

# *Santa Margherita*

GRUPPO VINICOLO

## **The first Accolade for the Santa Margherita Wine Group's new U.S. Subsidiary: the 2016 AmCham Wine Excellence Award.**

April 2016. Santa Margherita USA Inc., based in Miami, has deservedly won the "2016 Wine Excellence Award" of the American Chamber of Commerce in Italy, which rewards the Italian wine producer that has made the greatest contribution to developing bilateral relations between Italy and the United States.

Santa Margherita USA Inc. has involved a direct investment by the parent company of more than 14 million dollars taking on the role of direct importer on the American continent of a significant share of the Santa Margherita Wine Group's wines, thus highlighting the quality of our "mosaic of producers" in Italy's finest wine-producing regions.

This initial investment is already being followed by a richly-structured and innovative marketing plan aimed at both the U.S. trade and consumers, with an estimated cost (when in full operation) of around 10 million dollars.

This is, therefore, one of the most important direct investments ever made by an Italian producer in the American economy, with the aim of taking advantage of all the opportunities afforded by what is already today the leading export market for Italian wines.

This investment in fact reinforces the historic links that already exist between the Santa Margherita Wine Group and the States: links that date back to just after the Second World War and which have become increasingly close ever since the 1960s and the launch of Pinot Grigio, the great "innovation" dreamt up by Count Gaetano Marzotto.

Today, the United States represents just under half of the Group's turnover (more than 118 million Euros overall in 2015) and growth in that market, in the year that has just ended, was of over 5 percent.

The American Chamber of Commerce in Italy has been present in our country for a century and represents all the American and Italian companies that operate on both sides of the Atlantic.

This is the motivation given for the prestigious accolade that will be awarded on Saturday 9<sup>th</sup> April at 6 p.m. in the Sala degli Arazzi of Palazzo Barbieri, Verona's City Hall, in the presence of the United States Ambassador to Italy, John Phillips, of the Consul General in Milan, Philip T. Reeker, of the Mayor of Verona, Flavio Tosi, of the directors of AmCham Italy and of Verona's most eminent citizens: *«A historic business based on wine and passion, with a long-standing and profound connection with the USA, consolidated by the creation of a subsidiary in Miami and the launch of a project to reinforce the leadership it has already acquired, backed up by one of the most significant direct investments made by an Italian wine company in the United States».*

"For Santa Margherita this Award is a prize for our very important commitment," underlines Gaetano Marzotto, President of the Santa Margherita Wine Group, "in a market that is extremely competitive, in which every success has to be confirmed day by day, and in which an extraordinary demographic transformation is taking place that we intend to take advantage of. This is an Accolade that reinforces and consolidates the links between our wineries and the USA: it is not a point of arrival, but rather a launch pad towards a presence and a friendship that are even more solid and deep-rooted".

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[www.santamargherita.com](http://www.santamargherita.com)  
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## **ABOUT THE SANTA MARGHERITA WINE GROUP**

*Founded in 1935 by Gaetano Marzotto, the Santa Margherita Wine Group incorporates eight different wineries in some of the most beautiful wine-producing regions in Italy: the Eastern Veneto, Conegliano-Valdobbiadene, Franciacorta, Trentino-Alto Adige, Chianti Classico, the Maremma and Sicily. Through the Santa Margherita, Ca' del Bosco, Kettmeir, Lamole di Lamole, Vistarenni, Sassoregale and Terreliaide brands, it represents one of the most significant hubs in the Italian wine sector, with over 19 million bottles sold each year in 85 countries around the world. The Group, administrated by CEO Ettore Nicoletto, is owned by the four brothers in the 3<sup>rd</sup> generation of the family: Gaetano Marzotto is the President of the Group, Stefano Marzotto is the President of Zignago Holding, Luca Marzotto is Vice-President of the Group, and Nicolò Marzotto is a member of the Board of Directors. The wines are distributed on 5 continents, with particular focus on Italy, the United Kingdom, Germany, Canada and the United States, where - since January 2016 - the Santa Margherita USA Inc. import and distribution company has been operative, with its headquarters in Miami.*