

---

**Vyta Santa Margherita – Inaugural Cocktail  
Casa del Cinema at Villa Borghese – 20<sup>th</sup> October**

The new VyTA Santa Margherita concept was officially inaugurated on Tuesday 20<sup>th</sup> October in the Casa del Cinema at Villa Borghese in Rome: that evening's event allowed everyone present to get to know about the VyTA Santa Margherita project, created as a partnership between Nicolò Marzotto's retail group and the Santa Margherita Wine Group.

Care for aesthetic aspects and attention to the quality of products, ingredients and materials have meant that VyTA Santa Margherita has established itself as an exclusive location for those who are traveling and wish to eat in locales in which innovative design and highly functional spaces are combined with the best wines and food that Italy has to offer in terms of genuineness, freshness and sustainability.

After conquering the major railway stations (Roma Termini, Milano Centrale, Torino Porta Nuova, Napoli Centrale, Venezia Santa Lucia and Bologna Centrale), VyTA Santa Margherita has now opened its first prestigious urban location, in the heart of Rome's Villa Borghese Gardens. Here, alongside the cafeteria, the Group's first restaurant is making its debut: simple but well-organized, with a chef on site.

*"After the very positive response to the format (which has already been commended by the International Architecture and Design Awards) and to the concept of our project for establishments in which to eat in a railway environment," states Nicolò Marzotto, "we are now ready to put ourselves to the test outside of a station context. Even the name "VyTA Santa Margherita" indicates a precise strategic decision taken by the partners: to combine the elegance and functionality of our locations with the best in Italian food, aiming at perfect matching between our culinary proposal and the wines we have on offer".*

*"Santa Margherita offers wines that are representative of Italy whilst combining perfectly with the most disparate gastronomic expressions," declares Ettore Nicoletto, CEO of the Santa Margherita Wine Group. "We have made this aspect one of our missions, so as to render the association between wine and food an experience that is always fascinating and also establishing ourselves as one of the principal promoters of Italian wine and food culture. This partnership with VyTA allows us to make our products known to a heterogeneous and international public which, even when taking a moment just to relax, can seize the opportunity to enjoy a product of high quality".*

VyTa Santa Margherita in the Casa del Cinema at Villa Borghese will also be, in the coming months, a real venue for events, thanks to a rich and stimulating calendar of initiatives such as tastings, informal concerts and much more besides.

October 2015

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

**Press Office: Gagliardi & Partners**

For information: Nicolò Soranzo and Giovanna Zilio  
Tel. +39 049 657311 – E-mail: [gagliardi@gagliardi-partners.it](mailto:gagliardi@gagliardi-partners.it)