



Casa Vinicola Zonin USA Donates Over 100K to American Cancer Society to Support Breast Cancer Research

Casa Vinicola Zonin USA, largest privately owned Italian winery, along with its distribution partners have donated over 100K to the American Cancer Society. On Friday March 22, Steve Howard- National Sales Director of Casa Vinicola Zonin USA, presented the check during the American Cancer Society's Cattle Baron's Ball 2013 in Tampa, Florida.



“I am proud of what we have accomplished in our first year and look forward to many more years. Our goal is to raise over a million dollars in five years. This is a promise that I made to my parents and this is a son who is keeping his promise.” Steve Howard, National Sales Director for Casa Vinicola Zonin USA.

In 2012, Casa Vinicola Zonin USA initiated their annual breast cancer awareness efforts. Last October, Casa Vinicola Zonin USA organized a fundraising campaign to support Breast Cancer Awareness Month. For **every bottle** of Zonin Sparkling Rosé sold in



the United States, \$1 was donated towards the American Cancer Society to support breast cancer research. In addition, many of Zonin USA's distribution partners donated \$5 from every case of Zonin Sparkling Rosé sold.

In addition to the proceeds from Casa Vinicola Zonin USA, a special recognition is in order to the following distribution partners: Premier Beverage of Florida, Southern Wine & Spirits of New York, Southern Wine & Spirits of Nevada, Regal Wine Company of California and BRJ from Idaho. They were fully committed and gave a portion of their profits to this cause. Some key retailers who also supported our efforts: Spec's Texas Superstore, Ralphs, Albertsons, Lucky & Save Mart Supermarkets in California and Lee's Discount Liquor in Nevada.

The American Cancer Society (ACS) is a nationwide and community-based voluntary health organization. Along with millions of supporters worldwide, they are dedicated to helping people stay well; get well, and find a cure to fight back against cancer. **100% of the donation** is used for research and assistance to those fighting cancer. One of the major fundraising events for ACS is the Cattle Barons' Ball (CBB) in Tampa, FL. This year, more than 700 people attended the event.

Casa Vinicola Zonin USA is wholly owned by Casa Vinicola Zonin S.p.A. in Italy; a company of seven generations of wine makers with nine vineyards located in the seven most prestigious wine growing areas in Italy. The flagship winery, Castello D'Albola located in Tuscany's Chianti Classico District, Rocca di Montemassi located in Maremma, Tuscany, Principi di Butera located in Sicily, Ca' Bolani located in Friuli, Castello del Poggio located in Piemonte/Asti, Tenuta IL Bosco located in Lombardia, Podere IL Giangio located in Veneto, Abbazia Monte Oliveto located in Toscana and Masseria Altemura located in Puglia. Each winery is dedicated to its own traditional wines and styles. <http://www.zoninusa.com>

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