



CASA VINICOLA ZONIN

VINTNERS SINCE 1821

PRESS RELEASE

Casa Vinicola Zonin Wines Onboard the Eckerö Group Shipping Lines

*A New Partnership Between the Italy's Largest Family Owned Wine Company and
The Prestigious Ferry Corporation of the Baltic Sea*

Thanks to a recent and successful cooperation, a selection of Casa Vinicola Zonin Italian wines has just been launched onboard in restaurants and shops of three Eckerö Group ferry companies:

- **Eckerö Line** with person and freight operations between Helsinki and Tallinn on board M/S Nordlandia vessel and the upcoming M/S Finlandia;
- **Eckerö Linjen** with person operations on a short route between Åland and Grisslehamn on board M/S Eckerö;
- **Birka Cruises** with cruises from Stockholm operating with M/S Birka Paradise.

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 winery has its own vinification, aging cellar and bottling facilities on site, in order to safeguard traditions and guarantee a standard of excellence.

The interest in Italian wines in Sweden is very high and in Finland it's starting to increase, so we believe that Casa Vinicola Zonin wines selected by Eckerö Group well represent what the Scandinavian customers are currently seeking for different opportunities of consumption:

Red wines:

- **Monte Campo Rosso Veneto IGT 2010** as Ship's Wine.
- **Symposio Feudo Principi di Butera 2008** from Sicily as a "Captain's Choice".

White wines:

- **Fiano Chardonnay Salento IGT Masseria Altemura 2011** from Apulia as Ship's Wine
- **Aquilis Sauvignon Tenuta Ca' Bolani Friuli 2010** from Friuli-Venezia Giulia as a "Captain's Choice".

Rose wine:

- **Rosato Salento IGT Masseria Altemura 2011** from Apulia as Ship's Wine.

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Casa Vinicola Zonin is the company that distributes, sells and markets the brands belonging to the Zonin Family in Italy and abroad . 68% of production is currently 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 partner, with the belief that each one is different and unique.

Casa Vinicola Zonin is proud of the new partnership with Eckerö Group, not only for the prestigious position of the Scandinavian Corporation in the travel retail business, but also because on a corporate level both companies have **similarities on their founding pillars**:

1. The Importance of Family: as in Eckerö owning families play a fundamental role on the business, Casa Vinicola Zonin is Italy’s largest family-owned wine company. 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 has grown into one of the greatest wine companies in Europe while keeping the family business values and turning them into intangible assets for consumers: integrity, fairness, respect, cordiality, hospitality, solidarity.
2. Long Term Investments: both Eckerö Group and Casa Vinicola Zonin believe in opportunities provided by more in depth cooperation with professional partners, for continuous contact, engagement and research of each market segment in order to better understand the ever changing consumers’ wants.
3. Social Responsibility: both companies’ greatest asset is their people, aiming to create an environment that allows them to reach their full professional potential while guaranteeing preparedness, security and development of safety.
4. Respect for the Environment: Eckerö Group and Casa Vinicola Zonin are both environmentally driven and aim to create a sustainable culture within both companies and among stakeholders to make it a cornerstone in the way they do business, making the best business decisions and practices today while keeping in mind their affects on tomorrow.

Casa Vinicola Zonin Spa in Figures

- *Consolidated Turnover 2011*: 126 million euro (+ 18% vs. 2010)
- *Vineyards Owned in 2011*: 2.000 hectares in 9 Estates in 7 Italian Regions
- *Bottles produced 2011*: 38 million (in multiple formats)
- *Export 2011*: 68% - over 100 countries in 5 continents
- *Main markets*: USA, Germany, Scandinavia, Australia, Japan, UK, BENELUX, Canada, Korea
- *Employees 2011*: 600
- *President*: Gianni Zonin

For information:

Alessandra Zambonin - Press & Communication Manager – alessandra.zambonin@zonin.it - tel.+39 0444 640 111 / + 39 348 9900019