

ZONIN1821

PRESS RELEASE

ZONIN1821: OFFICIAL PARTNER OF THE BEST SOMMELIER OF THE WORLD 2019

Aware of the key role of the sommelier in promoting the wine culture, **Zonin1821** partners with **Best Sommelier of the World 2019**, an event created by **Association de la Sommellerie Internationale (ASI)**.

As a non-profit organisation, ASI promotes and enhances the profession of the sommelier, having over 50,000 sommelier members from more than 60 countries. At the 50th edition of the kermesse, taking place next March 10th – 15th at Radisson Blu Hotel in Antwerpen, Belgium, Zonin1821 will be there, strong of an important network of relationships with the world of sommeliers, built through years thanks to **Epicurean Club** activities (Epicurean.Zonin1821.it).

As a supporting partner, Zonin1821 will pour **Castello di Albola** wines at the social gathering in restaurant Marcel the night before the 5-days event, with Alessandro Gallo (Castello di Albola Director and Winemaker) highlighting the uniqueness of Chardonnay Poggio alle Fate 2015, the fruity notes of Chianti Classico Docg Santa Caterina 2015, the elegance of Chianti Classico Riserva Docg 2008, the complexity of Acciaiuolo Toscana Igt 2015 and the sweet touch of Vin Santo 2006.

Furthermore, during the whole championship, a networking bar - called **Bar des Sommelier** - will open daily from 6pm to 2am in Radisson Blu Hotel. Accessible to participating sommeliers, ASI presidents for member countries, and members of the press, this place is meant to be a relaxing spot, where people can taste new wines. On March 12th **Zonin Prosecco 1821** will be served all night long, while on March 13th **Feudo Principi di Butera Neroluce** and **Masseria Altemura Rosamaro** will be poured for guests.

Last but not least, at the very end of the contest Zonin1821 will be on stage to award the "most esteemed sommelier" with the **"Somm-Est award"**. This special recognition - decided by a jury composed by the 67 candidates for the Best Sommelier of the World - is looking for a sommelier that on top of being an expert and a cultured person in ASI sense, is particularly **elegant, unobtrusive, humorous, empathetic and extremely sociable**. The "Somm-Est award" reflects Zonin1821 idea that a sommelier is above all a charismatic, communicative and resourceful person, able to trigger emotions, with a broad knowledge of the wine world gained through hard work and sacrifice and ready to be shared with others.

For information:

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