



Celebrating

200
YEARS
of toasts

Here's to the
next 200

#Zonin200Years

PRESS KIT
ZONIN1821

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Zonin1821

loving wine since 1821

It was 1821 in Gambellara, a small town near Vicenza in the Veneto region, in a hilly area traditionally dedicated to the cultivation of vines: this is where the story of Zonin begins. The combination of a supremely suitable wine-growing area and a family of local traders and winemakers led to a successful business model in Italy and the world.

It all began in 1821 with Giovanni Battista (Giobatta) Zonin and Girolamo Antonio Zonin, who were among the owners of a *Ronco Arborato Vitato* (land suitable for the cultivation of vines). This liaison between the wine-growing area and the Zonin family harnessed local tradition (the production of grapes) until 1921. In that year, in light of the evident consequences of the Great War, the 22-year-old Domenico Zonin asked his father for his share of his inheritance, and with the money set up a limited production of wines and liqueurs which he distributed in the neighbouring areas. This marked the launch of Cantine Zonin and despite the period's hardships, the company continued to grow exponentially until the post-WWII period.

International development began in the late 1960s, combined with expansion via the acquisition of various excellent *terroirs* both in Italy and overseas starting in the 1970's. This evolution saw Zonin vineyards reach a total of some 2,000 hectares of vineyards (out of a total of 4,000): 7 estates extending across six of Italy's most prestigious winemaking regions – Veneto, Friuli Venezia Giulia, Lombardy, Piedmont, Tuscany, Puglia, and Sicily – plus one in Virginia (USA) and a joint venture with the Vial family in Chile. This systemic structure is designed to guarantee the best quality grapes and wine through direct, complete control of the supply chain.

200 years on, with a total turnover of 190 million euro in 2020¹, the company ranks among the top 5 wine producers in Italy². It is active in over 140 countries, employs around 500 people, and has branches in the United States, United Kingdom, China, and Sweden. It produces and distributes still and sparkling wines under the Zonin brand, but also the prestigious wines produced in the family's Italian estates: Ca' Bolani in Friuli Venezia Giulia, Castello del Poggio in Piedmont, Tenuta Il Bosco (Oltrenero) in Lombardy, Rocca di Montemassi and Castello di Albola in Tuscany, Masseria Altemura in Puglia and Principi di Butera in Sicily. These excellent wines are matched by those produced in Barboursville, Virginia (United States) and the Chilean wines sold under the Dos Almas brand.

Today, the corporate headquarters are still in Gambellara, where a new management team headed by Pietro Mattioni, CEO and a veteran of the alcohol industry, has taken office, flanked by the seventh generation of the Zonin family (Domenico Zonin, President, and Francesco Zonin and Michele Zonin, both Vice Presidents).

1 Value of Production (Financial Statement 2020).

2 Anna di Martino's 2021 Ranking by Turnover – L'Economia

An ongoing balance between respect for tradition, attention to evolution, and a vision of the future linked to a distinctive entrepreneurial dynamism has enabled Zonin1821 to achieve international fame and prestige. With its all-Italian DNA, it is a stand-out ambassador of 'the good life' and an architect of joyful occasions worldwide through its products, contributing to the spread of a contemporary wine culture.

The areas in which the company has chosen to operate derive directly from Zonin1821's key values. For Zonin, being seen as Italian, internationally, means promoting the 'Made in Italy' lifestyle and distinctiveness in the world, using wine as a means of access. The excellence of the hospitality offered at its estates is, therefore, a key factor in ensuring guests enjoy special, unforgettable experiences. Both values underpin the meticulous attention that is paid to *terroir*, also in terms of environmental sustainability, focusing on three guiding fundamentals: water, land and energy. Family continuity, and the transfer down through the generations of the love and attention to wine, are the guarantors of a corporate history based on 200 years of tradition with a view to future evolution.



Zonin1821 data

4,000 hectares of land, half of which is planted with vineyards and the rest used for reforestation, olive growing and other crops.

Seven estates in the six most well-suited and prestigious Italian wine-growing regions – Veneto, Friuli Venezia Giulia, Lombardy, Piedmont, Tuscany, Puglia, Sicily – plus one in Virginia (USA) and a joint venture with the Vial family in Chile.

A turnover of € 190 million in 2020 ¹ subdivided as follows: 24% still wines under the Zonin brand, 19% Prosecco Zonin, 19% wines from the Estates, in addition to the Castello del Poggio wines, a key brand in the United States with 17.

The United States represents the main market for Zonin1821 (amounting to 37% of total turnover), followed by the United Kingdom (17%), Italy (16%), Germany (6%), Australia, Russia and Canada (respectively 3%), Switzerland (2%) and the rest of the world (13%).

