



CASA VINICOLA ZONIN

VINTNERS SINCE 1821

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The Zonin Family and Its Values

Zonin is the name of Italy's largest family-owned wine company and one of the most important in Europe, celebrating the diversity of Italian wine from Italy's major wine regions. A family business and a business of families, with a passion for winemaking, and the mission to produce the highest quality Italian wine available to all wine-lovers. Having strong ties to the land for the past seven generations,

The Zonins have been "*Vintners since 1821*". Alongside President Gianni, his sons Domenico, Francesco and Michele have nowadays executive roles in the company, for technical and production management, sales & marketing and financial control.

Casa Vinicola Zonin owns 9 wine estates located in 7 wine regions of Italy for a total of 4,000 hectares (9,884 acres) of properties, 2,000 (4,942 acres) of which are vine planted. The Zonin family owns their own vineyards, grows their own grapes and bottles their wines at each estate, supported by the consultancy of the world wide famous wine maker Denis Dubordieu, Oenology Professor at the University of Bordeaux, and by the expertise of one of the largest staff of oenologists and agronomists in Europe. The Zonin Family is environmentally driven and aims to continue enhancing sustainable viticulture, through a total traceability system of the wine production cycle. Study on grapes and vines, together with constant innovation and attention to market trends and market opportunities, allow Casa Vinicola Zonin to capitalize on the years of activity in the wine business and, at the same time, to open up to new challenges of globalization.

Company Brands: Zonin Label and The Estates

Casa Vinicola Zonin, based in Gambellara, in the heart of the Veneto Region, produces the well known Zonin label wines and is the core and support of its Estates, located in the most highly regarded winemaking regions in Italy and the US: **Castello del Poggio** in Piedmont, **Tenuta Il Bosco** in Lombardy, **Tenuta Ca' Bolani** in Friuli, **Castello d'Albola**, **Rocca di Montemassi** e **Abbazia di Monte Oliveto** in Tuscany, **Masseria Altemura** in Apulia, **Feudo Principi di Butera** in Sicily e **Barboursville Vineyards** in Virginia – USA. Each Casa Vinicola Zonin winery is an independent production unit, strongly linked to its territory of belonging, and has its own vinification, aging cellar and bottling facilities on site, in order to safeguard traditions and guarantee a standard of excellence.

Casa Vinicola Zonin around the World: the Process of Internationalization

Casa Vinicola Zonin is the company that distributes, sells and markets the brands belonging to the Zonin Family in Italy and abroad . 75% of total sales revenue is exported to over 100 Countries and the process of internationalization is in continuous development.

Casa Vinicola Zonin has adopted a much more market oriented approach to international business, "tailoring" custom made business plans for each country, with the belief that each market is different and unique. In key countries like United States and United Kingdom two independent

business units were incorporated - **Zonin USA** and **Zonin UK** - in order to perform all the main functions from sales and marketing to importation; in **Tokyo** shares were recently acquired in a Japanese distribution company and important investments in **China** and **Brazil** are currently being planned.

The mission of each of these new projects is to achieve a leadership role in the different international markets by providing wine solutions directly “from the vineyard to the glass” and by ensuring the highest quality experience for all wine enthusiasts in all customer segments.



Casa Vinicola Zonin Spa in Figures

- *Consolidated Turnover 2012*: 140 million euro (+ 13 % vs. 2011)
- *Vineyards Owned in 2012*: 2.000 hectares
- *Bottles produced 2012*: 40 million (in multiple formats)
- *Export 2012*: 75% - over 100 countries in 5 continents
- *Main markets*: USA, Germany, Scandinavia, Australia, Japan, UK, BENELUX, Canada, Korea
- *Employees 2012*: 239 (included controlled UK and US units)
- *President*: Gianni Zonin

YOU CAN MEET US AT VINITALY 2013- VERONAFIERE:

CASA VINICOLA ZONIN PAV. 4 STAND F5

FEUDO PRINCIPI DI BUTERA PAV. 2 STAND 60D-72E

ROCCA DI MONTEMASSI PAV. D "MAREMMA WINE SHIRE" STAND E1 – E2, DESK N° 7

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