

## **Santa Margherita at the 2014 Mille Miglia The Legend is back**

Success will be toasted with Santa Margherita wines in the Veneto stage of “the most beautiful race in the world”, stopping in Vicenza, and this year dedicated to Vittorio Marzotto.

Along with his brothers Giannino, Paolo and Umberto, Vittorio Marzotto was a huge motorsport fan and a skilled driver who won numerous prestigious competitions. He and his brothers were the very essence of Fifties racing and the Mille Miglia in particular; they were perfect gentlemen drivers, capable of beating professional racing drivers like Fangio, Taruffi, Villoresi and Castellotti.

One family united in work and unforgettable races, and a top-ranking business on the Italian economic panorama and one of the major players in the international wine market.

Santa Margherita – still owned by the Marzotto family today, with the third generation in executive company management while the fourth is already "warming up on the tracks" holding positions within the Group – is enjoying a particularly dynamic period, bursting with innovative ideas. Increasing success has been achieved through focussing on products without ever losing sight of its bond with its home territory, meticulous attention towards its consumers and presence in 90 markets around the world, with important investments in vineyards and modernisation of its facilities, cellar technology and environmental sustainability.

**Part of the corporate strategy is also linking corporate image to cultural events and initiatives, which have been particularly efficient in recent years in communicating the company's mission and values, in the firm belief that culture can and must drive the growth and development of a company and a country.**

Alongside the Literary Prize, by now a classic event in the discerning Italian panorama of prizes for upcoming writers, in collaboration with Librerie Feltrinelli, Santa Margherita confirms its desire to support the best of Italian culture and the territory in which it operates. These include the partnership with FAI - Italian Fund for the Environment - the “Stupezatte Visioni di Natura” theatre review, set among the lush Prosecco hills, “Racconti dal Faro” with Catherine Spaak and “End of the Rainbow” with Monica Guerritore.

For the company these presences fulfil a role of social responsibility, because they broaden horizons and establish a coherent, ongoing dialogue with its external "public", consolidating the sense of belonging and cohesion within the world of Santa Margherita.

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