Turnover 2020

Split per brand

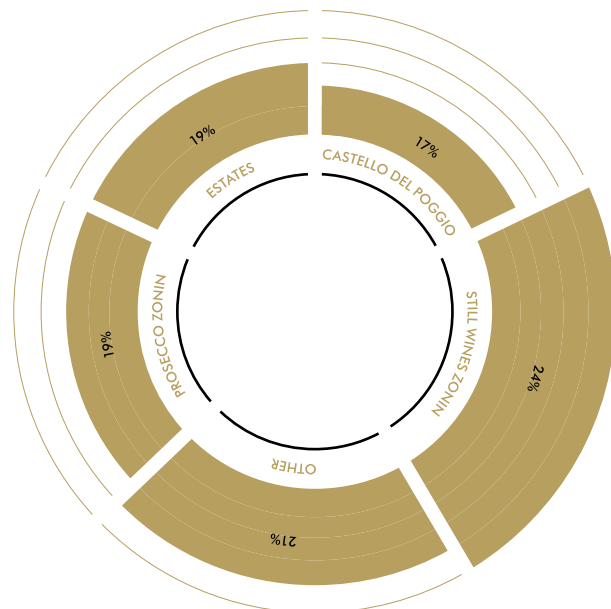
24% Still wines Zonin

19% Prosecco Zonin

19% Estates

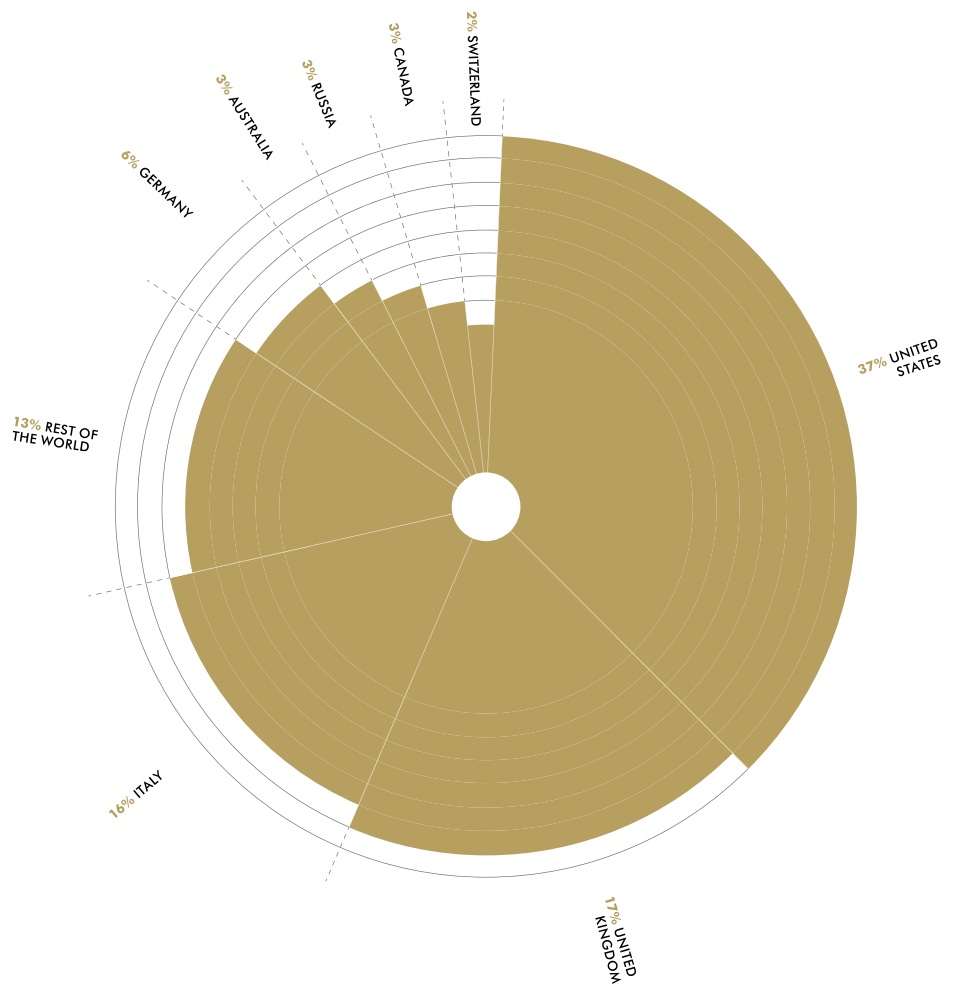
17% Castello del Poggio

21% Others



¹ Value of Production (Financial Statement 2020).

**€190
Millions**



Main markets

37% United States

17% United Kingdom

16% Italy

6% Germany

3% Australia

3% Russia

3% Canada

2% Switzerland

13% Rest of the world

Zonin1821, which has maintained its headquarters in Gambellara since the company's inception, is active in over 140 countries, employs some 500 people, and has branches in the United States, United Kingdom, China and Sweden.

