



TINAZZI

From April 10 to 13, the Tinazzi group in Verona for Vinitaly and a new beginning

For the 54th edition of Vinitaly in Verona, Tinazzi looks forward to welcoming clients and wine world professionals to its stand, larger and more spacious than ever, in the Veneto Pavilion. A new feature this year will be the presence in a single venue of the wines of our Veneto and Puglia cellars. It will also present the new Tinazzi BIO line and place a special focus on Primitivo di Manduria and rosé wines.

Lazise, March 24th, 2022 _ Wine tasting, wine stories and, why not?, a toast or two – **Vinitaly** is back in Verona for its 54th edition. And the **Tinazzi** group can't wait to welcome new guests, regular clients and wine world professionals to the most important Italian event in the sector, involving 60 countries and with a business list of 500 top buyers, and national and international operators from all over the world.

From April 10 to 13, the Tinazzi cellar group, with production bases in Italy's **Veneto** and **Puglia** regions, looks forward to receiving guests to its large, spacious stand in the **Veneto Pavilion (Pav. 4, B8)**, complete with a gallery where they will be able to taste wines in a safe, socially distanced setting. For this edition, which marks the restart of the event, Tinazzi have chosen to concentrate all their bottles – from Veneto and from Puglia – in a single place, to consolidate the *Italian Wine Experience* of **a group that produces quality from North to South**.

All the group's lines will be on show and special attention will be devoted to wines that won awards in the course of 2021 from the most important magazines, guides and experts in the sector in Italy and abroad, such as *Decanter*, *Falstaff*, the Berliner Wein Trophy, Luca Maroni and *Vini Buoni d'Italia*. Hence a chance to become familiar with Tenuta Valleselle Amarone della Valpolicella DOCG **Aureum Acinum**, Primitivo di Manduria DOP **Diodoro** di San Giorgio, Primitivo di Manduria DOP **Imperio** di Feudo Croce, Amarone della Valpolicella DOCG **La Bastia** and Valpolicella Superiore Ripasso DOP **Monteré** for the Ca' de' Rocchi line.

One of the focal points of this edition will be **rosé wine**: for Veneto with **Campo Delle Rose**, Chiaretto Di Bardolino Dop from the Ca' De' Rocchi line, for Puglia the likes of **Amarosè**, Negroamaro Rosato Salento Igp di Feudo Croce, **Kleio** Negroamaro Rosato Salento Igp di San Giorgio and **Sentieri Infiniti** Negroamaro Rosato Salento Igp.

Another leitmotiv of the Tinazzi stand at Vinitaly will be **Primitivo di Manduria**, the undisputed star of the group's production in Puglia over recent years thanks to the boom the wine has enjoyed at international level and natural characteristics – structure, colour, aroma – that make it a force of nature. The very best of the bunch, **Imperio LXXIV Primitivo di Manduria DOP** from the Feudo Croce line, whose suite of aromas is dominated by ripe red berry fruits and spices with deft notes of cocoa and balsamic notes. It is a wine that has won important international accolades, scoring 95 points in the Decanter World Wine Awards and 93 points with *Falstaff* magazine and appearing among *Decanter's* Wines of the Year 2021.

Ample space will be given over to **sustainability** with the presentation of the 10 wines of the **Tinazzi BIO** line, born to embrace an eco-friendlier lifestyle. The line recently received EQUALITAS certification for its unique and integrated approach to sustainability in the wine sector.



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The new line of wines – Cabernet Trevenezie Igp, Merlot Igp Trevenezie, Corvina Verona Igp, Pinot grigio delle Venezie Dop and Garganega Igp in Veneto, and Primitivo Puglia Igp, Negroamaro Puglia Igp, Rosso Puglia Igp, Chardonnay Puglia Igp and Malvasia Bianca Igp in Puglia – is made up of a selection of the finest **organically farmed** grapes. The wines of the Tinazzi BIO line come in attractive packaging that evokes **nature** with green labels featuring illustrations of butterflies for Puglia and birds for Veneto.

In the green line in Veneto, the names of the wines evoke dialect words for bird varieties – **Tordina** (thrush), **Cercero** (finch) and **Franguel** (chaffinch) – in the Puglia line names such as **Pipière**, **Mamajàna** and **Furèse** refer to characters from the region's popular tradition. The packaging is rounded off by another new feature: **Stelvin screw-caps**, much appreciated on the international market.

TINAZZI – What better way to begin the Tinazzi story than with a curious anecdote? The fact is that in the Veronese wine-making tradition, tinazzi were barrel-like containers in which pressed grapes were left to ferment, meaning that the Tinazzi family's connection with wine begins with the origin of their name! It was in the late 1960s that the winery came into being at Cavaion Veronese near Verona, the fruit of the commitment and passion of founder Eugenio Tinazzi. Eugenio's son Gian Andrea Tinazzi, only 18 at the time, soon took over the reins at the head of the business and progressively widened its productive and market horizons. Lively, enterprising and proactive, over the years he has transformed the family winery from being a local concern selling DOC Veneto wines to small shops and restaurants on Lake Garda to its present-day status as a major group embracing Veneto and, since 2001, Puglia, a region of great character with huge quality potential. With him at the wheel, the group produces high-quality wines, which it sells in 55 countries round the world. Today the winery owns more than 100 hectares of vineyards and is a leading player in the rural events and hospitality sectors. One of its chief commitments is to promote sustainability in the vineyards and in the cellar. To this end, in 2020 it launched its first organic line and received EQUALITAS certification for its unique integrated approach to sustainability in the wine sector, based on three pillars: environmental, economic and social. The major international awards received from magazines such as Wine Spectator, Wine Enthusiast and Decanter are but the latest chapter in the story of Tinazzi's wines.

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