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Applications open for 2027 PFV Prize honoring excellence in family businesses worldwide

International award recognizes intergenerational continuity, innovation, and sustainability with €100,000 prize for outstanding family-owned companies

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Applications for the next edition of the PFV Prize, an international award recognizing outstanding family businesses, opened on June 17, 2025. The PFV Prize, established in 2020 by Primum Familiae Vini (PFV), is awarded every two years to a family-owned company from any sector or country that demonstrates intergenerational continuity, a

pursuit of excellence, responsible innovation, and a commitment to a sustainable future. The winner receives €100,000 to support their development project.

The PFV Prize has previously honored Maison Bernard from Belgium, the oldest violin-making workshop in Europe founded in 1868; Brun de Vian-Tiran from France, a specialist in fine fibers since 1808; and Urushi Tsutsumi from Japan, a master of traditional lacquerware since 1909. Each recipient has been recognized for maintaining high standards across generations while adapting to modern challenges.

Primum Familiae Vini is a private association founded in 1992. It brings together twelve of the world's most renowned wine families. Each family manages its own estate and shares a philosophy that combines heritage with innovation, tradition with excellence, and freedom with responsibility. The association aims to support and inspire other family businesses worldwide by giving visibility to their achievements through this prize.

The twelve member families of PFV are Marchesi Antinori (Tuscany, Italy), Baron Philippe de Rothschild (Bordeaux, France), 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), and TEMPOS Vega Sicilia (Ribera del Duero, Spain).

After awarding the 2025 PFV Prize to Tsutsumi Urushi Asakichi—a Japanese lacquerware house founded in 1909 and now led by its fourth generation—PFV announced the opening of applications for the next edition. Companies interested in applying for the 2027 PFV Prize can submit their applications at www.pfv.org until March 31, 2026.

The PFV Prize continues to highlight the importance of family businesses as models for sustainable growth and long-term vision. By recognizing companies that combine local roots with global responsibility and innovation with tradition, PFV seeks to encourage more family enterprises to pursue excellence across generations.