



Italian Wine & Food Institute

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FOR IMMEDIATE RELEASE

BRITALIA

The Launch of BRITALIA on October 20

THE GREAT ITALIAN WINES AT THE EMBASSY IN LONDON

**Growing Interest in the worldwide Italian Promotion
by Harvey Nichols where Italian wine will take a leading role**

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**London**, 14 October - Interest is soaring for the Wine Tasting that will be held on Thursday, 20th October, within the ballrooms of Italian Ambassador Terracciano's residence in Grosvenor Square in central London.

The event, which will see the personal presence of a select number of leading Italian producers and over thirty of the most significant wines representing excellence in Italian production, will launch BRITALIA - the largest promotion ever organised by Harvey Nichols - that will bring "Made in Italy" to the global forefront.

Organised by Harvey Nichols, BRITALIA will be inaugurated on the 10th November by the President of ICE-Italian Trade Agency, Michele Scannavini, and will run from 10th November to 24th December simultaneously in the store's

eight locations in Birmingham, Bristol, Dublin, Edinburgh, Leeds, Liverpool, London and Manchester and in its overseas branches in Ankara, Dubai, Hong Kong, Istanbul, Kuwait and Riyadh.

BRITALIA will include a specific set of wine initiatives organised by the Italian Wine & Food Institute with the sponsorship UIV - Unione Italiana Vini. Following the launch event on 20th October at the Italian Embassy, subsequent wine events will take place on 21st November in Edinburgh at Harvey Nichols in St. Andrew Square; 23rd November in London at the flagship store in Knightsbridge; 25th November in Dublin at Harvey Nichols in Dundrum Town Centre; 13th December in Hong Kong at Harvey Nichols Pacific Place on Queensway; and 15th December in the luxury retailer's Hong Kong site on Queen's Road.

The insertion of the series of Wine & Food Tastings in this exceptional initiative will elevate the importance and image of Italian wine and food, as they will be presented in an elegant framework alongside the most important "Made in Italy" products in some of the major sales centers across the world.

The wine events will showcase a selection of the best of Italian production, with an overview of the production areas and types of wine Italy has to offer: from Trentino to Sicily, from Piedmont to Puglia, from Tuscany and Friuli Venezia Giulia to Umbria and Sardinia.

From Ferrari sparkling wines to the wines of Donnafugata, from Barolo of Pio Cesare to Amarone of Pasqua, from Prosecco of Piera Martellozzo to Vernaccia di San Gimignano of Guicciardini Strozzi, from Chianti Classico of Castello di Querceto to Primitivo di Manduria of Vespa Vignaioli, from Costera Cannonau of Argiolas to Nero della Cervara of Cantina Todini.

Some of the most famous Italian wine producers, including Valentina Argiolas, Alessandro François, Natalia Guicciardini Strozzi, Piera Martellozzo, José Rallo, Luisa Todini and Bruno Vespa, to name a few, will personally present their excellent wines to guests at the Embassy of Italy in London on the 20th October. This is an invitation only event.

Among the large selection of wines that will be offered to discerning wine editors, personalities and VIP from across the United Kingdom are *Ferrari Maximum Brut Trento DOC NV* and *Ferrari Maximum Rosé Trento DOC NV*; *Castello di Querceto Chianti Classico Riserva DOCG 2013* and *Supertuscan "Cignale" Colli della Toscana Centrale IGT 2011*, awarded the Silver Medal at the "Counours Mondial de Bruxelles."

Arriving from Sicily will be an exceptional *Nero d'Avola* by *Donnafugata, Mille e una Notte 2011*, whose label displays the palace where Queen Maria Carolina took refuge after fleeing from Naples; and *Donna Fugata, Ben Ryè Passito di Pantelleria DOC 2014*: one of the most sought-after Italian dessert wines.

