

# ZONIN1821

## PRESS RELEASE

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### **ZONIN1821 News at Prowein 2017: New Zonin Brand Essence Expressed in Zonin Prosecco and Zonin I Classici for the Off Trade; Empowered “Social” Attitude; New Tenuta Ca’ Bolani Image and Castello di Albola Gran Selezione for the On Trade**

Counting on a solid family of vintners since 1821, ZONIN1821 makes of innovation and persistent quest for high quality in wine production a feather in its cap.

With a production of **50,2 million bottles** in 2016, ZONIN1821 has confirmed its position as a genuine **leader of Italian wine export on an international level**, with a significant presence in **more than 110 markets** and **export figures** representing **85% of the company's total sales volume in 2016** that closed at **193 million €**.

Interesting news, both in the on-trade and in the off-trade, will be presented to our guests at the hospitable **ZONIN1821 stand (Stand C01, Hall 16)**, during Prowein 2017, the annual German wine exhibition:

- **Zonin New Brand Essence and Logo expressed in the New Prosecco Brut and I Classici Restyling:** Zonin is our historic wine brand, rooted in the Veneto territory, well known all over Italy and abroad, that is recognized for the quality of its wines and for its well-finished and distinctive imagine. Its wines are successfully distributed mainly on the off trade channel, in Germany by our exclusive partner **Mack & Schühle**. We decided to renovate our brand essence, now **“Zonin, your most loved Italy”**, in order to show its well appreciated position of Italian brand leader in the premium segment. Based on this, we evolved the Zonin logo in a more contemporary and elegant one, with a smart and fresh restyling of **Zonin Prosecco brut** and **Zonin I Classici**.
- **New “Social” Attitude:** Zonin1821 confirms its attention to young generations and its digital approach. Empowering our social attitude, at Prowein we’ll launch the **new Zonin website**, while last November we created a **Zonin Prosecco Facebook** page dedicated to the German market. Our goal is to engage more and more our young customers in our activities, with innovative and memorable projects. Via a web platform, for example, we involved German designers from different fields and experiences to get a completely "out of the box" proposal for a **new Zonin Prosecco Frizzante design**. On our **FB page** we are going to publish their ideas for 4 weeks, to let our community choose the most creative option. The winning proposal will be presented at Prowein.
- **Tenuta Ca’Bolani New Brand Essence, Logo and Packaging:** after an in depth research project, we want to share a new brand essence for Tenuta Ca’ Bolani, that celebrates the lushness of our Friuli Estate, the freshness of its elegantly contemporary wines and a deeply rooted rural culture, which here dates back from the time of the ancient Romans, producing wines in Aquileia. The new logo and wine packaging – revealed in preview at Prowein - reflect the vivid and peaceful natural beauty of Tenuta Ca’Bolani.
- **Castello di Albola Chianti Classico Docg Gran Selezione:** this new wine is meant to express the elegance of Castello di Albola vineyards at its best, after last year creation of a new Castello di Albola logo image - making it more modern and representative of the Villa which is in the estate - and the renovation of the wine bottles packaging - conveying the attractiveness and the distinction of our Chianti Classico Estate.

*For information:*

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