



Enoitalia, the largest privately owned winery in Italy, announces the expansion to Travel Retail

Bardolino (Italy), 10th September 2018. **Enoitalia** announces the expansion of its award winning wines to **Duty Free** outlets worldwide. Since inception, Enoitalia has established itself in **80 countries in 4 continents** and expanding to Duty Free was a natural and consequent move.

The global travel retail market size was valued at \$68.6 billion in 2017, and is projected to reach \$125.1 billion by 2023 thanks to the development of the in travel & tourism industry, rapid urbanization, and change in lifestyle, owing to increased disposable income of the consumers, which will drive the growth of the travel retail market. Wines & spirits is the second largest revenue contributor in travel retail market. The consumption of wines, particularly quality wines and spirits with creative packaging has increased considerably in the past few years. This reflects Enoitalia's mission to produce distinctive wines for modern International wine consumers.

Enoitalia is the largest privately owned winery of Italy in terms of production and one of the top ten in the country. Enoitalia was founded in 1986 in Italy, and has expanded globally under the management of Giorgio Pizzolo and his three brothers Giuliano, Augusto and Floriano.

We produced **97 million bottles** in 2017 and we **export 75%** of our production. Our top performing countries are USA with our direct importer, Canada and Europe, where we are present both on and off trade.

We are constantly growing and currently focusing on Asia, Russia and the Middle East for future expansion. With 170 million euros revenue in 2017, **Enoitalia** is the fastest growing winery with **+ 76% growth** over the last six years.

For the past 30 years, we have had a clear objective: be ambassadors of Italian taste globally and we have been doing this valuing and promoting the uniqueness of each Italian varietal and its territory.

Our team of winemakers select the wines from the most valued wine areas in Italy, working continuously to deliver the uniqueness of these territories and of those men and women who are committed every day to the wellbeing of our land.

Our job is to meet the demands of our customers in a creative, reactive and flexible way and to follow universal values, such as the joy of living and the pleasure of conviviality, to embrace consumers' desires.

We constantly invest in innovation to guarantee **Italian style** and **taste** for all of the markets where we operate, proud to be distinctive with a focus on consumer trends.

Quality is at the center of what we do. This is why we elevate quality standards in each department, optimizing every procedure, and reducing environmental impact and valuing our people, our true asset.

Every single step of production is monitored. Every single operation, procedure and product are traceable and subject to strict certification protocols.

ENOITALIA means «*E NOI (US) ITALIA – a team of people dedicated, every day, with strong passion, to the millions of bottles that we bring to people all over the world and that tell the story of our unique country*»

Giorgio Pizzolo, President of Enoitalia.

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Blue Village Stand H9

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Gemma di Luna
The Italian Luxury Collection



GEMMA DI LUNA presents the **Italian Luxury Collection**; a selection of wines meticulously crafted to elevate Italy's most loved varieties from the ordinary to the extraordinary and turn everyday experiences into moments of luxury. From the graceful teal bottles, stunning laser foil embellished labels, to the exquisite wines inside, Gemma di Luna delivers everything consumers want in wine.

Because Millennial drinkers look for originality and personality in their wine choices, it's evocative brand name and the beautifully distinctive blue bottles are designed to speak directly to them. The Italian Luxury Collection creates a sense of occasion and celebration with every cork popped.



LATIN FOR WOOD ITALIAN FOR QUALITY



Lignum, the ancient Latin word for **wood**, is the inspiration behind this rich blend of **Merlot, Cabernet Sauvignon** and **Shiraz** from **Sicily**. The wine displays an elegant body, balanced tannins, ripe cherry flavors with a hint of dark chocolate and classic wood notes that are its namesake.

The name pays homage to this element of nature that accompanies the wine as it matures over time. Lignum is presented in a conical bordelaise bottle, reminiscent of the Bordeaux bottle's original shape and decorated with an authentic wood label embellished with cutouts which replicate wood grain and present an alluringly tactile element to this unique wine package.



Boldly innovative, elegantly unapologetic and tastefully confident, VOGA Italia is a contemporary wine concept for the modern consumer. The chic cylinders, curvaceous bottles and innovative closures command attention, but it's the award winning wines inside that are the real stand-outs. Rich in flavor and full of character, the VOGA collection is styled to deliver the taste profiles most desired by today's wine drinkers. Red or white, still or sparkling, dry or sweet, each wine is a triumphant expression of the famed terroir from which it hails. Voga Italia is now offering also an all Italian Premium Vodka crafted with

Italian wheat. The award winning wines of VOGA Italia are served in the trendiest bars, clubs, lounges and restaurants in more than 80 countries worldwide, making VOGA Italia how modern wine consumers everywhere Drink IN Style.