

PRESS RELEASE

JULY 2019

ZONIN PROSECCO

presents

CUVÉE 1821 ON THE GO

*A project that features Cuvée 1821
on tour around Italy's and Europe's main cities.*



Gambellara (VI), July 2019. Launch of the first edition of **Cuvée 1821 On The Go**, a series of itinerant events that sprang from a desire to bring people together in an informal and stimulating ambiance, a road trip around some of the most important Italian and European cities to promote the art of Prosecco and its legendary sparkling bubbles.

The project takes Cuvée 1821, the iconic Prosecco made by the Zonin brand, on a road trip in a vehicle that is designed to leave its mark and that recalls the iconic *airstream*, synonymous with freedom and discovery in the past, and now a vintage-style travel trailer much sought-after by the most on-trend travel lovers, as well as a symbol of design on-the-go.

This is the *in place* to 'love and live Prosecco', an itinerant bar, but also much more: Cuvée 1821 On the Go also includes a different DJ selected for each leg of the trip, a dedicated set-up, a **visual microcosm** designed and created to embody the project, and a targeting social media campaign.

A 'teal wave', a colour that transmits all the dynamism, elegance and open spirit of the world of Zonin Prosecco, will invade piazzas, bars, clubs, etc; the special colour chosen for the image of Cuvée 1821 will be the thread that runs through the entire project. This distinctive, fresh and elegant look will create a bond and a new means to bring people together to share the spirit of Cuvée 1821.

Seven scheduled city-based events:

- **Brussels** - from 28 to 30 June, coupled and coinciding with the event called '*Chefs on Wheels*', one of the main Food Truck Festivals in the country;
- **Rome** - 18 and 19 July at '*Villa Ada – Roma Incontra il Mondo*', one of the most highly-anticipated music festivals during the summer in Rome with a full bill of concerts
- **Vienna** - from 25 to 28 July at the '*Popfest*', which this year celebrates its 10th anniversary with performances by local artists of the highest calibre.
- **Riva del Garda** - from 21 July to 11 August for '*Garda Jazz Festival*', with 13 main concerts in the most picturesque spots in the area, alongside many other events.
- **Milan**, from 13 to 20 September for '*Milan Movie Week*', a week of events and fringe meetings to promote the world of cinema.
- **Naples** - September 2019
- **Surprise winter event - January 2020**



Cuvée 1821 – Prosecco DOC

Emblem of a success story founded in 1821, it interprets the contemporary attitude to drinking quality wines.

Cuvée 1821 is a coupling of two different souls: here the human touch meets cutting-edge technology. From time to time, the winemaker crafts a different cuvée and combines the expertise that decades of winemaking have transformed into a truly personal style.

With Cuvée 1821, Zonin gets to the very heart of the art of sparkling winemaking according to the Charmat Method, offering wine lovers worldwide a wine that exhibits brightness, an intense scent of wisteria and a palate that excels for its fresh notes and crispness.

For Information

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