

Santa Margherita

GRUPPO VINICOLO

The Santa Margherita Wine Group is once again the Main Wine Sponsor of the Mille Miglia in 2016.

A race that is rich in experiences, dreams and values, and which combines a passion for sport with Italian winemaking excellence.

19th-22nd May, Brescia>Rimini>Rome>Parma>Brescia

April 2016. The story of a family. Of men always ready to surpass their own limits. Of businessmen who continue to celebrate the link between wisdom and the land, between nature and technology, and between our country's resources and a quest for innovation and an international calling.

This philosophy recognizes the most famous classic and vintage car race in the world as a symbol and a metaphor for the extraordinary voyage undertaken by the Marzotto family: that of the brothers Vittorio, Umberto, Giannino and Paolo who, in the same years in which they were winning on the most legendary routes of the Mille Miglia, were also guiding with immense dedication the modern and visionary production-based business launched by their father Gaetano in 1935. Yesterday just like today.

The new generation of Marzottos, represented by Luca, Stefano, Nicolò and Gaetano – sons of Vittorio – in 2015 paid tribute to the 80th Anniversary of the Santa Margherita Wine Group by becoming Main Wine Sponsor of the Mille Miglia, and they are now renewing this same sponsorship for the 2016 edition as well.

A round trip, from Brescia to Rome and back. 5 exceptional teams with 5 historic cars, which do not only express an enthusiasm for sports and a taste for competition, but especially unlimited attention towards the values of respect and sharing, courage and efficiency, research and quality: values that have always inspired the business style and way of thinking of the Marzotto family.

These values also permeate the incomparable links between vines and wine and between man and the *terroir* that still contribute to the success of the “winemaking mosaic” made up of the eight estates spread around 5 Regions from the North to the South of Italy, cared for and “steered” by the Wine Group as if they were highly precious automobiles.

In this new voyage of discovery around Italy, the Santa Margherita team is presenting itself on the starting line with 5 really charismatic and evocative cars:

- The Lancia Aurelia B20 driven by Stefano Marzotto
- The Lancia Lambda driven by the younger generation of the family, i.e. Alessandro and Sebastiano Marzotto
- The Lancia Aurelia B20 driven by Loris Vazzoler, Technical Director of the Wine Group
- The Lancia Aurelia B24 driven by Santa Margherita's CEO, Ettore Nicoletto
- The Mercedes Gullwing Coupé driven by Formula 1 star Ivan Capelli.

The Santa Margherita Wine Group has also chosen Miriam Leone as its special testimonial for the event, recognizing in the young actress and television presenter the same ideals of modernity, determination and beauty that have always inspired the Group.

Miriam will join the Santa Margherita team and Ivan Capelli at Vinitaly on Sunday 10th April at 2.30 p.m.

****Collateral Events:*** Along the 4 stages of the route, the Portogruaro-based Wine Group will be delighted to offer its guests and clients a series of exclusive collateral activities, ranging from wine tastings and stops at Michelin-starred restaurants to guided tours of some of our country's most fascinating sites. These will begin with the inaugural event on 18th May, the day before the start of the race, at Ca' del Bosco in Lombardy. This will be followed by the “lounge” prior to the start, set up in Brescia's Piazza della Vittoria on 19th May, and by the cocktail in Rome organized by VyTA Santa Margherita on 20th May, at Villa Borghese, to celebrate the finish of the second stage.

Santa Margherita

GRUPPO VINICOLO

****The Mille Miglia in Figures:** 3,000 people involved / 435 cars competing / 24% Italian and 76% competitors / 64 car manufacturers / 2,570 people registered / 1,600 race assistants / an average of 1,500 professionals taking part.

The Marzotto family and the Mille Miglia

In the 1950s the four Marzottos were known in motor sport circles as the “Racing Counts”. Even though they were non-professionals, they displayed extraordinary driving skills, registering amazing victories over such champions as Alberto Ascari, Juan Manuel Fangio and Stirling Moss.

In 1950 and in 1953 Gianni triumphed in the Mille Miglia in the Gentlemen Drivers section, repeating his success on board of his unmistakable Ferrari “Uovo” and establishing (at only 22) the record as the youngest driver on the podium. The legendary image of him is of a man driving in an impeccable double-breasted suit, which – from its beige color at the start – always ended up blackened by the mud splashed up by the wheels.

After unfortunately having to retire in 1951 and 1952, his brother Vittorio also won a place in history with his outstanding performance in 1954: first place in his class in a Ferrari Sport 500 Mondial and second place overall behind Formula 1 champion Alberto Ascari.

One must also not forget the Marzottos’ victory in the Monaco Grand Prix in 1952 and their still unbeaten record in the Coppa delle Dolomiti of the same year, obtaining the first, second, fifth and seventh places in the general standings, as well as the first four places in the over 1100 cc Sport class.

www.santamargherita.com

www.facebook.com/pages/ViniSantaMargherita

twitter.com/ViniSMargherita

Ufficio Stampa

Luisa Bertoldo Press Office

Ref: Alessandra Fossati

alessandra@luisabertoldo.com

T +39 02 2666364

M +39 349 4742795

Ufficio Stampa Trade Gagliardi & Partners

Ref: Nicolò Soranzo, Giovanna Zilio

gagliardi@gagliardi-partners.it

T +39 049 657311

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 3rd 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.