Prosecco Doc by Ardenghi

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Ardenghi’s journey from a local grape supplier to an international Prosecco producer highlights its remarkable growth and partnerships. The company now boasts 60 hectares of vineyards, exports 70% of its production, and targets key markets like the UK. With a focus on Prosecco DOC and modern, stylish packaging, Ardenghi is positioned for further global success.

Ardenghi’s wine production began fifteen years ago, building on a well-established history of grape cultivation and supplying raw materials to wineries in the area. The turning point came with the entry of Mattia, who studied enology in Conegliano, and Lorenzo Bormioli, a close family friend and Mattia’s godfather.

Over the years, Mattia’s energy, enthusiasm, and technical expertise combined with the managerial skills of Lorenzo

Bormioli, who has a solid professional background in other sectors. Their strong partnership has guided the company through continuous growth: today, the business spans **20 hectares**, primarily in the **Prosecco DOC** area, with vineyards also in Conegliano Valdobbiadene (the Docg area) and the Treviso Doc region.

The effective synergy between **Mattia Ardenghi and Lorenzo Bormioli** has shaped the company into what it is today, starting from a land deeply rooted in agriculture. Ardenghi's growth has been gradual and well-considered, with the market and wine critics alike confirming the quality of the work done.

At the start of 2024, Lorenzo Bormioli, who continues to work closely with Mattia in managing the flagship store in central Padua, sold his shares to **Desiderio Bisol, a prominent name in Valdobbiadene**, **who has now become a technical partner**. Bisol brought an additional 40 hectares of vineyards within the Docg designation to the company. With these new resources, Ardenghi's production capacity has grown significantly, and the number of bottles produced, currently around 500,000, is expected to increase to one and a half million bottles.

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Ardenghi's Prosecco DOC vineyards, which form the company's core, are located **between Fossalta di Piave and Meolo**, near the banks of the Piave River, in the inland area of the Venetian lagoon. The mineral-rich soil, combined with the sea breeze, creates a highly suitable environment for viticulture. The vineyards have an average age of around 10 years. The grape harvesting takes place here, while the winemaking process is carried out at a facility belonging to Desiderio Bisol in Valdobbiadene.

The most representative products of the company's Prosecco DOC Line include the **Prosecco DOC Millesimato Extra Dry**, which is

very popular in foreign markets, the **Prosecco DOC Millesimato Brut**, highly appreciated within Italy, and the **Prosecco DOC Rosé Millesimato Extra Brut**, which is performing well in Northern and Eastern European markets.

The range is completed by some Conegliano Valdobbiadene Docg labels and several still wines from the area, making Ardenghi's offering diverse and comprehensive, capable of satisfying even the most demanding Horeca sector. Ardenghi has a strong specialization in the **hospitality segment**: the youth of its owner, the diversified product portfolio, and the desire to offer tailored service to its clients make Ardenghi the perfect partner for a hospitality sector seeking a wine selection that matches its standards. Flexibility is Ardenghi's hallmark: the company also produces private labels for large hotels in Rome and Milan.

About 30% of Ardenghi's wine production is sold in Italy, while the remaining 70% is exported, particularly to **Northern Europe**, the **Benelux** countries, Asian markets such as **Japan and Korea**, and overseas markets like **California and New York**.

Building on its success in many international wine markets and the production boost from the partnership with Bisol, Ardenghi is currently making significant investments in foreign markets. One of its key targets is the **UK market**, which is ideally positioned to appreciate the different nuances of Ardenghi's range. The Ardenghi offering is designed to attract a young market increasingly seeking **modern, trendy products** with stylish, elegant, and sexy packaging. The sophisticated UK market is one of the most receptive for the company's products, which have a great sense of modernity and vibrancy.

The **current economic climate also favors Ardenghi's strategy in the UK market**, where, as in other key markets, red wines—especially those with high extract and robustness—are struggling, while sparkling wines are thriving, particularly

those linked to the prestigious denominations representing Italy.

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Key Points:

1. **Partnership & Growth:** Ardenghi expanded from local grape cultivation to an international wine producer through the leadership of Mattia Ardenghi and Lorenzo Bormioli. The recent partnership with Desiderio Bisol has significantly increased production capacity.
2. **Vineyard Locations:** The company's 60 hectares of vineyards are primarily located in the Prosecco DOC area, with additional vineyards in Valdobbiadene, renowned for their premium soil and climate conditions.
3. **Product Range & Export Markets:** Ardenghi's diverse range includes Prosecco DOC Millesimato and DOCG wines, with 70% of production exported to markets like Northern Europe, Japan, Korea, and the USA. The UK market is a strategic target for future growth.
4. **Horeca Specialization:** Ardenghi specializes in serving the hospitality sector, offering private labels to major hotels in Rome and Milan. Flexibility and tailored service are key attributes that set them apart.