Ardenghi’s signature on Prosecco DOC

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Ardenghi, a family-run winery, has steadily expanded its Prosecco DOC production through strategic partnerships and careful vineyard management. Recently partnering with Desiderio Bisol, the company increased production to 1.5 million bottles. With a strong international presence, particularly in Switzerland, Ardenghi offers a flexible, diverse wine portfolio, catering primarily to the Horeca sector.

Ardenghi’s wine production journey began fifteen years ago, after a long experience in grape cultivation and supplying raw materials to local wineries. The turning point was the arrival of Mattia, a graduate in oenology from Conegliano, who was joined by Lorenzo Bormioli, a close family friend and Mattia’s godfather.

Over the years, Mattia's passion, energy, and technical expertise combined with Lorenzo Bormioli's managerial skills, who brought solid professional experience from other industries. This synergy contributed to the company's steady growth. Today, the winery spans 20 hectares of vineyards, mainly in the Prosecco DOC area, with some plots in Conegliano Valdobbiadene DOCG and the Treviso DOC area.

The partnership between **Mattia Ardenghi and Lorenzo Bormioli** shaped the company, leveraging a region naturally suited to viticulture. Their expansion was gradual and well-considered, and the positive feedback from both the market and wine critics confirmed the quality of their work.

At the start of 2024, Lorenzo Bormioli, while continuing to collaborate with Mattia in managing the flagship store in downtown Padua, sold his shares to Desiderio Bisol, a renowned name from Valdobbiadene. Bisol entered the company as a technical partner, bringing 40 hectares of vineyards in the DOCG area. This collaboration significantly expanded Ardenghi's potential, increasing its current production from around 500,000 bottles to a capacity of 1.5 million bottles.

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Ardenghi's **Prosecco DOC** vineyards, the heart of the company, stretch between **Fossalta di Piave and Meolo**, near the Piave River, in the hinterland of the Venetian lagoon. The mineral-rich soil and sea breezes make this area highly suited for producing quality wines. The grapes harvested here are processed at a facility owned by Desiderio Bisol in Valdobbiadene.

The flagship products of the Prosecco DOC line include Prosecco **DOC Millesimato Extra Dry**, highly appreciated in foreign markets, **Prosecco DOC Millesimato Brut**, which performs well in Italy, and **Prosecco DOC Rosé Millesimato Extra Brut**, which enjoys great success in Northern and Eastern Europe.

The range is rounded out by several Conegliano Valdobbiadene DOCG labels and some still territorial wines, offering a diverse portfolio that caters to the most demanding Horeca segment. The company has a strong specialization in the **hospitality sector**: the young age of the owner, the broad product range, and the desire to provide personalized service make it an ideal partner for hotels aiming to offer their guests a high-level wine selection. Flexibility is a distinctive trait of Ardenghi, which also produces **private label** wines for prestigious hotels in Rome and Milan.

Thirty percent of Ardenghi's production is destined for the Italian market, while 70% is exported, primarily to **Northern Europe, the Benelux, Japan, Korea, and the United States, particularly California and New York**.

Ardenghi continues to invest in international markets. Despite global market dynamics, sparkling wines, led by Prosecco, continue to drive national exports. Among the main goals of this strategy, the Swiss market holds an important role for Ardenghi today. **Switzerland is one of the top 5 destinations for Italian** wine, following the USA, Germany, the UK, and Canada. The Swiss market shows great curiosity towards Italian offerings. The drivers of this opportunity are certainly tied to the **reliability of the denomination**, but on a company level, importers are looking for brands that can support continuous growth in that market.

The **younger** generations, who are driving today's consumption and ensuring long-term development plans, are looking for modern, trendy products characterized by refined, elegant, and eye-catching packaging. The Swiss market is a highly favorable context for the Ardenghi range, which is contemporary, vibrant, and designed to complement a variety of convivial occasions.

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Key Points:

1. **Strategic Growth and Partnerships**: Ardenghi has grown significantly by partnering with industry veteran Desiderio Bisol, expanding production to 1.5 million bottles.
2. **International Market Focus**: The winery exports 70% of its production to key markets like Northern Europe, the Benelux, USA, and Japan, with a specific focus on Switzerland.
3. **Horeca Specialization**: Ardenghi excels in the hospitality sector, offering flexible services and producing private label wines for prestigious hotels in Rome and Milan.
4. **Vineyard Expansion**: The company now controls 60 hectares, including vineyards in both Prosecco DOC and DOCG areas, boosting its potential for high-quality wine production.

What makes Ardenghi’s wines appealing to the Horeca sector?

Ardenghi offers a diverse range of wines, personalized services, and private label options, making it a preferred partner for hotels and the Horeca sector.