

Santa Margherita

GRUPPO VINICOLO

Santa Margherita: the new D.O.C.G. Prosecco line makes its debut at the 50th edition of Vinitaly.

April 2016. A brand-new bottle, designed and produced in-house; an overall image of absolute stylistic elegance, with precise indications of the wines' taste characteristics; and a strong link with family tradition, highlighted by the Marzotto family's crest on the front of the bottle: these are the elements that immediately catch one's eye in the new D.O.C.G. line - including Prosecco Conegliano Valdobbiadene Superiore and Cartizze - that Santa Margherita is presenting at the 50th edition of Vinitaly (Verona, 10th -13th April).

This restyling aims to highlight the long-standing tradition of the Wine Group with its headquarters at Fossalta di Portogruaro - one of the very earliest to have believed in the potential of Prosecco, producing its first sparkling wines as long ago as 1952. On the other hand, it emphasizes the outstanding quality and preciousness of the Prosecco that comes from the hills of Conegliano-Valdobbiadene and of Cartizze.

The D.O.C.G. line represents the top of Santa Margherita's Prosecco range. These are wines that offer unique characteristics, which derive from the hilly area they come from, with vineyards at up to 500 meters above sea level. Viticulture here is difficult, requiring very many hours' work per hectare, but also extremely environment-friendly.

The restyling began with the bottle: a re-modelled "French-style" sparkling wine container, with lower shoulders and brownish glass in order to preserve its precious content. It has been designed and produced by Zignago Vetro (one of the Group's historic companies) and, in high relief in the center of the front of the bottle, there are the coat of arms of the family (which, with Count Gaetano junior, founded Santa Margherita in 1935) and its motto: «*Sua textit labor fata*» ("work weaves destiny"). The remodeling process proceeded with the choice of papers and colors for the labels - dove gray for the Brut version, yellow for the Extra Dry and bronze for the Cartizze - which were chosen because of their similarity with the sensory characteristics and the *terroirs* of origin of the various wines.

Thus, dove gray underlines the Brut's strength and immediacy; yellow, the mellowness and warmer aromas of the Extra Dry version; and bronze, the specific characteristics of the smallest production area (a mere 106 hectares out of the total 6 thousand of the D.O.C.G.), which produces the most refined and elegant Prosecco.

The choice of the lettering and geometrical shape of the labels is also intended to highlight the intrinsic value of the D.O.C.G., which is objectively at the summit of the quality pyramid of the major "phenomenon" called Prosecco. This has to be immediately perceptible by the consumer, especially if he or she is not especially familiar with the classification of Italian wines.

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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.