



Press release

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**“Cantine in web”  
Santa Margherita’s dynamism takes it to the top**

Once again Santa Margherita’s website [www.santamargherita.com](http://www.santamargherita.com) puts the winery at the top of the special “Cantine in web” winery web chart, compiled by winenews.it, the Italian wine experts’ and fine wine aficionados’ bible. It’s an accolade that rewards the winery’s constant efforts in using the web as an increasingly interesting source of commercial, communications and relational opportunities.

*“...capable of continuously renewing itself, with the latest news, competitions and games. There are simple, essential graphics and rich, varied content, always fresh and complete, and plenty of social network interaction. Besides that there are interviews, wine tutorials and the chance to search Google Maps to find restaurants where you can order Santa Margherita wines”.*

Emotional impact, graphics, navigability, innovation, ease of use, completeness and variety of content, as well as constant refreshing were the determining elements for the judging that took the Santa Margherita website to the top from among more than 2,300 rivals in the world of Italian wine.

It is also an award – the first of 2011 for Santa Margherita – for our efforts at properly educating the public about wine culture and responsible, healthy drinking habits via the web.

*“Taking an active role in the wine community on the web is important for us”, comments Lorenzo Biscontin, Marketing Director at the Santa Margherita Wine Group, “not just because it lets us speak directly with the public, but above all because it is a medium which, more than any other, provides a showcase for cutting edge innovations in our industry.*

*The speed of evolution and change of web 2.0 is such that we work daily on the development of our actions. The main trends for the future are the increase in smartphone-friendly content, including widespread use of QR codes on product labels, and geolocalization to create encounters between potential customers and our wines.”*

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[www.santamargherita.com](http://www.santamargherita.com)  
[www.facebook.com/pages/ViniSantaMargherita](https://www.facebook.com/pages/ViniSantaMargherita)  
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