



A Winning Team

It's essential to always ask ourselves why we do what we do. Every individual – and every company – needs a clearly defined purpose in order to thrive, grow, and find meaning in their work. Without purpose, actions remain empty. Without action, purpose becomes a dream that never takes shape. At Bersano, our mission since 1907 has been to preserve and promote the winemaking and convivial culture of Piedmont.

Our mission comes to life through tangible actions and solid values: humility, excellence, respect, courage, dedication, responsibility, honesty, and commitment. These are the pillars that make Bersano a distinctive and enduring reality – with 230 hectares of vineyards, ten historic farmsteads, and a presence in over 40 countries worldwide. **Our ambition is clear: to strengthen our role as an iconic brand and a symbol of Piedmontese wine.**

But companies are made of people – of entire teams. Just like the strength of the wolf lies in the pack, it is only by growing together that we can truly reach our full potential. That's why we're building a team with a shared vision, driven by the desire to grow, challenge themselves, and make a difference.

Below, you'll find the qualities we value most in those who choose to work at Bersano. No one embodies them perfectly – we work on them every day ourselves – **but anyone inspired by these principles contributes meaningfully to both the company's growth and their own. After all, perfection may be out of reach, but it's in striving toward it that excellence is built.**

If this vision resonates with you, then Bersano may be the right place for you.



The Qualities That Set Bersano Team Members Apart

Accountability and Initiative

At Bersano, people take full ownership of their role and the company's broader ecosystem. With an entrepreneurial mindset, they identify opportunities, take initiative without waiting for instructions, and see every project through with determination and care.

Sound Judgment and Strategic Vision

Decision-making is guided by logic, pragmatism, and a clear view of the bigger picture. Every choice reflects long-term impact, avoiding impulsive fixes or compromises that hinder sustainable growth. The ability to distinguish the essential from the irrelevant – to weigh risks and opportunities and stay clear-headed under pressure – makes a real difference. Open dialogue is encouraged, but once a decision is made, it is pursued with consistency and conviction.

Simplicity and Effectiveness

Unnecessary complexity hinders progress. At Bersano, we value simplicity – because it means clarity, speed, and efficiency. The goal is always to find the most direct and effective solution, avoiding wasted energy and resources.

Passion and Pragmatism

The best approach is the one that delivers the greatest impact – whether fast and intuitive or meticulous and structured. A sense of urgency is essential, but never at the expense of quality or perspective.

Knowledge and Curiosity

Being part of Bersano means knowing your craft and deepening that knowledge every day. Those who stand out in our team don't just carry out their tasks – they continuously expand their skills with dedication and curiosity, without waiting to be asked to do so.



Team Spirit

Individual talent matters – but it's teamwork that drives real success. Collaboration, mutual support, and knowledge sharing are essential. Success is never just personal – it's collective.

Proactive Energy

At Bersano, we strive to create a stimulating and constructive environment. Without falling into naive optimism, our people approach challenges with resilience, initiative, and a proactive mindset. Every obstacle is seen as an opportunity to improve. The ability to receive feedback openly, stay motivated, and uplift those around you is vital to collective growth.

Innovation and Imagination

Those who make a difference at Bersano challenge the status quo – intelligently and respectfully. Innovation is never about novelty for its own sake – it comes from imagining new possibilities while staying true to our identity. The approach is creative yet grounded: from bold transformations to gradual refinements, we seek the right balance between evolution and tradition.

High Standards

Excellence is built in the details. At Bersano, “good enough” is never good enough. Every action, every choice, every product must meet the highest standards. Striving for the best isn't optional – it's a responsibility.

Growth and Shared Success

A company grows when its people grow. At Bersano, we value not only individual development but the ability to help others grow as well. Sharing knowledge, offering honest and constructive feedback, and raising the bar together – that's how progress happens.



Conclusion

To us, these values are not just words – they represent a culture we strengthen every day at Bersano. No one is perfect, but those who commit to growing along these lines become true agents of progress.

Company culture is our greatest competitive advantage. The more it grows, the more Bersano establishes itself as an iconic force. Being part of something greater than yourself – that's the most authentic form of success there is.

Want to join us?

Send your CV and a cover letter to: wine@bersano.it