



CASA VINICOLA ZONIN

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PRESS RELEASE

Iconic Sportsmen Lawrence Dallaglio and Andrew Flintoff Taste our Wines at Rocca di Montemassi

England's most popular sport celebrities visit Casa Vinicola Zonin Estate in Maremma during the "Cycle Slam", a ride to raise funds for charitable causes

Casa Vinicola Zonin is the largest privately owned wine company in Italy and one of the most popular in Europe. The Company distributes, sells and markets in over 100 countries the wines of its 9 Estates, located in Italy's finest wine-producing regions. In the Tuscan Maremma the Zonin Family owns Rocca di Montemassi Estate, a property with 160 hectares of vineyards in the DOC zone of Monteregio, one of the new frontiers of Italian wine production.

On May 3rd a group of sport stars involved in the "Cycle Slam" will visit Rocca di Montemassi Estate during a rest day in Tuscany, thanks to the invitation of Andrea Riva - owner of the famous Riva Restaurant in London - and common friend of Zonin Family and England rugby international, Lion, and World Cup winner Lawrence Dallaglio.

Between April 23rd and May 18th Lawrence Dallaglio, together with England cricketing legend Andrew 'Freddie' Flintoff and other sport celebrities undertake the "Cycle Slam" ride to raise funds for Cancer Research UK. They cycle 2,872 km across Europe from the birthplace of the ancient Olympic Games - Olympia, in Greece - to the venue for next Olympic Games – London, passing through the length of Italy.

The route is made up of five stages, each of 4 or 5 days, with a rest day in between. The riders are all wine lovers and will appreciate tasting Rocca di Montemassi fine wines like Calasole, Astraiò, Sassabruna and Rocca di Montemassi during a pleasant Tuscan pause.

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