



Press release

Santa Margherita and Mille Miglia An enduring passion

Santa Margherita is the main wine sponsor of the Mille Miglia, the revival of one of the world's best-known motoring races, which still attract millions of fans along the way every year. It's a race that's not just a sporting event, it's a celebration of Italian passion in all its forms.

The Fossalta di Portogruaro Wine Group will lend its colours for the 2015-2016 biennial in the eighty-year anniversary of the company's founding, and to pay homage to the Marzotto family's sporting spirit which has been an absolute protagonist of the Mille Miglia.

The Marzotto family and the Mille Miglia

Four brothers - Vittorio, Umberto, Giannino and Paolo – known as the “racing counts”: four non-professional racing drivers who made their mark in European motoring history, racing against and often beating the greatest champions of the day like Alberto Ascari, Juan Manuel Fangio and Stirling Moss

Giannino Marzotto, winner of the 1950 and 1953 Mille Miglia (the only one with a double success in what was one of the toughest competitions) with his Ferrari "Egg", holds the record for being the youngest competition winner at 22 years old.

His brother Vittorio was in his turn another important figure. After two withdrawals in 1951 and 1952 he performed a motoring miracle in the 1954 race, arriving first in the category with his Ferrari Sport 500 Mondial and overall second behind Alberto Ascari, Formula 1 champion in 1952 and 1953.

Besides the Mille Miglia the Marzotto brothers won a Grand Prix in Monaco, took part in Le Mans 24 hours and ranked highly in the Targa Florio and Coppa delle Dolomiti.

It wasn't just about racing though. These were important formative experiences in the career paths - in administrative and managerial terms – of four businessmen who would go on to head the family business in subsequent years.

Mille Miglia today

After twenty four competitions, the Mille Miglia was suspended for safety reasons in 1957. Twenty years later in 1977, it was reborn as a regularity race for classic cars. This did nothing to lessen its appeal however. Every year, for just over 400 places, almost 3000 entry applications are received from drivers and cars from all over the world, including the USA, Japan, Germany, the UK and in recent years even China.



76% of the competitors are indeed foreign, coming from 35 different countries. Sixty four car firms take part every year (only cars that took place in an original race event are admitted in the "new" Mille Miglia).

It's a competition combining elite luxury and the most genuine popular passion.

The 2015 Mille Miglia race – running from 14th to 17th May - from Brescia to Rome and back will be making stops in Rimini and Parma.

Santa Margherita Wine Group and Mille Miglia

The bond between the two entities has strengthened thanks also to the important sponsorship for the production of the first film dedicated to this competition, "Rosso Mille Miglia" by director Claudio Uberti with Martina Stella e Fabio Troiano, of national cultural interest with a special mention received from the Ministry of Cultural Activities and Heritage. The Group will be present with its wines and with Vyta Santa Margherita "sampling corners" along the course and in the main events.

But above all, the presence of a Marzotto racing driver among the teams will consolidate this history, a history which once again is intertwining with the history of the most beautiful race in the world.

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