Ardenghi: the dynamic Italian youth advances in the global market

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Ardenghi, founded by Mattia Ardenghi and supported by Lorenzo Bormioli, has grown from grape suppliers to a successful Prosecco producer. With vineyards in Prosecco DOC and Conegliano Valdobbiadene DOCG, the brand emphasizes sustainability, youthful appeal, and market adaptability. Recent strategic partnerships have tripled production, positioning Ardenghi for continued international success, especially in European markets.

Company profile

Ardenghi was born from the synergy between Mattia Ardenghi and Lorenzo Bormioli, a family friend and Mattia’s godfather, who,

with his managerial skills, supported Mattia in realizing his entrepreneurial vision: transitioning from grape production and supplying wineries in the area to creating wines under their own brand. Ardenghi's growth, starting from a highly suitable region along the banks of the Piave River and the inland of the Venetian lagoon, has been gradual and well-planned. Today, Ardenghi's estates span 20 hectares, mainly in the Prosecco DOC area, with some plots in the Conegliano Valdobbiadene DOCG zone and the Treviso DOC area.

In early 2024, Lorenzo Bormioli, who continues to support Mattia in managing the flagship store in the center of Padua, sold his shares to Desiderio Bisol, an entrepreneur from Valdobbiadene, who joined as a technical partner, bringing in an additional 40 hectares of vineyards, all within the Conegliano Valdobbiadene DOCG area. Ardenghi's production capacity thus increases from the current 500,000 bottles to 1.5 million bottles.

Read also: Prosecco Doc by Ardenghi

Product range, market choices, and critical acclaim

Among the company's most representative products, the Prosecco DOC Millesimato Extra Dry has received excellent feedback in the international market, while the Prosecco DOC Millesimato Brut is highly appreciated within the national borders. The Prosecco DOC Rosé Millesimato Extra Brut is gaining traction in Northern Europe and Eastern European markets. This label earned a gold award from Mundus Vini in 2021.

Additionally, the Conegliano Valdobbiadene DOCG labels have gained recognition over the years: the Conegliano Valdobbiadene Prosecco Superiore DOCG Millesimato Brut has been awarded silver by Decanter, silver by Mundus Vini, and bronze by IWSC; the Conegliano Valdobbiadene Prosecco Superiore DOCG Millesimato Extra Dry has achieved bronze from

Decanter and IWSC.

The Ardenghi range is completed by a solid offering 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.

Read also: Ardenghi's signature on Prosecco DOC

Targeting the youth is a must

In the words of Mattia Ardenghi, "Prosecco consumption occasions are linked to conviviality, sharing, and the concept of 'celebrating,' even within a traditional meal. This certainly brings us closer to younger consumers; we are naturally aligned with the kind of product we offer. We've also focused heavily on packaging, making it elegant, contemporary, and sexy: the shape of the bottle, the play of colors on the labels, and the company's logo itself emphasize the hedonistic aspect of consumption: the warm color for the Dry, blue for the Brut, and pink for the Rosé; a refinement that also plays into the art of seduction."

Ardenghi has also committed strongly to sustainability, which is a value that resonates well with younger consumer segments. The company has adhered to the SQNPI protocol, a quality system based on integrated production, ensuring compliance with technical standards for agronomic management, fertilization, irrigation, and vineyard protection from adversities.

Read also: A good time for Prosecco DOC: Ardenghi's strategy

Prosecco DOC advances on the international stage and is well-positioned for success in the Swiss market

Prosecco DOC shows great versatility both as an accompaniment

to traditional dishes and with fusion, ethnic, and Asian cuisine.

Its flexibility in consumption is creating a clear path for Prosecco's expansion beyond national borders. A wine that does not require aging is more agile, dynamic, and able to respond more swiftly to market demands. The labels in the range have already demonstrated interesting gastronomic pairings in the markets they have entered, such as Finnish reindeer meatballs or Romanian sarmale, vine leaf rolls, paired with Prosecco DOC Rosé Millesimato Extra Brut.

Prosecco DOC Millesimato Extra Dry is also showing great synergy with foreign cuisine; for example, it pairs wonderfully with Japanese tempura, a favorite choice among young people in international fusion or Asian restaurants.

Looking at the Swiss market, one of Ardenghi's main international strategy targets, Prosecco DOC labels, in all portfolio variations—from Extra Dry to Brut and Rosé—appear to be well-suited to accompany typical Swiss dishes such as fondue, raclette, rösti, as well as the rich dishes of neighboring France.

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Key Points:

- Ardenghi transitioned from grape suppliers to a Prosecco brand with 20 hectares of vineyards, now expanded with 40 more in Conegliano Valdobbiadene DOCG, tripling

production to 1.5 million bottles.

- Key products include Prosecco DOC Millesimato Extra Dry and Brut, with strong market performance internationally and domestically.
- Sustainability is central, with adherence to the SQNPI protocol, aligning with younger consumers.
- Prosecco DOC’s versatility pairs well with both traditional and international cuisines, aiding expansion into markets like Switzerland.