



CASA VINICOLA ZONIN

VINTNERS SINCE 1821

PRESS RELEASE

Casa Vinicola Zonin wins at The Drinks Business Green Awards 2013

Carlo De Biasi, Chief Agronomist of the Company, is the Green Personality of the Year

The Zonin team toasted the last “green” success. On April 23 2013 our engagement in sustainable viticulture was rewarded by the judges at The Drinks Business Green Awards: **Carlo De Biasi – Chief Agronomist at Casa Vinicola Zonin – was awarded with the Green Personality of the Year Award.**

The Drinks Business Magazine describes the Green Awards as "the world's largest programme to raise awareness of green issues within the drinks trade, recognising and rewarding those who are leading the way in sustainability and environmental performance."

The Awards ceremony took place on Tuesday evening at London's The Ivy at The Club, where the drinks trade gathered to hear the winners of various categories including Best Green Launch, Ethical Award, Environmental Award and – obviously -Green Personality of the Year being proclaimed.

We are extremely pleased to announce that Carlo and Zonin’s team work with the environment was greatly recognised. “Since 2008, we have adopted a rigorous sustainable business program” Carlo De Biasi says “and now respect and care for the environment are totally part of Casa Vinicola Zonin's culture and philosophy, making us a leading company in this field.”

Carlo De Biasi was born in Trento in 1968. After taking a Diploma in Winemaking and a Degree in Agricultural Sciences, he began his career working with the Institute at Michele all’Adige, where he looked after viticultural zoning projects, fundamental for understanding the delicate rapport between wine quality and the potential of the terroir. This specialist skill was recognized and appreciated when he was awarded the G. Morsiani International Prize for Oenology and Viticulture. He became Chief Agronomist of Casa Vinicola Zonin in 1999, a quite “natural” destination because it has given him the opportunity to work at various Estates, experiment in different terroirs and deal with a whole host of viticultural situations, always focusing on sustainable practices.

Deserved winners on the night included

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. The Company distributes, sells and markets in over 100 countries the wines of its 9 Estates, located in Italy’ finest wine-producing regions. Casa Vinicola 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.

For information:

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