

# The Italian Wine Journal

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## Ferrari Group acquires 50% of Bisol (Prosecco) and consolidates its leading role in the Italian sparkling wines

Capital increase reserved for Gruppo Ferrari in Bisol, brand of Prosecco Superiore. Objective: to enable the historic winery in Valdobbiadene - founded in 1542 - to address the challenge of leading the global market. Gianluca and Desiderio Bisol will continue their commitment to the company in roles to date, carrying on the family tradition now in its twenty-first generation. The acquisition represents the Group Lunelli an important milestone in the creation of a group of drinking Italian excellence, which includes luxury brands with a strong link with the territory: in addition to full ownership of Cantine Ferrari, the group belong to the Distillery Segnana, mineral water Surgiva and Tenute Lunelli producing still wines in Trentino, Tuscany and Umbria. «The investment of Bisol - notes Matteo Lunelli, CEO of Gruppo Ferrari - is consistent with our plan to create a group of the excellence of Italian wine. From time we thought to enter in the world of Prosecco and we found the company Bisol as ideal partner: a historic and prestigious brand that has a strong link with the territory, run by a family that nurture high esteem. As in 1952, our grandfather, Bruno Lunelli, continued for years to work alongside Giulio Ferrari, so today we are proponents of continuity and we will work with enthusiasm to the side of the Bisol family to tell the uniqueness of the area of Valdobbiadene and gather together those who we consider to be significant opportunities for development. » Gianluca Bisol, chairman of the House of Valdobbiadene, comments: "The arrival of new capital will permit our goal to grow, especially in foreign countries, always respecting the highest quality for years is our only creed, as well as the rest of the Lunelli is for the family." Advisor to the transaction have been "AvvocatiImpresa" for Gruppo Lunelli and Luciano Favero Consulting and counsellor Carlo Rossi Chauvenet for Bisol.



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### Vermentino Maremma Toscana DOC Sassoregale makes its official debut at Vinitaly 2014.

Mediterranean scrubland, broom, cool breezes and warm sunshine are the uncomplicated ingredients that contribute to the sensory profile of Vermentino Maremma Toscana DOC from Sassoregale, Santa Margherita Gruppo Vinicolo's Grosseto estate. This is the first white obtained from the 38 hectares - 30 under vine - on this Tuscan jewel of a winery that had hitherto focused on sangiovese, merlot and syrah. Vermentino is "the" Mediterranean variety. It can cope with summer's torrid heat and the brusque temperature swings of winter. Grown over a vast area, vermentino is found on the Iberian peninsula, in the south of France, Corsica and all the regions and islands of Italy on the Tyrrhenian Sea, as well as in Puglia. This genuine territory grape is gaining more and more fans in Italy. Recent IRI-Infoscan surveys have ranked vermentino among Italian consumers' top ten grapes and Tenuta Sassoregale has all it takes to show off the variety at its finest. Vineyard management aims for total sustainability and the cellar uses the simplest, most natural procedures, such as soft pressing, steel-only vinification and lees contact for five months to enhance vermentino's great array of aromatics. (click to read more)

### Santa Margherita Gruppo Vinicolo's green evolution: the "Carbon-Neutral" Pinot Grigio

The warnings of IPCC scientists about climate change caused by greenhouse gases and global warming have found a first response in the carbon-neutrality policy put in place by Santa Margherita for its iconic Pinot Grigio. «We have introduced a raft of actions for broader-based sustainability. We use zero-kilometre grapes. We implement various Italian and international protocols to reduce the use of chemicals in the vineyards and safeguard biodiversity. We self-produce the energy for our cellars from renewable photovoltaic and biomass resources that have led to full self-sufficiency generating almost 400,000 kWh and cutting carbon dioxide released into the atmosphere by 210 tonnes. Today at Vinitaly, Santa Margherita proudly announces the largest certified programme of carbon neutrality ever realised by an Italian winery» said Ettore Nicoletto, ceo Santa Margherita. From 1st April, every bottle of Pinot Grigio distributed in Canada - almost 1.5 million a year - will be certified carbon-neutral by a highly reputable non-Italian body, Carbonzero. Carbon dioxide emissions have been eliminated by direct intervention on the production cycle and through compensatory real emission reductions in the form of carbon offsets. How was such a significant result achieved? First of all, we started by calculating the carbon footprint of the entire production cycle for Pinot Grigio shipped to Canada, both as an absolute value and in terms of the impact of each individual bottle. The calculation was carried out and certified using life cycle analysis, which measures the quantity of carbon dioxide released into the atmosphere. This led to the identification of possible actions to be taken at once in order to manage emission reduction. Finally, acquirable offsets were identified for those emissions that could not be eliminated from the production cycle. By this process, we reached carbon neutrality, in other words a carbon footprint of zero, totally eliminating the 1.67 kilograms of carbon dioxide produced by every bottle of Pinot Grigio sent to Canada. Here are a couple of figures for comparison. Producing one kilogram of sugar releases 1.31 kilograms of carbon dioxide into the atmosphere while the carbon footprint of a rail passenger travelling from Venice to Rome is 17 kilograms. Ettore Nicoletto, CEO of Santa Margherita Gruppo Vinicolo, notes: "This already puts us in an excellent position to tackle the issue of overall emission reduction". What we are doing is more than just "greenwashing". We have started with Canada but our goal is to export this way of making wine all over the world, including the domestic market". (Click to read more)

### ProWine China: it's growing the exposition area for the next November edition

Following the successful premiere of ProWine China - 570 wine and spirit producers from 30 nations presented themselves to 7,650 trade visitors from China and Asia in Shanghai in November 2013 - exhibitor demand for the next event from 12 to 14 November 2014 is high. For this reason, the fair will occupy further space in a second exhibition hall this year. Furthermore, an international tasting area will supplement the evening event "ProWine in the City" organised by ProWine China and Magnum Night. The first edition of ProWine China last November was praised highly by exhibitors and visitors for its international flair and professionalism. The current level of registrations for ProWine China 2014 now confirms the success of the premiere: the large majority of exhibitors are expanding their trade fair presence in Shanghai - such as the country participations from Austria, Germany, Italy and Mexico. (Click to read more)

### Desiderio Bisol will be presenting noSO2 'Valdobbiadene Prosecco Superiore D.O.C.G.', the Jeio sparkling wine without added sulphite.

From March 23rd to 25th Düsseldorf, Germany will play host to ProWine, one of the most important events in the international wine and spirits sector, exclusively dedicated to specialists operating in this sector. From 9.00 to 18.00 it will be possible to taste Bisol and Jeio wines in the area of the Grandi Vini Group in Hall 3 Stand G 15: the Bisol team await you at our stand where you can taste the excellence of the time - honoured family of Prosecco and Cartizze, from the Cru to Jeio Cuvée

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