

PIZZOLATO GREEN PRINT IS COLOURING JAPAN: ORGANIC WINE IS CONQUERING THE NIPPONESE PALATES AT THE WINE COMPLEX INTERNATIONAL AND DURING THE PROSECCO WEEK

La Cantina Pizzolato has, since 1991, been Italy's leading producer of organic wine, exporting sophisticated bubbles to markets all over the world. Champions of sustainability, their "Sparkling Prosecco DOC Rosé" and "Sparkling Prosecco DOC M-Use" will be the protagonists, bringing the reduce, reuse and recycle concepts to Japan.

La Cantina Pizzolato, the dynamic Venetian wine company, is a leader in organic and vegan wine production and has always been committed to achieving 100% sustainable viticulture. They are now back in the limelight presenting in Japan two of their most important new entries of the last two years: Sparkling Prosecco DOC Rosé and "M-Use" Sparkling Prosecco DOC Brut. The Italian company participated, with great success, on October 18th to the Wine Complex International 2022 in Tokyo and will take part to Prosecco Wine Week, in collaboration with Consorzio di Tutela DOC Prosecco.

"Wine Complex International 2022" took place on the 18th of October in Tokyo, paving the way for international excellencies, after many legs in the most important Japanese cities to present the local products. *"Japan is one of the most fascinating and interesting markets of our sales portfolio. Young distributors and wine entrepreneurs, both new and well-known, are in constant search for innovative wine companies proposing original products able to satisfy the different needs of the market. The most popular trends in the market are the organic and natural, bubbly, DOC and DOCG wines"* – explains Sabrina Rodelli, Export Manager of La Cantina Pizzolato.

Another special edition will be that of Prosecco Wine Week: also in 2022 Consorzio di Tutela DOC Prosecco planned a series of promotional and enhancement activities properly aimed at the Japanese market, in collaboration with the Promotional Department of the Italian Embassy in Tokyo (ICE Tokyo). Between the 24th and the 30th of October 2022, in occasion of the "Tre Bicchieri World Tour" leg in Tokyo, the "Prosecco Wine Week" will give the opportunity to take part to many collateral initiatives and events.

Exactly during this week in the Nipponese territory, La Cantina Pizzolato will present the new entries and the green projects linked to the wines production such as the "M-Use" Sparkling Prosecco DOC Brut and its reduce, reuse and recycle concepts.

"M-Use" is a project born in 2019 whose main focus is the "MULTI-USE" concept: *"M-Use project started from a careful and deep analyses of our Sparklers consumers, which led us to discover that the majority of the drinkers are women between 30 and 45 years old, social media lovers and looking for beauty, but at the same time caring about environmental issues. From these premises came the intuition to turn the traditional glass bottle into an object of desire having thousand lives"* – continues Sabrina Rodelli.

The result is what we today call "M-USE bottle". A bottle introducing and making concrete and tangible the "empty to gain" concept, which is line with the company sensitivity towards an increasingly sustainable and green future. The name of this new bottle is not by chance at all. "M-Use" is a name enclosing many meanings: born from the amazing union of feminine ideas and intuitions, it identifies in the bottle both the muse, the par excellence woman, and the MULTI-USE concept deriving from its use.

The charming Prosecco DOC bottle, which will be presented in Japan, turns into a sustainable and home décor design object. The bottle surface is characterized by diamonds enriching the Pizzolato Prosecco inside even more. A wine fully environmentally friendly, being both organic and vegan certified. Ceiling lamp, water bottle, flower vase, these are just a few examples of the "M-Use" possible reuses. Then the offer is integrated by support novelties, such as the glasses obtained by the cut of the 200 ml "M-Use" bottles, the glass stopper for the water bottle and the gift box made with 100% recycled paper. Campagna finanziata ai sensi del REG. UE. N. 1308/2013 - Campaign financed according to EU. REG.NO 1308/2013.



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