

A NEW SHAPE FOR ZONIN CUVÉE 1821: PININFARINA LEAVES ITS MARK ON THE BOTTLE OF THE COMPANY'S ICONIC PROSECCO

Zonin has completed the restyling of Cuvée 1821 thanks to a collaboration with Pininfarina. The outcome of an ambitious project, it is firmly rooted in the history of the company and aims to redefine the future of Prosecco.



Turin, 25 June 2020

THE PROJECT

Zonin has redesigned the bottle of **Cuvée 1821**. This fitting decision completes a highly significant project, embodied in the synthesis of glass and packaging. The selection of the right design partner represented a major challenge: the goal was not to craft merely a beautiful bottle or prestigious designer item but to **give form to a concept**.

The shape would have to embody the **brand's heritage** but above all the **idea of an ambitious future**, and its sleek lines would need to authentically express a concrete reality, forged via history, expertise and fellow feeling towards wine lovers around the world.

Pininfarina is one of Italy's emblematic design brands and has proven to be the perfect partner on a shared

line of travel with Zonin that aims to **leave its mark over time**. The result is harmony in the lines, in the sense of proportion and in the conjunction of taste and simplicity, and of innovation and beauty.

THE SYMBOLISM

In-depth research and reflection on the brand and the product gave rise to an essential and distinctive symbol, a vehicle for communication and the synthesis of a distinct identity. A fine, **vertical straight line**, representing expertise composed of **precision, technical know-how** and **exactitude**. The circular shape is a **symbol of inclusiveness, socialization** and **humanity**.

ZONIN PROSECCO

The Zonin name has been linked to viticulture for almost two hundred years and has always interpreted the present and envisaged the future of wine. ▶



Zonin had focused on Prosecco with great pride and determination even before it became the international phenomenon of the past ten years. For Zonin, Prosecco is an accessible, authentic, Italian luxury.

Zonin's successful intuition, inspired by its far-sighted vision and meticulous, impassioned work, has made the Zonin brand a true benchmark in the category all over the world. To date, Zonin Prosecco is one of the brands that drives the success of Prosecco on the most important international markets, where it maintains both leading and leadership positions.

AN ALL-ITALIAN SPARKLING EXPERIENCE

Cuvée 1821 is the product that most fully represents the sparkling soul of Zonin, enabling the brand to create a very strong bond with wine lovers from all over the world. It is the 'Sparkling Experience' as it really should be: **authentic, Italian, open to the world**, but above all the perfect companion for the most significant moments in our lives, wherever and whenever we choose. A sparkling wine that needs no exceptional circumstances to make it stand out.

CUVÉE 1821

This cuvée embodies a 200-year-old historical line of travel and human endeavour and represents the on-going quest for perfection in the art of sparkling wine production using the Charmat Method. Cuvée 1821 stems from the extraordinary expertise of a consolidated team of winemakers who, thanks to their passion and skill, combined with Zonin's centuries-old tradition, craft a specific taste profile that is recognisable, exact and unique. And quintessentially contemporary. In this cuvée, avant-garde technology combines with human creativity, transforming inspiration into concrete reality.

"The distinctive characteristic of Zonin and Pininfarina is the profound bond they have forged between past



and future. The secret of the success of these two outstanding Italian companies is that they are both firmly rooted in tradition, creating a solid base from which to look to the future and innovate. The design of the new bottle of Cuvée 1821 arises precisely from this continuity within discontinuity. The vertical line drawn on the glass becomes an iconic and recognisable element, but it also represents the concrete and exact line of travel that has made Zonin a benchmark brand in the Prosecco sector".

Paolo Pininfarina, President of Pininfarina

"A further, very important step just as Zonin approaches its 200th anniversary. It is an honour to share this milestone with a company that has contributed to shaping the history of iconic Italian products worldwide. And even more so now via a wine, Cuvée 1821, which embodies the soul and spirit with which my family has always undertaken its mission in the world of wine. We are preparing to take on the year 2021 equipped with 200 years of tradition, but with undiminished passion and renewed enthusiasm".

Francesco Zonin, Vice President of Zonin1821 ▶



CUVÉE 1821

Zonin1821 is one of the most important family-owned wineries in Italy and in the world. An historic family of winegrowers now in its seventh generation, Zonin is recognized worldwide for the quality of its wines and its entrepreneurial dynamism. Its mission is to enhance the profile of its wines and its winegrowing regions, starting with Italy and its quintessential diversities, with far-sightedness and familial continuity, promoting a welcoming and friendly excellence throughout its operations. Inspired by the principle 'to each region its traditions, to each region its wine', since the end of the 1960s the family has selected only supremely-suited terroirs, bringing the sum total of currently cultivated vineyards to approximately 2000 hectares. The on-site

team is made up of 32 winemakers and agronomists operating across 12 estates located in the 7 most outstanding Italian winegrowing regions, in addition to the American estate of Barbourville Vineyards in Virginia (USA) and the Chilean estate of Dos Almas.

Our commitment and expertise in each winegrowing area, our elevation and promotion of the 'Italian lifestyle' worldwide, our quest for excellence through continuous improvement, and the foresight and solidity of our entrepreneurial strategy are the most important values underpinning our company. ▲

* The new Cuvée 1821 also stems from in-depth collaboration with Verallia Italia, a world leader in the production of hollow glass for the Food & Beverage sector, which can successfully transform a design concept into a concrete object, combining oenological, production and image-focused requirements.



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