The company produces and distributes still and sparkling wines under the Zonin brand as well as the prestigious wines produced in the family's Italian estates: Ca' Bolani in Friuli Venezia Giulia, Castello del Poggio in Piedmont, Tenuta Il Bosco (Oltrenero) in Lombardy, Rocca di Montemassi and Castello di Albola in Tuscany, Masseria Altemura in Puglia and Principi di Butera in Sicily. These outstanding wines are matched by the wines produced in Barboursville, Virginia (United States) and the Chilean wines bearing the Dos Almas brand. Export sales account for approximately 85% of Zonin1821 turnover.

The numbers and geographical distribution outlined above represent the starting blocks for distribution and marketing activities focused on the main Italian DOCG and DOC wines in Italy, both still and sparkling wine, under the Zonin brand, in addition to the wines produced in the family estates.

On/off trade and online distribution varies according to brands and markets.

Today, Zonin1821 is led by a recently appointed management team headed by the CEO Pietro Mattioni, flanked by the brothers Domenico, Francesco and Michele, who respectively hold the roles of President and Vice-Presidents.

At the end of 2018, 21Invest acquired a 36.1% stake in Zonin1821, entirely via a capital injection of € 65 million, to help grow the company and support the management team.

The milestones

ITALY

- Azienda Agricola Zonin, Gambellara, Veneto - 1821
- Cantine Zonin - Gambellara, Veneto - 1921
- Ca' Bolani, Friuli Venezia Giulia - acquired in 1970
- Castello di Albola, Tuscany - acquired in 1979
- Castello del Poggio, Piedmont - acquired in 1985
- Tenuta Il Bosco (Oltrenero), Lombardy - acquired in 1987
- Principi di Butera, Sicily - acquired in 1997
- Rocca di Montemassi, Tuscany - acquired in 1999
- Masseria Altemura, Puglia - acquired in 2000

USA

- Barboursville Vineyards, Virginia USA - acquired in 1976

SOUTH AMERICA

- Dos Almas, Chile - joint venture set up in 2017



Zonin wines reflecting the soul of the Veneto Region

The Zonin family's very strong bond with its native land, Gambellara and Veneto, is the common thread that has always run and developed through the different generations. This joint perseverance and passion has enabled Zonin to become a benchmark brand for wine on the national and international stage.

Zonin's best-known products internationally certainly include the star of the Veneto region, Prosecco, which is a world best-seller and flagship amongst Italy's best sparkling wines. But the brand's fame and success also stem from a well-devised and curated production which, starting with national and international varietals, offers still and sparkling versions of the most interesting and highly appreciated DOC and DOCG wines from all over the Triveneto area.

The excellence of Zonin wines owes much to the competence and training of the company's winemakers: carefully selected professionals working both in the vineyards and the winery, guaranteeing scrupulous and passionate supervision and control through all stages of production, from cultivation and harvesting to vinification, bottling and storage. The communal goal is also shared with the winemakers working on the Estates: to produce excellent wines and actively contribute to the demanding commitment undertaken by the Zonin family to promote a new contemporary wine culture.

The historic Zonin headquarters is located in Gambellara, a superbly suitable area for wine production and still the site of the company's headquarters. Open to visitors, the winery offers an interesting and varied tour that – taking in the barrels and barriques – explains the techniques and secrets of wine ageing. It starts with the 'historic' *Bottaia* (barrel room), an underground cellar built in the early 20th century, where excellent reds are fine-tuned as per Italian tradition. There are large Slavonian oak barrels where the wine lies silently for years. This is followed by the '*Berengario*' barrel room, dedicated to ageing the wine of the same name, a big, characterful red obtained via the classic Bordeaux blend of Merlot and Cabernet Sauvignon. The '*Domenico Zonin*' room is a more recent addition where tests and experiments are carried out on oak woods to improve selection and obtain the highest quality during the ageing phase. The tour ends in the '*Tinaia*', dedicated exclusively to small-cask ageing of Recioto di Gambellara DOCG, an ancient dessert and contemplative wine with origins dating back to the 14th century.

THE RANGE OF ZONIN BRAND WINES

- **I Gioielli** (The Jewels): Lugana DOC, Amarone della Valpolicella DOCG, Ripasso Valpolicella Superiore DOC
- **Ètymo**: Ètymo Colli Euganei DOC Rosso
- **I Classici** (The Classics): Pinot Grigio Friuli DOC, Pinot Bianco Friuli DOC, Chardonnay Friuli DOC, Valpolicella Classico DOC, Bardolino Classico DOC, Soave Classico DOC, Cabernet Friuli DOC, Merlot Friuli DOC
- **Prosecco**: Prestige 1821 - Valdobbiadene Prosecco Superiore DOCG Extra Dry, Cuvée 1821 - Prosecco DOC Brut, Rosé 1821 - Prosecco DOC Rosé Brut, Special Cuvée - Prosecco DOC Millesimato Brut, Prosecco DOC Rosé, Cuvée 1821 Prosecco DOC Frizzante, Bio Organic Prosecco DOC Brut, Bio Organic Prosecco DOC Frizzante
- **Sparkling wines**: Müller Thurgau Spumante Brut, Ribolla Gialla Spumante Brut, Gran Cuvée Spumante Extra Dry, Recioto Spumante Gambellara DOCG

I GIOIELLI

- **Amarone della Valpolicella DOCG**
- **Ripasso Valpolicella Superiore DOC**
- **Lugana DOC**

I Gioielli (The Jewels) range includes high-quality DOC and DOCG wines that belong to Veneto's most famous and prestigious winemaking tradition.

