

## YOUNG, DIGITAL AND GLOCAL: EMERGING VALUES AT CASA VINICOLA ZONIN

*In constant growth, the Company based in the Veneto in 2012 registered "+ 13% of turnover, hired staff under 35 years of age, promoted wine culture thanks to social media and contributed to enhance the wine tourism in 7 Italian Regions*

Despite of the critical period for the economy, in 2012 Casa Vinicola Zonin recorded an **increase in its turnover of 13%** compared to 2011, with 140 million Euros, and the Company proves to be solid, dynamic and in continuous growth:

- Employment has risen in the last year and **10 young professionals all under 35 years of age were hired** in the areas of technical production, marketing, communication, export and financial controlling, paying big attention to educational and workshops for the new recruits.
- Among other traditional tools to promote the Company's brands and wine culture, for Casa Vinicola Zonin **social media** has become a fresh, original and effective way to communicate its values and to relate to consumers in a closer and relaxed environment. Facebook and Twitter target especially young consumers, although it is becoming a common place for a more mature public, as it is seen as an easy, inexpensive way to stay tuned with the world. Constantly updated, our Facebook sites comprehend all our brands, from the institutional Casa Vinicola Zonin, to Zonin Prosecco and all the wineries.
- **Sustaining wine producing areas** is a key aspect of Casa Vinicola Zonin's philosophy and the most recent example of this approach regards Puglia: the Zonin Family acquired **Masseria Altemura Estate** in 2000 and last October 2012 inaugurated it, after important intervention on the winery and on the landscape. As result of an investment of several million Euros, now Masseria Altemura employees 70 people from the **local community** in the winery and 130 hectares of vines are cultivated, rediscovering **native varieties and techniques**.
- A priority for Casa Vinicola Zonin is also **wine tourism**. Each Company's Estate constantly improves its hospitality services, winning a growing number of Italian and International wine lovers, in search of new terroirs, flavors and authentic traditions. The latest figures have pointed out, that wine tourism is strongly increasing, surpassing the \$ 5 billion euros in sales in 2012. Zonin's Estates confirm the trend, reaching a total of **100,000 visitors per year**. Significant examples of this success are: Tenuta Ca'Bolani, in Friuli, which registered a 25% increase in visits in the last year among Italians, Austrians and Swiss; Castello d'Albola, in Chianti Classico, had in 2012 15% more visits, with a growing number of French, American, German, British and Brazilian tourists. Last but not least, Feudo Principi di Butera, in Sicily, has doubled the number of its visitors. *Gambellara, April 7<sup>th</sup> 2013*

***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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