



Italian Wine & Food Institute

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BRITALIA



Series of Wine Initiatives Connected to Britalia

GREAT SUCCESS ACHIEVED FOR ITALIAN WINE FROM EDINBURGH TO HONG KONG

London, 13 January — The series of initiatives supporting Italian wines that was held as part of the promotion BRITALIA of the Harvey Nichols Group in London concluded with tremendous success.

The unprecedented series of global initiatives began on 20 October with an exceptional presentation at the Italian Ambassador's residence in London, and continued at Harvey Nichols stores in Edinburgh on 21 November; in London on 23 November, in Dublin on 25 November, and in Hong Kong on 13 December at Harvey Nichols Pacific Place and on 15 December at Harvey Nichols Landmark.

In the framework of the worldwide promotion in favor of the *Made in Italy*, the initiatives showcased an impressive selection of Italian wines from the main production regions in Italy in one of the most prestigious luxury department stores in the world. The promotion, both challenging and complex given its territorial extension, required meticulous planning that was the foundation of its success.

The pairing of the finest Italian wines with the most famous names of the *Made in Italy* played a significant role. Their exposure in the exterior windows of Harvey Nichols stores - from

Edinburgh to Hong Kong - gave considerable visibility to Italian wine as a whole. Millions of people across the world passed by the department stores' windows, greatly expanding the positive effect of the wine initiatives on the participating Italian companies.

Of great importance and in line with the current times, pictures of each bottle and description of the wines presented at the Wine Tastings were made available on Harvey Nichols website to allow for "on-line" purchases anywhere in the world. This inclusion has multiplied and extended the propaganda, geographical and commercial value of the initiatives in favor of wines connected to the promotion BRITALIA.

Equally important and useful was the creation of the website (www.rulebritalia.org) which, from the earliest stage of the promotion, allowed for the dissemination of all relevant information and timely access to published documentation relating to BRITALIA.

At the initiatives, there was an overall presence of over 2,000 carefully selected guests, among whom were the major local Wine & Food Editors, operators, personalities and VIPs. The large crowds packed the elegant areas where the wine producers were stationed.

The guests were able to taste over forty high-quality wines, personally presented by their producers, and to read more information about each wine in the amply illustrated, colorful catalogues specially printed for the various events.

Great attention was paid to the selection of participating wineries. Only the most distinguished wineries representing the most important production areas of Italy were chosen to present some of the most famous Italian wines at the events. An essential requirement for participation was the presence of the owner (or a qualified representative of the company) and the importers in the countries where the initiatives were held.

The wines presented thus provided a panoramic picture of the best of Italian production, as well as the types of wines from each production area: from Trentino to Sicily, from Piedmont to Puglia, from Tuscany to Friuli Venezia Giulia, from Umbria to Sardinia.

The wineries that participated in the tastings included: Argiolas, Allegrini, Castello di Ama, Castello di Querceto, Contratto, Ferrari, Guicciardini Strozzi, Donnafugata, La Spinetta, Piera Martellozzo, Pasqua, Pio Cesare, Podere San Cristoforo, San Polo, Michele Satta, Luisa Todini and Vespa Vignaioli.

Among the wines presented: the Allegrini, Palazzo della Torre, Veronese IGT 2013; the sparkling wines Ferrari Maximum Brut Trento DOC NV and Ferrari Maximum Rosé Trento