The selection offers a **Lugana DOC**, an agile, crisp wine with a soft and balanced palate, produced with grapes from the southern shore of Lake Garda.

The major player is the Veneto region's legendary **Amarone DOCG della Valpolicella**. It is aged for two years in Slavonian oak barrels and six months in the bottle.

The range is rounded off by **Ripasso della Valpolicella DOC**, the refined expression of a typically Veronese tradition that involves passing Valpolicella wine over freshly-pressed Amarone pomace, followed by ageing in Slavonian oak barrels for 12 months and then six months in the bottle.

ÈTYMO

- **Ètymo Colli Euganei DOC Rosso**

A vintage 2016 red produced with Merlot (50%), Cabernet Sauvignon (30%) and Cabernet Franc (20%) grapes in a limited production of 10,000 numbered bottles.

Ètymo was created out of an idea shared by Domenico Zonin with the company's agronomists and winemakers: to produce a red wine entirely an offspring of the Veneto region and capable of expressing international-style elegance. The project subsequently became a chapter in the decades-long collaboration between Zonin1821 and the University of Bordeaux, which began studying the purest expressions of the most suitable wine-growing areas in Italy.

The chosen name, Ètymo, or 'real meaning of a word' indicates a return to the beginning in a year-on-year search for the purest essence of the Euganean Hills expressed through wine. The composition of the soil in the Euganean Hills is, in fact, among the most varied, complex and stratified by geological eras, and varies according to latitude and altitude.

To produce Ètymo, areas were chosen such as Baone, for its widespread white chalk, Arquà Petrarca for its concentration of volcanic residues and Torreghe for the calcareous marl (calcareous clays).

Depending on the characteristics of the vintage, the percentages of grapes from different soils vary and give rise to a different composition yet still a synthesis of a unique and original idea composed of balance, harmony and measure.

The first vintage produced was 2016, a year in the *Colli Euganei* (Euganean Hills) marked by not particularly high average temperatures, a cool spring, and a slightly hotter August than the seasonal average, which allowed the grapes to ripen to perfection.

The vinification of the different varieties takes place in steel. Subsequently, 40% of the wine is aged in French oak casks, while the remaining 60% is aged in an egg-shaped concrete wine vessel which fosters the harmonious movement of the lees. This process takes sixteen months. The wine then rests in the bottle for at least a year before release onto the market.

I CLASSICI

- **Soave Classico DOC**
- **Chardonnay Friuli DOC**
- **Pinot Bianco Friuli DOC**
- **Pinot Grigio Friuli DOC**
- **Valpolicella Classico DOC**
- **Bardolino Classico DOC**
- **Cabernet Friuli DOC**
- **Merlot Friuli DOC**

I Classici (The Classics), all DOC, constitute a selection of **superior-quality wines** reflecting typical Veneto and Friuli Venezia Giulia varieties. The range brings together wines that enjoy both national and international fame and prestige and amply reflects the ability of the Zonin brand to anticipate and interpret future trends.

As the name of the range suggests, the Classics include aperitif wines such as **Pinot Bianco DOC**, produced with 100% of the varietal, and has a delicate fragrance, clean aftertaste and pleasant persistence, and the elegant **Pinot Grigio DOC**, with its slightly dry and extremely crisp palate and remarkable fragrance and balance.

Versatility is the strong suit of the **Chardonnay DOC**, a wine with an intense and extremely fresh aroma and delicately dry and well-balanced flavour. Balance and persistence on a delicately fruity finish make up the profile of the **Soave Classico DOC** Zonin, produced with Garganega grapes. **Bardolino** also boasts a **Classico DOC** appellation. With a medium-bodied flavour, soft tannins and a pleasantly fresh and fruity finish, this wine releases an intense aroma with delicate floral and fruity notes reminiscent of red cherries.

Valpolicella DOC, a versatile wine that can be enjoyed throughout a meal, pairs well with traditional Veneto first courses and is produced with Corvina, Rondinella and Molinara grapes, which generate a structured and harmonious flavour with a broad and extremely complex aroma. With its finesse and balance, **Merlot DOC** is also recommended as a wine that can accompany an entire meal. It has a full, balanced and intense flavour and an extremely pleasant scent due to its freshness and vinosity.

