Ardenghi: the path to foreign markets goes through quality and seduction

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Mattia Ardenghi is one of the most vibrant and dynamic representatives of the new generation of Prosecco producers. For about 15 years, he has been running the **Prosecco DOC** company, whose main estate is located between Fossalta di Piave and Meolo, covering **20 hectares**. The company also owns vineyards in Conegliano Valdobbiadene, within the DOCG zone, and in the Treviso DOC area.

The entrepreneurial vision was brought to life by the synergy between **Mattia Ardenghi and Lorenzo Bormioli**, a family friend and Mattia’s godfather, an entrepreneur with solid managerial experience in other sectors.

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By taking over the family lands, Mattia, with Lorenzo's help, led the company from merely producing grapes, which were previously supplied to local wineries, to a vertically integrated business that has been marketing its own branded products for over a decade.

At the beginning of 2024, Lorenzo Bormioli sold his shares to Desiderio Bisol, a wine entrepreneur from Conegliano Valdobbiadene, who joined the company as a technical partner, bringing in an additional 40 hectares of vineyards within the Conegliano Valdobbiadene DOCG denomination.

Today, the company produces 500,000 bottles, but Bisol's contribution will enable it to expand production to **1.5 million bottles**.

Ardenghi exports 70% of its production, and some labels, given their current success, can be considered "flagship" products abroad.

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For example, the **Prosecco DOC Millesimato Extra Dry** is resonating well with international market demands and serves as a strong asset, particularly in the **UK market**, one of Ardenghi's key international targets. The wine's fine and persistent perlage, harmonious bouquet, and crisp freshness on the palate make it an ideal companion for traditional fish & chips or Japanese tempura, popular among younger diners in London's Asian and fusion restaurants.

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It's clear that succeeding in the UK market requires battling against the rise of low-cost sparkling wines. The tools available for a quality product are brand strength and the management's ability to consistently support sales growth in

the specific market. As always, the most effective entrepreneurial action is not “everything, all at once,” but building growing trust in the target market.

The current situation is favorable to Ardenghi’s strategy in the UK market, where, like other major markets, full-bodied red wines with high extract levels are struggling, while sparkling wines perform well, especially those tied to major denominations that represent Italy.

The **Prosecco DOC Rosé Millesimato Extra Brut** is particularly appreciated in Northern and Eastern European markets. The refinement of its two grape varieties, Glera and Pinot Noir, the appealing bright pink color, and fruity aromas captivate the nose, while its fragrant texture makes it perfect for daring pairings abroad, such as Finnish reindeer meatballs or Romanian sarmale (vine leaf rolls). In 2021, the label earned a gold recognition from Mundus Vini.

The Rosé was introduced into Ardenghi’s portfolio after other labels like the Extra Dry and Brut. Ardenghi already had Pinot Noir vineyards, which they vinified in white, until the regulations allowed them to vinify them as red, making this intriguing label possible.

Prosecco DOC, in general, is doing well in foreign markets, especially in countries where ethnic and Asian cuisine is a key part of the gastronomic offering. Its ease of drinking and the **growing global familiarity with sparkling wines** are creating a privileged path for Prosecco’s growth abroad.

The **Prosecco DOC Millesimato Brut** is also experiencing strong market returns at home: its aromas of fresh fruit, especially green apple, and its fresh, lively drinking style make it perfect for convivial Italian meals, from toasts to all-course dining.

The Prosecco DOC line presents itself with a **modern, trendy, and intriguing look**. The play of colors accompanying the

labels and the company logo emphasizes the hedonistic aspect of consumption: warm colors for the Dry, blue for the Brut, and pink for the Rosé. This attention to detail is also a game of seduction.

The Ardenghi range is rounded out by the Conegliano Valdobbiadene Prosecco Superiore DOCG Millesimato Brut, which has been awarded silver by Decanter, silver by Mundus Vini, and bronze by IWSC, and the Conegliano Valdobbiadene Prosecco Superiore DOCG Millesimato Extra Dry, which also earned bronze from Decanter and IWSC.

The product portfolio also includes a **good selection of still wines**: among the whites, Chardonnay IGT Delle Venezie and Pinot Grigio DOC; among the reds, Venezia DOC Cabernet Sauvignon, Veneto IGT Cabernet, Veneto IGT Merlot, and Refosco delle Venezie IGT.

Ardenghi’s diversified and complete offering, combined with packaging that intrigues and captivates design-loving customers, fully satisfies the most demanding Horeca sector and high-end hotels.

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Key Points:

- **Strategic Partnerships**: Mattia Ardenghi’s collaboration with Desiderio Bisol expanded the vineyard holdings and production capacity, positioning the brand for future growth.
- **International Success**: Ardenghi exports 70% of its

production, with standout products like the Prosecco DOC Millesimato Extra Dry gaining popularity in the UK.

- **Appealing Packaging**: Ardenghi’s modern, color-driven packaging supports its brand image and enhances market appeal.
- **Product Versatility**: The Prosecco DOC Rosé is well-received in Northern Europe, offering a versatile pairing for international cuisines.