



CASA VINICOLA ZONIN

VINTNERS SINCE 1821

PRESS RELEASE

Casa Vinicola Zonin's Key Words at LIWF (Stand N 10): "Dubourdieu Project", Sustainable Viticulture, New Focus on the Estates and Great Results in the Export

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 and strong ethics of eco-sustainability. The Company distributes, sells and markets in over 100 countries the wines of its 9 Estates, located in Italy's finest wine-producing regions. The Company presents its novelties, both corporate and of product, at London International Wine Fair 2012 edition:

- 1. Development in the "Dubourdieu Project":** After more than a decade the collaboration between Casa Vinicola Zonin and Professor Denis Dubourdieu is continuously improving. In order to enhance the flagship wines of the Family Estates, the celebrated French oenologist and Zonin's winemakers conduct research and experimentation both in the vineyard and in the winery of all the properties. Two new quality wines, *Aquilis* from the Friuli estate and *Rocca di Montemassi* from the Maremma estate, are another result of this successful partnership.
- 2. Increasing Involvement in Sustainable Vineyard Management:** the Zonin family is more and more engaged on eco-friendly projects, like Magis and Tergeo, in order to produce health and high quality grapes in its Estates from Veneto to Sicily. Key points:
 - *Energy Save* thanks to photovoltaic panels in Tenuta Ca' Bolani in Friuli and Castello del Poggio in Piedmont and solar panels in Tenuta Il Bosco, in the Oltrepò Pavese region;
 - *Reduction of pesticides/chemicals* and use of compost to fertilize vineyards in Maremma, at Rocca di Montemassi Estate, where biodiversity of historical autochthonous flora and fauna is favoured by replanting typical Mediterranean brush plants;
 - *Precision Technology* that allows to know precisely where to water or fertilize the vineyards thanks to a GPS System at Castello d'Albola in Radda, Tuscany, thus conserving both energy and resources.
 - *Collecting rain water* for irrigation purposes at Feudo Principi di Butera, Zonin's Estate in Sicily.
- 3. New Fine Wine Division:** a recent re-organization of the Company's Export Department was meant to support the awareness of Zonin Estates quality wines throughout the world. The new Division is dedicated to the strategic activities of the Prestigious Account Manager, the Wine Ambassador and the Export Press and Communication Manager.
- 4. Improving Export Sales:** 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. Zonin's export business, which has tripled over the last five years, today represents 68% of the company's total sales revenues. Focusing on British market, interesting trends are related to the very significant growth of Prosecco Zonin DOC, a new demand for Moscato Castello del Poggio, a wine that already meets a great success in USA and the upcoming entry of Rosato, from the Piedmont Estate, a light fruity rosè wine, perfect for the summer.

For information:

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