

# ZONIN1821

## ZONIN1821 CELEBRATES 50 YEARS OF VINITALY WITH A WHOLE SERIES OF NOVELTIES AND INITIATIVES

*ZONIN1821, one of only 42 companies to have participated in all 50 editions of Vinitaly, presents two new wines from its Masseria Altemura and Rocca di Montemassi estates and celebrates the 40<sup>th</sup> anniversary of its Barboursville Vineyards winery in the United States. Many initiatives are scheduled during the fair in Verona.*

Verona, 10<sup>th</sup> April 2016 – The fiftieth participation in fifty editions of Vinitaly for ZONIN1821 which, after having closed its 2015 accounts with turnover up by 16% to 186 million Euros and completed the generational handover of the company with the appointments of Domenico Zonin as President and Massimo Tuzzi as CEO, widens its product range and offers a rich calendar of initiatives and events.

50 years after the first edition of Vinitaly, Zonin1821 is today one of the leading private wine companies in Italy (the fourth largest Italian wine group overall, according to the recently published Mediobanca classification) and around the world. It has succeeded in transforming itself from being a traditional production-led business focused on the Italian market into a young, international and market-oriented firm with a global presence in 115 countries and a constantly growing range of innovative products.

It is with its products that the novelties presented by Zonin1821 in this edition of Vinitaly begin. Two new wines from the Group's estates are being introduced at the fair: *Petravia* Aglianico from Masseria Altemura in Puglia and a *Rosato* – made from Syrah- from Rocca di Montemassi in Tuscany. There will also be the new packaging and the new "Gran Selezione" of Sangiovese from Castello di Albola, the estate that is the protagonist of an immersive video which can be enjoyed on the stand.

Still talking about wines and estates, the 50<sup>th</sup> edition of Vinitaly will also be an opportunity for Zonin1821 to celebrate the 40<sup>th</sup> anniversary of the Zonin family's Barboursville Vineyards property, the result of an ambitious project to make Virginia into a haven for wine lovers: in an area destined for viticulture by its very history, the Zonins – in 1976 – made true the dream of America's third President, Thomas Jefferson, by creating a large vine-growing *domaine* on the East Coast. This now covers an area of 500 hectares, of which 90 are planted with vines, and thousands of people each year visit the estate and drink its wines.

Not only wines, estates and products: for many years now Zonin1821 has made a conscious decision to concentrate on the promotion of wine culture and on communication, especially by young people towards other youngsters, now a real market segment as well as being the potential consumers and wine lovers of the future. This has given rise to the #winetomany project, which at Vinitaly 2016 celebrates its fourth

edition: a hub of creativity and an assembly of talents that are fundamental for describing and promoting wine around the world.

For this edition a special competition has been organized for under-30s, who have been asked to write an emotive narrative about Masseria Altemura, the Zonin family's estate in Puglia's Salento Peninsula. The winner of this competition, who will be given the opportunity to work with us as a Copywriter within the Group, will receive his or her award during Vinitaly on Zonin1821's stand from a jury consisting of Vice-President Francesco Zonin, a journalist, an influencer and a millennial.

Apart from the prize-giving for #winetomany, the Zonin1821 stand at Vinitaly 2016 will host throughout the fair the Zonin Prosecco bar, set up this year with a 4x2 meter wall showing the three Proseccos in the Dress Code Collection, ready to involve those attending the fair in a social media game: visitors will have the possibility to select a feeling, position themselves next to the bottles, take a photo and share it on their own social network profiles using the hashtag #DressYourFeelings.

At the end of the first day of Vinitaly, Zonin1821 will also be the protagonist and organizer of the evening entitled **#wineislove**, devoted to wine lovers, with a cooking show by Chef Luciano Monosilio of Rome's Pipero al Rex restaurant and a D J set and Live Performance by Loretta Grace. This will start at 7.30 p.m. on Sunday 10<sup>th</sup> April, at Palazzo Verità Poeta in Verona.

All of the events and activities on the Zonin stand will be broadcast live on Periscope, and there will also be live tweets throughout the days of the fair.

*For further information please contact:*

*ZONIN1821*

*Giovanna Lazzari*

[\*giovanna.lazzari@zonin1821.it\*](mailto:giovanna.lazzari@zonin1821.it)

*Mob: +39 348 1770027*