

**The Santa Margherita Wine Group, partner of the Gaetano Marzotto Awards, rewards Faberest**

The Santa Margherita Wine Group has recently become a partner, with the “Corporate Prize”, of the Gaetano Marzotto Awards: this year the recipient of this prize is Faberest.

As a business that has always been driven by its ability to innovate during the course of its eighty-year-long history, as well as being the originator of major landmarks in the story of Italian wine, the Santa Margherita Wine Group constantly seeks to open itself up to avant-garde ideas and fresh, creative stimuli, thus creating a broad base for the development of its projects: from packaging to design, from entertainment to the appeal of its wineries for tourists.

*“It is an honor” declares Ettore Nicoletto, CEO of the Santa Margherita Wine Group, “to have become part of this venture alongside the Marzotto Project Association. We have sought to remain coherent with the mission that our founder, Gaetano Marzotto, assigned to Santa Margherita back in 1935: to lead a great transformation in Italy’s food industry, making it not only able to fulfil people’s needs, but also a protagonist, an important player in world trade. We are well aware that today we can no longer just rely on storytelling and the instruments of the past: we need something more. We expect wine to be not only a product to be bought and sold, but also an ambassador of culture, a testimonial for Italy’s countryside and natural environment”.*

It is based on these remarks that the decision was taken to reward Faberest and its “The Italian Wine Journey” project. This is a platform for dialogue that aims to respond to one of the essential requirements of Italian wine: to be able to communicate with an ever-growing number of wine lovers and tourists from all over the world and so show off one of Italy’s most fascinating aspects. The idea is to bring wine enthusiasts into the vineyards and wineries, “to stroll amidst the vines”, to get to know the estates and their production cycles, not so much in terms of their technical elements but as new instruments for transmitting the wealth of our country.

November 2015

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**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)