

Enoteca Boido

Category: Wine Shops, Breweries, Wineries

business description: Giuseppe Boido, owner of the wine shop of the same name, was born in Alice Bel Colle in 1939, into a family which has always been involved in the wine business. In the early twentieth-century the grandfather, wine grower of Southern Monferrato, already sold his wine. In 1946, he moves to Alessandria where his father Luigi opens a wine shop in corso Virginia Marini on the corner with Via Palestro.

In January 1953, the family takes over the historic wine shop of Cavalier Ciselli located on piazzetta Marconi, meeting place of the middle class of Alessandria. Involved in his father's selling business from a young age, for many years he manages the historic "shop of wines and liquors" with his brothers Tommaso and Domenico until 2002. When his brothers retired in 2004, he renews the family tradition, opening the new business a short distance away from the piazzetta in via San Lorenzo 99, which has always been the business center of Alessandria.

The current Wine shop, located in the premises of the former covered market, has maintained the spirit which has set it apart for almost seventy years. The shelves showcase close to one thousand labels, with a preference for Piedmont wines, but there are also wines from Tuscany, Trentino, Veneto, Puglia, Sicily and other emerging countries not just Italian, which can be tasted in the tasting corner. It is also possible to find bottles from France, California, South Africa, Chile and Australia next to a vast choice of champagnes, sparkling wines, various distillates, in particular grappa, gin, whisky and rum, with several rarities for connoisseurs and some delicacies.

The numerous labels are accompanied by typical sweet and savory specialties of Piedmont: vegetable jams, grape and fruit mustard, oils, vegetables in pickles and vinegar, pasta, selected cured meats, coffee, chocolate, small pastries, assorted sweets and other delicacies.

The company continues to be managed by Giuseppe Boido with his wife Piera and the collaboration of his daughter Cristina.

Address: via S. Lorenzo 99 - 15121 - Alessandria

phone: +39 0131 251049

Facebook: Enoteca BOIDO

E-mail: enoteca.boido@gmail.com

Photos



ALEXALA
Piazza della Libertà 43
15121 Alessandria (AL)
tel: +39 (0131) 288095
email: info@alexala.it
sito web: <http://www.alexala.it>
facebook.com/alexala.it - twitter.com/ATLALEXALA

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