Cabernet DOC can also be enjoyed throughout a meal, but it gives its best with the bold flavours of cold cuts, roasted or grilled meats and medium-aged cheeses. It has an intense aroma rich in fruity notes with a pleasant, typical herbaceous note that is accompanied by a full, slightly tannic and perfectly balanced flavour.

PROSECCO

- **Prestige 1821 - Valdobbiadene Prosecco Superiore DOCG Extra Dry**
- **Cuvée 1821 - Prosecco DOC Brut**
- **Rosé 1821 - Prosecco DOC Rosé Brut**
- **Special Cuvée - Prosecco DOC Millesimato Brut**
- **Prosecco DOC Rosé**
- **Cuvée 1821 Prosecco DOC Frizzante**
- **Bio Organic Prosecco DOC Brut**
- **Bio Organic Prosecco DOC Frizzante**

Prosecco is almost a world apart, an unparalleled international phenomenon in which Zonin has played a leading role, right from the very start, with its accessible, high-quality products literally opening the doors of the most important markets and achieving market leader positions.

Yet unbeknown to some, Zonin has always believed in and focused on Prosecco, even before the birth of the DOC, and for many reasons: versatility, the wine's amazing immediacy, its natural aptitude for uniting people, and an all-Italian 'perfect look' that transmits accessible and authentic luxury.

In short, a winning intuition which the company has harnessed and worked on meticulously, making the Zonin brand name a true benchmark for the category all over the world.

Zonin's tribute to the *Colline di Conegliano Valdobbiadene* (Conegliano Valdobbiadene Hills), a UNESCO World Heritage Site and a cradle of wine, poetry and humanity, is embodied in **Prestige 1821 Prosecco DOCG Extra Dry**. This wine expresses the exuberance of Prosecco combined with the a style that seeks the essential. Pleasant and harmonious on the palate, it has a fruity aroma with considerable intensity, a crisp, fresh flavour and an elegant acidic note.

1821 Collection, the range that includes Cuvée 1821, Rosé 1821, Special Cuvée, Prestige 1821, is the real 'Sparkling Experience' that most of all exemplifies Zonin's sparkling wines and has enabled the brand to create a very strong bond with wine lovers all over the world. This Collection stems from the continuous quest for perfection in the art of sparkling wine made using the Charmat Method and carried out by a team of winemakers whose passion and talents have created a wine with a recognizable, precise, unique taste profile. **Cuvée 1821 Prosecco DOC Brut** is, therefore, the sparkling wine emblem of an age-old history that has perfectly interpreted the contemporary attitude of drinking good-quality wines. It is an aperitif wine par excellence, but it can accompany

an entire meal, including dessert, when the menu offers light, delicate dishes.

The same serving suggestion applies to Rosé 1821 - Prosecco DOC Rosé Brut. Made with 85% Glera and 15% Pinot Nero vinified with the grape skins, it has a very fine perlage, intense aroma and a smooth, round flavour with floral notes. **Cuvée 1821 Prosecco DOC Frizzante** boasts a fresh, fragrant aroma and an intense, aromatic and well-balanced flavour, while **Special Cuvée Millesimato Prosecco DOC Brut** is gratifyingly harmonious and enjoyable, intense and very fruity.

Extreme versatility is the hallmark of **Prosecco Doc Extra Dry**. Excellent as an aperitif, it pairs well with a variety of foods and also easily lends itself to being enjoyed without food due to its pleasantly intense, very fruity and slightly aromatic fragrance, a basically dry palate and pleasant easy-drinking style.

The Prosecco range also includes a second Rosé, Prosecco DOC Rosé, spumante Extra Dry Millesimato, with a balanced flavour and an intense, fruity aroma. In short, the perfect aperitif!

The range is completed by two wines produced with organically grown Glera grapes: **Bio Organic Prosecco DOC Brut**, with a pleasantly intense, very fruity and aromatic scents and a fresh and very harmonious flavour. Finally, **Bio Organic Prosecco DOC Frizzante** is even more versatile as it can accompany any meal with its intense, fruity, aromatic fragrance and a very pleasant crisp, fresh flavour.



The Zonin1821 estates stories of wines and wine growers

Zonin1821 is one of the most important wineries in Italy and the world, with a business history spanning 200 years and current turnover placing it among the top five wine producers in Italy¹.

The production of Zonin1821 extends over a total vineyard surface area of some 2,000 hectares located in Veneto, Friuli Venezia Giulia, Lombardy, Piedmont, Tuscany, Puglia, and Sicily – the most well-suited and prestigious Italian wine-growing regions – and overseas, in Virginia (USA) and Chile.

These dimensions stem from a process of acquisitions that started in the 1970s, embracing other estates with highly distinctive characteristics around an original nucleus of company-owned land. They are all aligned to support the mission of Zonin, which is to export the culture of Italian wine worldwide.