DOC NV; the Nero d'Avola, Mille e una Notte 2011 and the Ben Ryè Passito di Pantelleria DOC 2014 of Donnafugata; the Barolo DOCG 2012 of Pio Cesare; the Amarone della Valpolicella Classico Riserva DOCG 2011, Terre di Cariano of Cecilia Beretta; the Blanc de Blancs 2010 and the Millesimato Extra Brut 2010 of Contratto; the Prosecco Millesimato, della linea 075 Carati, extra dry DOC 2015 of Piera Martellozzo; the Vernaccia di San Gimignano DOCG 2014 and the Supertuscan Sodole, Rosso Toscano IGT 2008 of Guicciardini Strozzi; the Chianti Classico Riserva DOCG 2013 and the Supertuscan "Cignale" Colli della Toscana Centrale IGT 2011 (awarded the Silver Medal at the "Concours Mondial de Bruxelles") of Castello di Querceto; the Rosso dei Vespa 2011 and Primitivo del Salento IGT 2015 of Vespa Vignaioli; the Costera Cannonau di Sardegna DOC 2013 of Argiolas; the Rubro, Sangiovese Colli Martani DOC 2009 of Cantina Todini; the Castello di Ama, Chianti Classico DOCG, 2014 and the Castello di Ama, San Lorenzo Chianti Classico DOCG 2011; the Garretti, Barolo DOCG 2012 of La Spinetta; the Podere San Cristoforo Amaranto, Maremma Toscana DOC 2014; the Podere San Cristoforo Luminoso Bianco, M. Toscana DOC 2011; the San Polo, Brunello di Montalcino DOCG 2007; the Michele Satta, Bolgheri Rosato, DOC 2015 and the Michele Satta, Bolgheri Rosso, DOC 2014.

Some new wines attracted particular interest, including the Romeo & Juliet, Passione e Sentimento IGT Veneto 2014 of Famiglia Pasqua; the Composizione di Rosso 2011 of Piera Martellozzo, and the "Raccontami", Primitivo di Manduria DOC 2014 specially created by esteemed Enologist Riccardo Cotarella, for the new winery of Bruno Vespa.

The initiatives were also devoted to Italian gastronomy, offering a wide selection of specially prepared food delicacies and alternating between the mineral waters of Ferrarelle and San Pellegrino. A large number of hostesses assisted the representatives of the wineries and many waiters provided top-notch service to guests. For the tastings, over 10,000 wine glasses and flutes were used.

All wines presented at the Wine Tastings were also exposed, with elegance and prominence, in the exterior windows of the department stores in Edinburgh, London, Dublin and Hong Kong, as well as in various interior areas of the stores, giving them and to Italian wine as a whole notable publicity. A considerable number of signs with the BRITALIA logo further highlighted their exposure.

Of particular interest was the inaugural event in the Ambassador's residence in London that announced the great promotion BRITALIA. Ambassador Pasquale Q. Terracciano and the CEO of Harvey Nichols, Stacey Cartwright, after thanking the Italian Wine & Food Institute for organizing the wine initiatives, underlined the great importance of BRITALIA for the *Made in Italy* in the world.

The promotion was officially inaugurated on 10 November by the President of ICE-Italian Trade Agency, Michele Scannavini, at Harvey Nichols headquarters on Knightsbridge in central London. Inauguration events kicked off the promotion simultaneously in the store's six locations in Birmingham, Bristol, Edinburgh, Leeds, Liverpool and Manchester and in its foreign branches in Ankara, Dubai, Dublin, Hong Kong, Istanbul, Kuwait and Riyadh.

Benefitting from a budget of several million Euro for the advertising and public relations campaign, BRITALIA resulted in a significant volume of purchases of Italian products ranging from high fashion to womenswear; from menswear, leather goods, accessories, footwear to gifts, perfumes and, of course, to wine and food products.

During the event at the Ambassador's Residence, the president of the Italian Wine & Food Institute, Lucio Caputo, together with the participating wine producers and the Italian Trade Commissioner, Fortunato Celi Zullo, presented a special plaque to Amb. Pasquale Q. Terracciano in appreciation for his activities in favor of the *Made in Italy* and Italian wines. Special certificates attesting to their participation in the wine initiatives were also presented to all participating wine producers.

All the other wine initiatives were held in the clothing departments within Harvey Nichols stores, allowing guests to admire the innovative designs of the major Italian fashion houses involved with the promotion.

The promotion B R I T A L I A was organized by Harvey Nichols of London, with the sponsorship of the Ministry of Economic Development and of ICE-Italian Trade Agency. The wine initiatives were coordinated, on behalf of Harvey Nichols, by the Italian Wine & Food Institute with the patronage of UIV - Unione Italiana Vini, in close collaboration with the Italian Trade Commissioner in London.

NOTE:

A large selection of photos on the various events are available on the website:

<http://rulebritalia.org/photo-gallery/>

High-resolution photos are available upon request.

