

THE PFV PRIZE FOR THE BEST FAMILY BUSINESS IN THE WORLD PRESENTED TO THE FRENCH FIRM BRUN DE VIAN-TIRAN, MANUFACTURER OF NOBLE FIBRES AT THE ISLE SUR LA SORGUE SINCE 1808

Avignon, April 13, 2023,

For its second edition, the PFV "Family is Sustainability" prize, worth €100,000, has just been awarded to the French company Brun de Vian-Tiran, a family firm going back eight generations. This outstanding wool and silk manufacturer's succeeds Belgium's Maison Bernard, the oldest lute-makers in Europe, winners of the PFV Prize in 2021.



REWARDING THE EXCELLENCE OF FAMILY FIRMS

This year, the PFV prize for the best family firm rewards a French company for successfully passing on its standards of excellence down the generations. Created in 2021 by Primum Familiae Vini (PFV), an association of 12 families who own some of the best known wine estates in the world, the aim of the PFV prize is to support family-run companies in any business sector. This prize, awarded every two years, comes with a cheque for €100,000 to fund a development project. Its second goal is to promote excellence and highlight the importance of intergenerational transmission, social responsibility and innovation.

Matthieu Perrin, Chairman of PFV: *"We are impressed by the quality of applications for the PFV prize that come to us from all over the world, from a great variety of sizes of company and fields of activity - from luxury hotels to fine porcelain, lacquer use and fine bookbinding. What these family firms have in common is a fascinating history and products of exceptional quality, the fruits of great know-how. Far from being Sleeping Beauties, they all display spectacular energy and have a feel for innovation that has enabled them to stay the course, generation after generation. Choosing between the applicants was a tough job, but this year our jury was won over by Brun de Vian-Tiran's dedication to ensuring its future as a family enterprise since 1808 through its commitment to the local community and the exclusive origin of its raw materials. Now boasting 50 employees, some of whom have been working for them for four or five generations, they are a wonderful role model for family firms around the world."*

BRUN DE VIAN-TIRAN, AN EXCEPTIONAL FAMILY FIRM SINCE 1808

Founded in 1808 on the banks of the River Sorgue in Provence, Brun de Vian-Tiran has been working the finest wools since 1808. Eight generations of the Brun family have succeeded each other at the head of the company, surviving wars, crises and international competition. Pierre Brun, seventh generation, set off in search of the descendants of Merino sheep, a race imported from Spain by Louis XVI in 1786. The factory now works with 15 local herds, all carrying the ancient Merino gene, supplying the finest wool in the Northern Hemisphere. While they continue to buy wool from local shepherds in the Arles and Alps regions, Pierre and his son, Jean-Louis, have also happily travelled to Mongolia, to the edges of the Gobi Desert, to find local herders producing baby camel wool. Aside from providing additional income for the herders, this collaboration is a shining example of sustainability and the preservation of an ancient way of life.

Jean-Louis Brun, Managing Director of Brun de Vian-Tiran commented: *"We are deeply touched to have received this prize because not only do we share the same family values as members of the PFV association, we also have in common a desire to seek out the best nature has to offer us, and to bring out its beauty through human intervention. Today I represent the eighth generation as head of this family firm and this PFV award will enable us to continue down the path of innovation by supporting development projects for product design. I am proud to keep the Brun de Vian-Tiran adventure going; an adventure that, by creating that timeless product - cloth - attests to a family's commitment to French know-how and regions down the centuries."*

Applications can be submitted for the next edition of the PFV Prize from April 25 to October 31, 2023 via the website www.PFV.org. There you will find the rules for the Prize and the application form.

MORE INFORMATION ON THE PFV 'FAMILY IS SUSTAINABILITY' PRIZE
www.PFV.org

DOWNLOAD PICTURE

FIND OUT MORE ABOUT BRUN DE VIAN-TIRAN
www.BrundeVianTiran.com

**WATCH THE VIDEO WITH
BRUN DE VIAN-TIRAN**

ABOUT PRIMUM FAMILIAE VINI

Primum Familiae Vini is a strictly invitation-only organisation comprising 12 of the largest family wine estate owners in the world. Its mission is to represent the highest levels of excellence in the world of wine; promote extremely high quality and sustainability; combine family tradition with innovation; and encourage other family firms to remain independent and stand up for quality and positive values. www.PFV.org

THE TWELVE MEMBERS OF THE PFV ASSOCIATION: Marchesi Antinori (Tuscany), Baron Philippe de Rothschild (Bordeaux), Joseph Drouhin (Burgundy), Domaine Clarence Dillon (Bordeaux), Egon Müller Scharzhof (Moselle), Famille Hugel (Alsace), Pol Roger (Champagne), Famille Perrin (Rhône Valley), Symington Family Estates (Portugal), Tenuta San Guido (Tuscany), Familia Torres (Spain) and Vega Sicilia (Ribera del Duero).

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