1. CA' BOLANI - Cervignano del Friuli (UD), Friuli Venezia Giulia

Acquired in the 1970s by the Zonin family, the Ca' Bolani estate is a successful example of a combination of technological innovation, tradition and sustainability. It is a nature reserve, where the winemaking practices introduced by the ancient Romans coexist with the most advanced, modern production techniques. The estate has been recognized and celebrated as 'Ecofriendly' by the Tour Guide *Vini Buoni d'Italia 2021*.

The property is located between Strassoldo, Cervignano del Friuli and Terzo di Aquileia, in the heart of the Friuli Aquileia DOC appellation, and is the most extensive vineyard in Northern Italy. Its 890 hectares, of which 565 are planted with vines, enjoy a perfect microclimatic balance of breezes, temperature ranges and protection from frost and bad weather. These conditions guarantee excellent ripening of the bunches and an excellent enhancement of the grapes' primary aromas. Even the soil, which is mainly clayey-sandy with gravelly streaks and rich mineral content, confers unique characteristics to the grapes.

In addition to Prosecco DOC, the Ca' Bolani estate is particularly suited to the production of refined white wines using Pinot Grigio, Pinot Bianco and Sauvignon Blanc grapes, alongside structured reds such as Refosco dal Peduncolo Rosso, an autochthonous variety typical of Friuli Venezia Giulia.

Located in the heart of a 12th-century medieval village, the estate is surrounded by a park with ancient trees housing a tasting room and a guest house/room. The corporate wine shop, without wine-serving facilities, is located some 800 metres from the winery.

¹ Anna di Martino's 2021 Ranking by Turnover.

2. CASTELLO DEL POGGIO - Portacomaro Station (AT), Piedmont

Owned by Zonin1821 since 1985, Castello del Poggio is a splendid 180-hectares estate with 135 hectares of vineyards located in the foothills in the centre of Monferrato Astigiano, an area internationally recognized as an icon of Italian viticulture and winemaking. The property has an ancient history, being named after the medieval castle of the Buneis Counts, which is still visible on top of a hill.

The estate is the largest single-unit winery in Piedmont and focuses on the cultivation of autochthonous vines such as Barbera, Dolcetto and Moscato d'Asti, ambassadors of the finest Piedmont wines in the world.

The vine rows enjoy exposure to a typically continental climate, with wide day-to-night-time temperature variations, not much rain or fog, and a natural barrier to winds formed by the Alps and the Apennines.

The soil has a deep, silty-loamy-clayey texture, of ancient formation. Albeit homogeneous, this is a DOC wine-growing area embracing various vineyards that, due to their exposure, position and properties, allow the vines to express their finest genetic potential and personalities.

The structure of the winery, built among the vine rows to allow the grapes to be delivered more rationally and rapidly, is part of a project fostering the enhancement of Piedmont wines, which also includes the ongoing renewal and rejuvenation of the estate's vines.

3. TENUTA IL BOSCO - Zenevredo (Pv), Lombardy

Tenuta Il Bosco is located in the Oltrepò Pavese, a little-known area with an ancient winemaking tradition. It is where Italian sparkling wine production was initiated at the end of the 19th century, now considered the perfect habitat for Pinot Nero.

The winery has been owned by Zonin1821 since 1987. From the initial 30 hectares, the vineyard area has been expanded to its current 120 hectares. Grape cultivation is mainly concentrated on typical Oltrepò vines such as Croatina, which is used to produce Bonarda – the area's cult wine and Tenuta Il Bosco's best-seller – as well as Pinot Nero. Currently, 75% of the Pinot Nero grown in Italy is located in the Oltrepò Pavese.

In Tenuta Il Bosco's state-of-the-art winery, more than 800,000 bottles of Pinot Noir-based sparkling wines and wines such as Bonarda are bottled every year. In addition, the winery also crafts one of the estate's flagship wines, Oltrenero: a sparkling wine that, as the brand name declares, goes beyond (*Oltre*) what has been conceived to date.

Oltrenero is a range of very high-quality *Classico* Method sparkling wines that offers a new expressiveness yielded by the unexpected nuances of Pinot Nero, obtained by studying the diversity of the various vine plots and the application of strictly controlled and respectful vinification of the grape variety.

4. CASTELLO DI ALBOLA - Radda in Chianti (SI), Tuscany

In Chianti's upper hillsides, in the Chianti Classico production area, nestles the medieval village of Castello di Albola. These are ancient lands that, through the centuries, have belonged to some of the noblest Tuscan families.

Castello di Albola is a wine estate extending for over 900 hectares, of which 125 are vineyards. Since it was taken over by Zonin1821 in 1979, Castello di Albola has been subject to constant, meticulous care. It was one of the first estates in Italy to obtain EQUALITAS certification, a quality seal that attests to its environmental, social and economic sustainability.

The vineyards are situated on characteristically steep slopes and enjoy significant temperature variations and an ideal microclimate for the production of elegant, long-lived wines. The soils are varied, with different concentrations of *alberese*, a type of compact and fine-grained limestone, as well as *galestro* or marl, which is a mix of clay, sand and limestone.

