

# Ardenghi: the only way to reduce expenses is for businesses to collaborate

scritto da Redazione Wine Meridian | 7 Novembre 2022



**The Ardenghi family has always been deeply passionate about wine.** The winery, which was established in 1978 in the center of Conegliano in the province of Treviso, is today operated sustainably by **Mattia Ardenghi and Lorenzo Bormioli**.

**The UK is a significant market for Italian wines, particularly Prosecco**, which accounts for more than two-thirds of all sparkling wine imports into the UK today, according to the UIV Observatory.

“The Prosecco brand has long had significant success in the UK. The Prosecco Consortium, one of the largest consortia, has undoubtedly accomplished a lot” says Debora Bonora, Ardenghi’s export manager.

According to Istat data for the first nine months of this

year, despite the difficulties associated with Brexit and an impending recession – as evidenced by the latest GDP data, which decreased by 0.3% in the third quarter of 2022 – **Italian wine exports to the United Kingdom continued to grow by double digits (+14.9% on 2021) and reached 582 million euros.**

But, as Bonora notes, “**with the UK exiting the EU, the very first obstacle you confront is clearly a bureaucratic problem.** Importers need different, more comprehensive paperwork. At least temporarily, there have been enormous delays in the timeliness of both customs clearance and transportation. Many importers refer to everything as “commercial suicide””.

**According to Bonora, businesses joining forces to save shipping and customs clearance expenses is the only way to partially solve these issues.**

“In dialogue with small and medium-sized importers, they confessed to me that repercussions caused by Brexit could also be seen in the short term. **The CMO funds certainly offer help in dealing with all these problems thanks to the fact that at least part of the cost of the promotion can be absorbed by European funds**”. The hope is that import dynamics will become more flexible in the future.



CAMPAIGN FINANCED ACCORDING TO EU REG. NO. 1308/2013