointed the new president of Primum Familiae Vini (PFV), a prestigious association representing twelve of the most distinguished wine families in the world. This group includes illustrious dynasties such as Antinori, Familia Torres, and the Rothschilds. Each year, a member is selected to lead the association, ensuring a rotation of leadership

that brings fresh perspectives while maintaining shared values.

The previous year saw Véronique Drouhin from Maison Joseph Drouhin, with vineyards in Burgundy and Oregon, assume the role, representing PFV at various wine events globally. Now, Charles Symington takes over from Drouhin, bringing his extensive experience from the Symington Family Estates, a powerhouse in the Port wine sector.

Expressing his gratitude, Symington stated he was "extremely honored" by the appointment, emphasizing that PFV members are united by common principles: "a culture of excellence, a deep love and respect for the land and terroir, and a strong desire to remain independent family businesses, passing on the legacy of our ancestors to the next generation."

Symington highlighted that the current times are particularly exciting for PFV. He acknowledged that under Véronique Drouhin's leadership, the past year has been productive, with significant progress on climate change issues within the technical committee.

One of Symington's primary objectives for the coming year is to explore the role of artificial intelligence in the wine industry, a topic that was central to last month's db conference. He plans to propose that the technical committee evaluate AI's impact on viticulture and winemaking. This forward-looking initiative is expected to enable the next generation within the twelve families to contribute their expertise and share it with the entire group.

Symington's focus on artificial intelligence mirrors a growing trend in the wine industry, where new technologies are beginning to play a crucial role in improving vineyard management and production. This initiative could herald a significant shift in how viticulture is approached, aiming to optimize every aspect of the process from planting to harvest and production.

Symington's commitment to sustainability and technological innovation marks a new chapter in PFV's history, blending tradition with modernity to ensure these venerable wine houses continue to thrive and adapt to the challenges of the 21st century. His leadership promises to strengthen the bonds between the world's leading wine families,

fostering collaboration and knowledge sharing in an increasingly globalized and technologically advanced field.

Currently, PFV comprises twelve renowned wineries from France, Germany, Italy, Portugal, and Spain:

- Marchesi Antinori (Tuscany, Italy)
- Baron Philippe de Rothschild (Bordeaux, France)
- Maison 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)
- Tempos Vega Sicilia (Ribera del Duero, Spain)

As Symington steps into this prominent role, his vision for integrating advanced technologies with traditional winemaking practices could pave the way for a new era in the wine industry. His presidency is anticipated to be a period of growth and innovation, ensuring that PFV members continue to set benchmarks in excellence while preserving their rich heritage and commitment to sustainable practices.