

ZONIN1821

PRESS RELEASE

EXPO MILANO 2015: MANY PARTNERSHIPS FOR ZONIN 1821

A Main Role in The Us Pavillion and Projects Together with Eataly, Vinitaly, Italia del Gusto and Italia del Vino with the Pursuit to Promote Italian Wine in The World

Expo Milano 2015 is an incredible opportunity and challenge for Italy and ZONIN1821 is deeply involved in many Expo projects with prestigious partners, showcasing the Italian wine excellence:

1. Thanks to its strong and enduring relationships with the United States, the Zonin Family Company based in Gambellara is the **Official Wine Partner** at the **Expo USA Pavillion**, pouring exclusively its wines in all the US events at the exhibition center. During the six months of the Expo, ZONIN1821 has also the privilege to be **the only wine partner** of the **James Beard Association Restaurant**, based in Seven Stars Galleria, the TownHouse luxury hotel in the heart of Milan, inside the Galleria Vittorio Emanuele II. The James Beard American Restaurant will provide a showcase for a rotating cast of American chefs, ingredients, beverages and other American gastronomic delights, with a wine list where only ZONIN1821 wines are listed. Furthermore, the USA Pavilion has established a cultural center and event space in central Milan for the duration of Expo called **Casa America**. Located in the historic Palazzo Bovara on Corso Venezia, Casa America will house special events, panels, presentations, meetings, and other programs on topics related to Expo Milano produced for the public, partners, the business community, and others. Again, ZONIN1821 wines will be poured in all these occasions.
2. In **Cibusè**, the Italian food producers' association **Federalimentare** Pavillion, ZONIN1821 is the only wine producer from **Italia del Gusto** consortium providing its wines to the visitors. Italia del Gusto is a private consortium that includes the best Italian companies in food and wine with the aim of promoting the internationalization and the development of export sales. ZONIN1821 had the further prestigious opportunity to personalize **Cibusè lounge**, that is **totally ZONIN1821 branded**.
3. Sharing the same passion for high quality, ZONIN1821 has partnered also with Oscar Farinetti's Eataly at Expo, supplying wines to **Eataly Ristorante delle Stecche** - in rotation with Santa Margherita - and to **Eataly Beverage kiosks near Eataly Italian Regions Restaurants** - in rotation with other important wine producers.
4. In **Identità Golose** Pavillion, a hall dedicated to the Italian culinary organization with the mission to promote the best of modern Italian cuisine, visitors can have lunch at **Identità Golose Restaurants**, that showcase Italian regional culinary delicacies, while choosing from their wine list a ZONIN1821 wine, listed together with the other **Italia del Vino** members wines. Italia del Vino is a group of some of the most important Italian wine producers.
5. **Vinitaly** plays a fundamental role at Expo too, with its own pavilion dedicated to Italian wine, **A Taste of Italy**. Different wine consortiums have their tasting area in this hall and ZONIN1821 wines will be available at the following tasting points: Consorzio del Prosecco, del Chianti Classico, del Gambellara Classico, della Valpolicella, ERSA Friuli Venezia Giulia, Assessorato regionale all'Agricoltura Sicilia, Movimento Turismo del Vino Puglia.
6. **Oltrepo Pavese wines**, like our Tenuta Il Bosco ones, will be tasted in a dedicated area in the **Lombardia Region Expo Section**.

"We believe Expo Milano 2015 will be a success for the promotion of Italian oenogastronomy and culture" - declares Francesco Zonin, ZONIN 1821 Vice President - "We are confident that Expo will be a perfect tool to let people appreciate the excellence of Italian wines Regions, from Piedmont to Sicily and from Veneto to Puglia. Expo visitors could become the new ambassadors of Italian wine in the world, thanks to appealing activities organized in the exhibition center, but also remaining fascinated by the culture, history and traditions of our Belpaese".

For information:

Alessandra Zambonin - Press & Communication Manager - alessandra.zambonin@zonin.it - tel. +39 0444 640 290 / +39 348 9900019