The *Villa Cusona Vernaccia di San Gimignano DOCG 2014* of Tenute Guicciardini Strozzi, which is spearheaded by Prince Girolamo Guicciardini Strozzi, will be represented by his daughter Princess Natalia Guicciardini Strozzi in London; and *Millesimato, of the 075 Carats, Prosecco extra dry DOC 2015* of Piera Martellozzo will generate further attraction to the event.

The two great "pillars" of the most classical and best known Italian wine, the *Barolo DOCG 2011* of Pio Cesare and the *Amarone della Valpolicella Classico Riserva DOCG 2011, Terre di Cariano* of Cecilia Beretta will symbolise the great Italian reds.

Representing the constant evolution in the world of Italian wine will be the *Romeo & Juliet, Passione e Sentimento IGT Veneto 2014* of Famiglia Pasqua, *Composizione di Rosso 2011* of Piera Martellozzo, and the new "Raccontami," *Primitivo di Manduria DOC 2014* created by renowned enologist Riccardo Cotarella exclusively for the new winery of Bruno Vespa.

Of particular interest will also be the *Costamolino, Vermentino di Sardegna DOC 2015* of Argiolas, the *Bianco del Cavaliere, Grechetto di Todi DOC 2014* of Cantina Todini, the *Ferrari Perlé, Trento DOC 2009*, the *Chianti Classico DOCG 2014* of Castello di Querceto, the *Vigna di Gabri, Bianco, Sicilia DOC 2014* of Donnafugata, the *Supertuscan Sodole, Rosso Toscano IGT 2008* of Tenute Guicciardini Strozzi, the *Amarone della Valpolicella DOCG 2012* of Pasqua, the *Terre Magre, Sauvignon DOC 2015* of Piera Martellozzo, and the *Bruno dei Vespa, Rosso Puglia IGT 2015* of Vespa Vignaioli.

To further enhance the event at the Embassy, guests will also be treated to Ferrero Rocher and Ferrarelle mineral water.

Guests of Honor, H.E. Ambassador Pasquale Q. Terricciano and Harvey Nichols CEO Stacey Cartwright, will jointly announce the BRITALIA campaign to the press at the event on the 20th October.

Special guests will include the Counsellor for Economic and Commercial Affairs of the Embassy, Dante Brandi, the Italian Trade Commissioner in London, Fortunato Celi Zullo, President of Unione Italiana Vini, Antonio Rallo, as well as the Chairman and Director of the Italian Wine & Food Institute, Lucio Caputo and Kimberly Fry, who organised the various wineries initiatives.

During the event, the president of the Italian Wine & Food Institute, Cav. di Gran Croce Lucio Caputo, will present on behalf of the participating wine producers, a special plaque to Ambassador Terracciano in appreciation of his activities in favor of "Made in Italy" and Italian wine.

For this complex, global promotion, Harvey Nichols will make significant purchases of Italian products that range from high fashion to womenswear; from menswear to leather goods, accessories and footwear; from gift items to perfumes and, of course, to wine and food.

BRITALIA will be supported by a public relations and advertising campaign in the most prestigious fashion magazines and local newspapers, in the catalog of Harvey Nichols, on websites and in social media. For the duration of the promotion, all external windows and the main internal display areas in the fifteen stores will be dedicated to Italian products.

Harvey Nichols is the world's leading luxury retailer, renowned for its exclusive edit of the most prestigious brands across womenswear, menswear, accessories, beauty, food and wine. Founded in 1831, today Harvey Nichols has stores in London, Bristol, Manchester, Edinburgh, Birmingham, Leeds and a dedicated beauty store Beauty Bazaar, Harvey Nichols in Liverpool. Outside of the UK

stores include Dublin in the Republic of Ireland and internationally Riyadh, Hong Kong, Dubai, Istanbul, Ankara and Kuwait.

The promotion "BRITALIA" is organised with the sponsorship of the Ministry of Economic Development and ICE-Italian Trade Agency. Wine initiatives are organised, on behalf of Harvey Nichols Group, by the Italian Wine & Food Institute.

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