Each vineyard at Castello di Albola has its own unique personality in terms of soil composition, altitude and exposure to the sun. Over 90% of the vineyards are dedicated to Sangiovese, the vine that produces Chianti Classico, while Cabernet Sauvignon, Chardonnay, Malvasia del Chianti Classico and Trebbiano Toscano account for the remaining 10%, with the latter two varieties used to produce Vin Santo. There are also over 4,000 olive trees on the estate. All the wines and oil produced are certified organic.

5. ROCCA DI MONTEMASSI - Roccastrada (GR), Tuscany

Rocca di Montemassi is the first Wine Farm in Tuscany, a new 100% Tuscan and 100% sustainable business model, in which the different souls of the Maremma region come together. Owned by Zonin1821 since 1999, the estate is located in the foothills of Montemassi within the Monteregio di Massa Marittima DOC, in a unique area between the Tyrrhenian coast and the receding slopes of the *Colline Metallifere* (Metalliferous Hills).

Some of Tuscany's great wines are produced on the estate, which comprises 430 hectares, 180 of which are vineyards: from Vermentino to the Maremma blends, Rocca di Montemassi represents a special milestone in Tuscan wine production.

The light, the climate, the wide day-to-night-time temperature range, the cool and temperate sea breezes, and the different soils, rich in clay and ferrous mineral deposits, create ideal conditions for cultivating vines and producing intense, characterful wines.

Cultivation in the vineyards focuses mostly on Sangiovese and Vermentino, the Maremma region's two great autochthonous vines, with smaller percentages of Merlot, Cabernet Franc, Cabernet Sauvignon, Syrah and Viognier.

Alongside wine production, other integrated production activities give rise to a truly contemporary Tuscan farm aimed at the conscious, ethical protection and promotion of a naturally-created ecosystem at Rocca di Montemassi. This enables the estate to produce extra virgin olive oil, grow ancient grains in an experimental garden and breed the prestigious Maremma cow and the *Cinta Senese* pig. A gin is also distilled, dedicated to Imperiale, the Maremma's legendary bull. All the wines and oil produced are certified organic.

6. MASSERIA ALTEMURA - Torre Santa Susanna (BR), Puglia

Masseria Altemura is situated deep in the Salento countryside, in the districts of Torre Santa Susanna and Oria. It lies halfway between the Ionian Sea and the Adriatic Sea, enabling crops to benefit from the breezes of the former and the salinity of the latter.

The acquisition of this estate in 2000 formed part of Zonin1821's strategic project for the enhancement of Italian wines and has resulted in the rebirth and relaunch of an area extremely well-suited to viticulture such as Puglia.

The estate has a total surface area of over 270 hectares, of which 130 are vineyards and 40 are olive groves, and is located within the Primitivo di Manduria DOC appellation. Within its confines, lies an old, 17th-century farmhouse or *Masseria*, respectfully restored to preserve its environment and original architecture, and a contemporary winery powered by solar energy and designed following state-of-the-art, eco-friendly architectural guidelines.

The soils have also been treated sustainably by planting the autochthonous grape varieties that thrive best in the area's terrain: one type is predominantly stony and skeletal while the other is silty-clayey in texture. The estate's most important vine is Primitivo, cultivated in its purest forms, together with Fiano, Negroamaro and Aglianico, and 40 hectares of ancient olive trees.

7. PRINCIPI DI BUTERA - Butera (CL), Sicily

The Principi di Butera estate is located in the province of Caltanissetta in the 'Riesi' DOC appellation, which is home to the great autochthonous Sicilian vines and the perfect habitat for Nero d'Avola. The property extends around an ancient courtyard that belonged to the Princes of Butera and includes 320 hectares of land, of which 170 are planted with new vineyards. It represents one of Zonin1821's major investments, undertaken in 1997.

The variety and organic composition of the soils, combined with the singular nature of the microclimate, make these lands an ideal location for sustainable viticulture and an extraordinarily biodiverse nature reserve. The vineyards are located on hilly reliefs just 10 km from the Mediterranean coast and are rooted on limestone rock soils that are rich in dark clays and marl. The *terroir* is exclusive due to a unique combination of a hot, arid climate, with sea breezes, long and constant exposure to the sun's intense rays throughout the year, and very wide day-to-night-time temperature variations.

The main grape is the autochthonous Nero d'Avola, recognized throughout the world as Sicily's iconic varietal, which achieves very high levels of elegance and finesse on the Principi di Butera estate. Exclusive methods have been developed around this variety, producing elegant, intense and long-lived reds, and a very fine Classico Method, the first example of white winemaking using Nero d'Avola. Other varieties that have found an excellent *terroir* here are Merlot, Cabernet Sauvignon and Syrah among the reds and Chardonnay, Grillo and Insolia among the whites.

