



Andrea Sartori confirmed as President of Italia del Vino until 2020 with China remaining the group's focus for the next three years

Accounting for a combined turnover in excess of 1 billion Euro and 8% of the total Italian wine exports, the eighteen wineries that make up the Consortium have recently fixed the strategies and programmes for the next three years with Andrea Sartori remaining at the helm of the dynamic group until 2020.

Founded in 2009, Italia del Vino-Consortio, with 10,000 hectares of vineyards in 14 Italian regions and over 2000 employees, has executed projects in more than 20 international markets with a total investment of 70m euro. China will be the strategic objective for the next three years. The consortium has been active in this market since 2013 with steadily increasing investments in the industry's main trade fairs thereby instilling relationships with trade, sommelier, influencers and press, as well as launching educational trips of Chinese opinion leaders to discover member winery properties first-hand.

President Andrea Sartori said, "China will remain the main focus of our projects in 2018. Even if growth in terms of market share for Italian wine was extremely positive in 2017, there is still a lot to do. Other wine-producing countries have advantages including specific customs-free agreements but we have the strength of a complete lifestyle that our Chinese partners admire and appreciate. We presented ourselves to the market as a group, creating links with other Made in Italy partners involved in fashion, design and automobile production. Italy is one of the dream holiday destinations of the young emerging Chinese and we must be capable of translating this passion into consumption habits.

"It must also be said that China, as in all Asian markets, represents a strategic choice for Italian wine which is today heavily reliant – backed up by the latest findings of Vinitaly-Nomisma – on the traditional markets such as Europe and the US. We have to expand our presence on new markets without fear, certain of the quality of our wines and their competitiveness".

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ABOUT ITALIA DEL VINO – CONSORZIO

Italia del Vino - Consorzio raggruppa diciotto prestigiose realtà leader del vino italiano, con un fatturato complessivo che supera il miliardo di euro ed una quota export vicina all'8% del complessivo export nazionale di settore. Dal 2009 lavora sui mercati internazionali con lo scopo di incrementare la conoscenza e la cultura del vino italiano; aumentare la penetrazione complessiva del vino italiano nel mondo e sviluppare la conoscenza complessiva dell'Italian lifestyle. Le sedici realtà (Banfi; Cantine Lunae; Cà Maiol, Cantina Mesa, Casa Vinicola Sartori; Di Majo Norante; Drei Donà; Ferrari Fratelli Lunelli; Gruppo Italiano Vini; Librandi Antonio e Nicodemo; Marchesi di Barolo; Medici Ermete & Figli; Ronchi di Manzano & C.; Santa Margherita Gruppo Vinicolo; Terre de La Custodia; Terredora di Paolo; Torrevento; Zonin1821) operano in 14 regioni vinicole italiane coprendo una proprietà complessiva di 10mila ettari vitati e muovendo una forza lavoro complessiva di oltre 2mila unità dirette.