Ardenghi: young Italian dynamism advances in the global market

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Ardenghi, a dynamic Italian Prosecco producer, has steadily grown under the leadership of Mattia Ardenghi. With international ambitions, a strong product range including award-winning Prosecco DOC and DOCG labels, and a focus on sustainability, the brand is targeting younger consumers with elegant packaging and expanding into global markets, including the UK.

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 local wineries to producing and branding his own wines. Ardenghi’s growth, starting from a highly suitable territory along the Piave River and the hinterland of the Venice lagoon, has been gradual and well-considered. Today, Ardenghi’s estates cover 20 hectares, mainly in the Prosecco DOC area, with some plots in the Conegliano Valdobbiadene DOCG zone and the Treviso DOC area.

At the beginning of 2024, Lorenzo Bormioli, who continues to assist Mattia in managing the flagship store in the center of Padua, sold his shares to Desiderio Bisol, an entrepreneur from Valdobbiadene, who became the new technical partner, bringing an additional 40 hectares of vineyards located within the Conegliano Valdobbiadene DOCG. Ardenghi’s production capacity thus increases from the current 500,000 bottles to 1.5 million bottles.

Product range, market choices, and critical acclaim

Among the company’s most representative products, the Prosecco DOC Millesimato Extra Dry is well-received in international markets, while the Prosecco DOC Millesimato Brut is highly appreciated domestically. The Prosecco DOC Rosé Millesimato Extra Brut is gaining traction in Northern and Eastern European markets. This label earned the gold award from Mundus Vini in 2021.

The Conegliano Valdobbiadene DOCG labels have also gained fame and market presence 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 received bronze from Decanter and IWSC.

Ardenghi’s product range is completed by a solid selection of

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

Reaching younger consumers is a must

In Mattia Ardenghi's words, "Prosecco consumption occasions are tied to conviviality, sharing, and the concept of 'celebration' even within a traditional meal.

This certainly brings us closer to the younger consumer segment; we are helped by the type of product we offer. We have also focused heavily on packaging, making it elegant, contemporary, and sexy: the shape of the bottle, the interplay of colors on the labels, and even the company logo emphasize the hedonistic component of consumption: the warm color for the Dry, blue for the Brut, and pink for the Rosé; a refinement that also plays on seduction."

Ardenghi has also made a strong commitment to sustainability, a value that resonates with younger consumers. The company adheres to the SQNPI protocol, a quality system based on integrated production that guarantees compliance with technical standards for agronomic management, fertilization and irrigation, and vineyard protection against adverse conditions.

Prosecco DOC succeeds in international markets and is well-positioned for the UK market

Prosecco DOC demonstrates great versatility, complementing both traditional gastronomic dishes and fusion, ethnic, and Asian cuisine.

Its ease of consumption is opening a direct path for Prosecco's expansion beyond national borders. A wine that does not require aging is more agile, dynamic, and able to respond quicker and better to market demands. The product range has

shown interesting gastronomic pairings in the markets where it has already been introduced, such as Finnish reindeer meatballs or Romanian vine-leaf stuffed rolls (sarmale), paired with the Prosecco DOC Rosé Millesimato Extra Brut.

The Prosecco DOC Millesimato Extra Dry is also showing great synergy with international cuisine. 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 on the palate, is well-suited to accompany traditional fish & chips or Japanese tempura, a popular choice in London's Asian or fusion restaurants.

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Key Points:

1. **Strategic Growth and Expansion**: Ardenghi has grown from local grape production to an international brand, expanding its vineyard holdings and production capacity with the partnership of Desiderio Bisol.
2. **Award-Winning Prosecco**: The company's Prosecco DOC and DOCG labels have earned international recognition, including multiple awards from Decanter, IWSC, and Mundus Vini.
3. **Targeting Younger Consumers**: Ardenghi's emphasis on elegant, contemporary packaging and sustainability has resonated with younger demographics, enhancing the hedonistic appeal of their wines.
4. **Focus on Global Markets**: Ardenghi's international strategy is highlighted by the Prosecco DOC's growing

presence in markets like the UK, where it pairs well with both traditional and fusion cuisines.