



CASA VINICOLA ZONIN

VINTNERS SINCE 1821

PRESS RELEASE

The “Green Week”: Casa Vinicola Zonin at Simeï 2013 with a Special Focus on Sustainable Viticulture and Wine Production

Domenico Zonin - Vice President of Casa Vinicola Zonin and President of UIV – will introduce an UIV international symposium on sustainability and the first Tergeo project Convention and will be a speaker at Magis conference on certificated sustainable wines

From November 12 to 16 Fiera Milano - Rho, Milan Exhibition Center, hosts the 25th edition of **SIMEI - International Enological and Bottling Equipment Exhibition**, considered as the world leader in wine technology. The 2013 edition of the fair is developed under the concept of **Sustainability in wine production**, an issue of major interest for Casa Vinicola Zonin, that has a special and well recognised focus on environmental performance.

Domenico Zonin, in his position of Vice President of Casa Vinicola Zonin and President of Unione Italiana Vini (UIV), strongly supports and enhances the “green” attitude of both his family’s company and the Italian wine producers in general.

On November 12 at 2 pm he will hold the opening speech of a 2 days international congress on sustainability organized by UIV and entitled “**Sustainable Viticulture and Wine Production: Steps Ahead Toward a Global and Local Cross-Fertilization**”, which will constitute the scientific core of the SIMEI.

Furthermore, on November 14 at 10 am Domenico Zonin will introduce the **first Convention of the Tergeo Project** of UIV. The project, involving Casa Vinicola Zonin and more than other 200 Italian wineries, aims to the collection, classification and dissemination of innovative solutions - both in wine technology and management - in order to improve wine sustainability.

The same day, November 14, at 2 pm Domenico Zonin will be a speaker at “**Italian wine is certified by Magis**” congress. The meeting is organized by Magis, the first and most advanced experiment of sustainable viticulture in Italy, and one of the most advanced in the world, thanks to its technical-scientific committee, composed of important Universities, Research Centres, Professional Associations, wine companies and an independent Certification Institute, DNV Business Assurance. After having verified with DNV the capability of the first Magis companies to adopt a complex sustainability protocol, the convention will be the occasion to celebrate the goal achieved by the first



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18 major sustainability labels recognized by the over 100 companies partners of Magis. All the

bottles of these wines, so different according to their origin area, taste and character, have now a common added value by the sustainability stamp Magis. Two Casa Vinicola Zonin wines are among the 18 certified wines: **Tenuta Ca' Bolani Prosecco Frizzante Doc** and **Castello d'Albola Il Solatio Toscana Igt**.

This is a new important “green” result for our company, that since 2008 has adopted a rigorous sustainable business program. *“Now respect and care for the environment are totally part of Casa Vinicola Zonin's culture and philosophy, making it a leading company in this field”*, says **Carlo De Biasi**, Chief Agronomist at Casa Vinicola Zonin and awarded with the **2013 Green Personality of the Year Award** at The Drinks Business Green Awards.

November 12th

2 pm: **Sustainable Viticulture and Wine Production: Steps Ahead Toward a Global and Local Cross-Fertilization**, at Martini Room, Centro Congressi Stella Polare, Centro Fiera Milano Rho

November 14th

10 am: **Convention of the Tergeo Project**, at Gemini, Centro Congressi Stella Polare, Centro Fiera Milano Rho

2 pm: **Italian wine is certified by Magis** at Gemini, Centro Congressi Stella Polare, Centro Fiera Milano Rho

Casa Vinicola Zonin is the largest privately owned wine company in Italy and one of the most popular in Europe, with an uncontested talent in creating “wine culture” outside of Italy. The Company distributes, sells and markets in over 100 countries the wines of its 9 Estates, located in Italy’ finest wine-producing regions. Casa Vinicola Zonin is an increasingly important player on the international stage, a leader in the export of wines from Italy to such countries as the United States, Germany, Japan, Great Britain, the Benelux area, Switzerland and Australia.

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