A good time for Prosecco DOC: Ardenghi’s strategy

scritto da Claudia Meo | 13 Giugno 2024



Ardenghi’s success in the Prosecco DOC market is fueled by a diversified portfolio, international expansion, and strategic partnerships. With 500,000 bottles produced, the company aims to triple production by leveraging quality, branding, and partnerships like that with Desiderio Bisol. Key markets, including Switzerland, highlight the growing global demand for Prosecco, especially sparkling wines like Millesimato and Rosé.

Mattia Ardenghi is one of the most vibrant and dynamic representatives of the new generation of Prosecco producers. He has been leading the **Prosecco DOC** company for about 15 years, with its main body located between Fossalta di Piave and Meolo, covering **20 hectares**. The company also owns vineyards in Conegliano Valdobbiadene, in the DOCG area, and

in the Treviso DOC area.

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

Taking over the family lands, Mattia, with the help of Lorenzo, transitioned the company from simply producing grapes that were supplied to local wineries to a fully vertical business that has been marketing its own branded products for over a decade.

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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 under the Conegliano Valdobbiadene DOCG denomination.

Today, the company produces 500,000 bottles, but Bisol's contribution will allow expansion **to 1.5 million bottles**.

Ardenghi **exports 70% of its production**. One of the primary targets of Ardenghi's current internationalization strategy is the Swiss market. **Switzerland is one of the top five destinations for Italian wine**, following the USA, Germany, the UK, and Canada. The Swiss market is showing great curiosity for Italian offerings.

Some labels, in particular, based on the results already achieved, can be considered as "flagship" products in the peaceful conquest of the Swiss market.

The **Prosecco DOC Millesimato Extra Dry**, for example, is showing great alignment with foreign market demands, thanks to its fine and persistent perlage, the great harmony of its bouquet, and its crisp freshness on the palate.

It is clear that the path to international markets, in Switzerland as in other foreign markets, is marked by the challenge of competing against low-cost sparkling wines. The weapons of a quality product are the strength of the brand and the management's ability to continuously support the development of sales in the specific market. As always, the most effective entrepreneurial action is not "all at once" but rather building growing trust in the market you want to enter.

The current economic situation is also favorable to Ardenghi's strategy towards foreign markets. In these markets, like other major ones, red wines, especially those with high extract and robustness, are struggling, while sparkling wines are performing well, especially when associated with some of the great denominations representing our country.

The Prosecco DOC Rosé Millesimato Extra Brut is particularly appreciated in the Northern and Eastern European markets. The refinement of the two grape varieties that compose it, Glera and Pinot Nero, its appealing bright pink color, the fruity notes that captivate the nose, and the fragrance of its structure make it perfect for bold pairings abroad. In 2021, this label earned a gold award from Mundus Vini.

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The Rosé's birth in Ardenghi's house followed the production of other labels such as Extra Dry and Brut. Ardenghi owned Pinot Noir vineyards, which it vinified in white, until the regulations allowed for red vinification, opening the possibility of adding this intriguing label to the range.

Prosecco DOC, in general, is performing well in foreign markets, particularly in countries where ethnic and Asian components play a significant role in the gastronomic offering. The ease of drinking and the undeniable process of **global market familiarization with sparkling wines** are creating a privileged path for the expansion of Prosecco

abroad.

The Prosecco DOC Millesimato Brut also has strong market returns at home: its aromas of fresh fruit, primarily green apple, its freshness, and its vibrant drinkability make it perfect for convivial occasions at the Italian table, from toasts to the entire meal.

The elegance, pleasantness, and freshness of Ardenghi’s Prosecco DOC labels make them the ideal accompaniment to some typical Swiss dishes such as fondue, raclette, and rösti, as well as the succulent dishes of neighboring France.

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 component of consumption: warm colors for the Dry, blue for the Brut, and pink for the Rosé. This sophistication also acts as a game of seduction.

Ardenghi’s range is completed by the Conegliano Valdobbiadene Prosecco Superiore DOCG Millesimato Brut, which has been praised by critics with a silver from Decanter, a silver from Mundus Vini, and a bronze from IWSC, and the Conegliano Valdobbiadene Prosecco Superiore DOCG Millesimato Extra Dry, which also received a 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 offering is diversified and complete, accompanied by packaging that intrigues and captivates beauty-loving customers: a portfolio fully capable of satisfying the most demanding Horeca segment and high-level hotels.

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Key Points:

- **Strategic Partnerships**: The entry of Desiderio Bisol as a partner brought significant growth opportunities, including additional DOCG vineyards.
- **International Expansion**: Ardenghi exports 70% of its production, targeting markets like Switzerland, where Prosecco is gaining popularity.
- **Diverse Portfolio**: Ardenghi offers a range of sparkling and still wines, with flagship labels like the Prosecco DOC Millesimato and Rosé excelling internationally.
- **Quality Focus**: The company emphasizes brand strength and market presence to compete with lower-cost alternatives.
- **Award-winning Products**: Ardenghi’s wines, particularly its Conegliano Valdobbiadene Prosecco Superiore DOCG, have earned multiple awards, reinforcing its market position.