

# International growth for the MGM – Mondo del Vino – Argea Group

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In 2022, MGM – Mondo del Vino became part of the Argea group, born from the acquisition of the Botter company by the private equity group Clessidra.

MGM – Mondo del Vino – Argea Group's mission is to **promote the presence of its brands on the foreign markets**, enhancing territories, denominations, and products that make up the Group's portfolio.

Thanks to its international partnerships, the Group aims to play a driving role in the global wine market, supported by a product range that represents some of the most excellent areas of the country.

The companies of the MGM – Mondo del Vino – Argea Group oversee areas of great value: **Cuvage** contributes exclusive Piedmontese sparkling wines to the range; **Ricossa** is a modern interpreter of the great classics of Piedmont; **Barone Montalto**, from Trapani, Sicily, is a native and international expression of great character; **Cantina Zaccagnini** enriches the portfolio with the most authentic essence of Abruzzo's wine tradition.

The Group's product portfolio is well-positioned to succeed in the most evolved wine markets, characterized by an aware and informed public, capable of appreciating the production specificities of Italian viticulture and recognizing price premiums in line with the value of the labels.

Among the markets that today lead the Group's export strategy is undoubtedly the **United Kingdom, currently the 3rd foreign market by revenue**, growing annually by 16.5%.

The country is already well-covered, thanks to the Group's commercial synergies. **MGM – Mondo del Vino – Argea Group works with the main players in the UK market**: it is already very present in the on-trade, which allows for higher margins, while the off-trade channel, more complex to penetrate, requires longer times but promises the development of interesting volumes.

The shelves of major UK retailers already feature an excellent presence of the Group's labels, from Ricossa's Barolo Docg to Barone Montalto's Grillo; other labels are only present in the on-trade channel, like Cuvage's sparkling wines, but thanks to the UK market's receptivity to sparkling wines, they have great potential space, both in the on-trade and the off-trade.

The commercial choices of the Group are the result of careful analysis of the individual labels' strengths towards the target market. **Barolo Docg by Ricossa** is very present in both the on-trade and off-trade channels; it features classic

packaging, easy to recognize and immediately associable with the great Piedmontese wines: the attire befitting a Barolo, recognized in the English market as the King of Italian wines. It is a high-end label, suitable for both home consumption and dining out, designed for an audience that loves good food and can afford an **“affordable luxury”**.

**Collezione di famiglia, Grillo Sicilia Doc by Barone Montalto** targets a young audience, curious, attentive to new products and open to discovering Italian native grape varieties outside the “mainstream”; mid-range, suitable for distribution, dining, and sale in specialty stores. Sicily, increasingly popular among UK consumers, intrigues with its native grape varieties and lesser-known denominations.

**Asti Docg by Acquesi**, a Cuvage line, is suitable for both dining and specialty stores; it is priced significantly higher than the competing wines in its category. Its personalized attire, designed for an elegant audience in search of a **quality sweet wine**, greatly supports the brand’s and product’s message: a refined sparkling wine that aims to accompany convivial occasions with taste and pleasantness.



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