The estate is equipped with a highly efficient rainwater collection system and employs an irrigation method that allows optimal rationalization based on the weather forecast.

8. BARBOURSVILLE VINEYARDS - Virginia, USA

Few areas in the world offer a combination of soil, climate and growing conditions that are as perfect for the production of high-quality wines as this part of Virginia, which is not surprisingly called Piedmont.

The Barboursville estate is located on the US East Coast, on a vast undulating plateau at the foot of the Southwest Mountains, and has a surface area of 425 hectares, of which 22 are vineyards.

Thanks to Zonin, which built the region's first modern vineyard from scratch, Barboursville was the first area in Virginia to grow European grape varieties for high-end wines. The pioneering estate has achieved excellent results and also produced one of America's cult wines: Octagon.

The soil on the estate is a combination of clay and alluvial limestone deposits and offers exposure across a wide variety of slopes. The temperate climate of the central Atlantic creates dynamic environmental conditions in the growing areas, which are thereby able to yield extremely interesting wines.

The red grape varieties grown in Barboursville are Nebbiolo, Cabernet Sauvignon, Cabernet Franc, Merlot and Petit Verdot, while the white varieties are Chardonnay and Viognier.

9. DOS ALMAS - Chile

In 2017 Zonin1821 arrived in Chile after years of research around the world, looking for a new and ideal place for the production of high-end wines. South America would go on to prove that perfect terroirs and a new viticultural paradise exist on the other side of the globe.

In Chile, Zonin1821 came upon a young terrain, with many different microclimates and a singular ability to produce wines. This represented an opportunity to experiment and combine Italian tradition, experience, identity and history with the new spirit and the rich properties of Chilean soil. Zonin1821 set up a joint venture with the Vial family and, via the Dos Almas brand, guarantees access to four different cultivation areas: Casablanca Valley, Maipo Valley, Colchagua Valley and Apalta.

Apart from the more extreme areas of the country, the climate is similar to the Mediterranean one, with rainfall almost exclusively in winter and hot, dry weather in summer. This feature provides Chile with very fortunate conditions for plant health and wellbeing: there are no phenomena of downy mildew and wood diseases, and even powdery mildew is very rare. The vines grow on healthy soils of various origins and textures ranging from granite to alluvial, calcareous and sandy.

The range of Dos Almas brand products is wide and segmented, including whites, reds and a sparkling wine.



Biographies

Pietro Mattioni – CEO Zonin1821

Pietro Mattioni was born in Udine in 1968. He graduated in Economics from the University of Udine and then obtained an Executive MBA from the Cass Business School in London. Pietro began his career at De Longhi and joined Campari Group soon after as Area Manager. He progressed his career in international sales by occupying various positions of increasing responsibility on the international stage. After numerous roles as Regional Director, he became Managing Director Campari Benelux in 2009 and subsequently held the position of Managing Director Campari UK and Nordics. In 2018, he was appointed B2B Commercial Director World in illycaffè. In November 2020 he was appointed CEO of Zonin1821.

Domenico Zonin - President Zonin1821

Domenico Zonin, the eldest son of the family, was born in 1973 in Vicenza. After graduating in Law at the *Cattolica del Sacro Cuore* University in Milan, he moved to the United States and later to France, where he strengthened his skills in oenology and international markets. In 2000 he officially joined the company, focusing in particular on production for both the headquarters and the Estates. In 2006 he was appointed Vice President of Zonin1821 and since 2014 he has been its President. He holds various institutional positions, including Vice-President of *Unione Italiana Vini* and *Comité Européen des Entreprises Vins*.

Francesco Zonin – Vice President Zonin1821

Francesco Zonin was born in 1974 in Vicenza. After graduating in Business Administration from Bocconi University in Milan in 1998, he moved to the United States and joined the commercial teams of some of the most important importers in the sector. Subsequently, he devoted himself to the development of the American family estate of Barboursville Vineyards, in Virginia. Since 2002, back at the Headquarters in Gambellara, he has focused with increasing responsibility on the marketing and commercial functions at an international level. In 2006 he was appointed Vice President of Zonin1821. He is also President of 1821 Fine Wine and Spirits (since 2008) and President of Barboursville Vineyards (since 2017), respectively the branch and the American estate of Zonin1821. Finally, he holds the position of Vice President of *Italia del Vino*.

Michele Zonin - Vice President of Zonin1821

Michele Zonin was born in 1977 in Vicenza. After graduating in Law, he obtained a Master's in Accounting and Control at Bocconi University and later an Executive MBA in London. He joined the board of Zonin1821 in 2009. His focus within the company was initially in the legal, financial and management control areas, followed by commercial and retail/franchising development. In 2013 he was appointed Vice President of Zonin1821. Since 2021 he has also been Senior Financial Advisor at WellDone Global Advisor as well as a founding member of the *Comitato Historical Super Tuscan*.



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YEARS
of toasts

Here's to the
next 200

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