



CASA VINICOLA ZONIN

VINTNERS SINCE 1821

PRESS RELEASE

Casa Vinicola Zonin's Key Words at TFWA Singapore (Stand K 27): Focus on Masseria Altemura Wines and Prosecco 1821

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's finest wine-producing regions and its process of internationalization is in continuous development.

Casa Vinicola Zonin will attend TFWA with different goals and activities:

- 1. Improving Export Sales:** 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. Zonin's export business, which has quadrupled over the last five years, today represents 68% of the company's total sales revenues. Our goal with travel retail and duty free business is to develop new interesting partnerships, especially with the airlines and cruises, and consolidate our presence in duty-free business.
- 2. Tailor made business plan for each one in travel retail/duty free industry:** Casa Vinicola Zonin has adopted a much more market oriented approach to international business, “tailoring” custom made business plans for each country and industry, with the belief that each market is different and unique.
- 3. New Pack for Prosecco 1821:** our most popular brand is Prosecco 1821 and we plan a lot of activities, in order to enhance it. We work a lot with social media and we propose different ways and opportunities of consumption (see our Bellini campaign in US or the big quantity of events we organize all around the world). To TFWA we will bring a special and elegant new pack for our Prosecco.
- 4. Opening of Masseria Altemura and new Apulian Wines:** Last October 2012, Casa Vinicola Zonin celebrated the opening of Masseria Altemura, its new Estate in Salento, Puglia. We consider its high quality wines, with a very attractive packaging, the “ones to watch” in our portfolio.

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