Ardenghi: Italian youthful dynamism expanding in the global market

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Ardenghi, a dynamic Prosecco producer, is expanding its global market presence. With a strategic mix of product quality, youthful appeal, and sustainability, the brand is making inroads in key international markets such as the UK and Switzerland. Ardenghi's versatile range, from Prosecco DOC to still wines, resonates with younger consumers, blending tradition with modern packaging and environmental consciousness.

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 expertise, helped Mattia realize his entrepreneurial vision: transitioning from grape production and supplying local wineries to producing and marketing his own wines. Ardenghi’s growth, starting from a highly suited territory along the Piave River and inland from the Venetian lagoon, has been gradual and well-thought-out. Today, Ardenghi’s estates cover 20 hectares, mainly within the Prosecco DOC area, with some plots in the Conegliano Valdobbiadene DOCG and Treviso DOC areas.

In early 2024, Lorenzo Bormioli, who continues to support Mattia in managing the flagship store in downtown Padua, sold his shares to Desiderio Bisol, an entrepreneur from Valdobbiadene, who stepped in as a technical partner, adding another 40 hectares of vineyards located within the Conegliano Valdobbiadene DOCG. As a result, Ardenghi’s production capacity will rise from the current 500,000 bottles to 1.5 million bottles.

Product range, market choices, and critical acclaim

Among the company’s flagship products, the Prosecco DOC Millesimato Extra Dry is well-received on the international market, while the Prosecco DOC Millesimato Brut is highly appreciated within Italy. The Prosecco DOC Rosé Millesimato Extra Brut is gaining traction in Northern and Eastern Europe, with the label earning a gold medal from Mundus Vini in 2021.

The Conegliano Valdobbiadene DOCG labels have also gained recognition and market share over the years: the Conegliano Valdobbiadene Prosecco Superiore DOCG Millesimato Brut was awarded silver medals by Decanter and Mundus Vini, as well as a bronze by IWSC; the Conegliano Valdobbiadene Prosecco Superiore DOCG Millesimato Extra Dry earned bronze medals from both Decanter and IWSC.

Ardenghi’s range is further rounded out by a solid offering of

still wines: among the whites, Chardonnay IGT Delle Venezie and Pinot Grigio DOC; and among the reds, Venezia DOC Cabernet Sauvignon, Veneto IGT Cabernet, Veneto IGT Merlot, and Refosco delle Venezie IGT.

Capturing the youth market is essential

In the words of Mattia Ardenghi, “Prosecco is consumed in moments of conviviality and sharing, bringing a sense of celebration, even within a traditional meal. This certainly brings us closer to younger consumers; we are helped by the type of product we offer. We have also put a lot of emphasis on packaging, making it elegant, contemporary, and sexy: the shape of the bottle, the color play on the labels, and even the company logo emphasize the hedonistic side of consumption: warm colors for the Dry, blue for the Brut, and pink for the Rosé – a refinement that also serves as a form of seduction.”

Ardenghi has also made significant strides in sustainability, a value that resonates strongly with younger consumers. The company adheres to the SQNPI protocol, a quality system based on integrated production, ensuring compliance with technical standards for agronomic management, fertilization, irrigation, and vine protection against adversities.

Prosecco DOC expands on the international stage and is poised for success in advanced markets like the UK and Switzerland

Prosecco DOC demonstrates great versatility in pairing with both traditional dishes and fusion, ethnic, or Asian cuisine.

Its ease of consumption is opening up a privileged channel for expanding beyond national borders. A wine that does not require aging is more agile, dynamic, and can respond faster and better to market demands. In markets where they have already made inroads, Ardenghi’s labels have shown some interesting gastronomic pairings, such as Finnish reindeer meatballs or Romanian vine leaf rolls (sarmale) with Prosecco

DOC Rosé Millesimato Extra Brut.

The Prosecco DOC Millesimato Extra Dry is also showing great harmony with international cuisines. One particularly happy pairing is with Japanese tempura, a dish often favored by young people in Asian or fusion restaurants worldwide.

Looking at the UK market, currently one of the main targets of Ardenghi's international strategy, this label, with its harmonious bouquet and crisp freshness, is perfectly suited to accompany traditional fish and chips or Japanese tempura, a popular choice in London's Asian or fusion restaurants.

Similarly, in the Swiss market, another key target for the company's export strategy, Prosecco DOC labels across the portfolio – from Extra Dry to Brut and Rosé – appear well-positioned to pair with typical Swiss dishes like fondue, raclette, and rösti, as well as rich French cuisine from neighboring regions.

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Key Points:

- **Global Expansion**: Ardenghi is significantly increasing production, moving from 500,000 to 1.5 million bottles, aided by strategic partnerships and additional vineyards.
- **Youth Appeal**: The company focuses on packaging design, sustainability, and hedonistic elements to attract younger consumers.
- **International Success**: Ardenghi is targeting advanced

markets like the UK and Switzerland, with Prosecco DOC showcasing versatility in pairing with both traditional and fusion cuisines.

- **Sustainability Efforts**: Commitment to the SQNPI protocol underscores Ardenghi’s dedication to sustainable and integrated production practices.