

Elvira Bortolomiol: “Don’t call it a restyling. It’s a declaration of identity”

scritto da Fabio Piccoli | 3 Aprile 2025



Elvira Bortolomiol presents the restyling of the Collezione dei Tradizionali as more than a design change—it’s a declaration of identity. Anchored in sustainability, craftsmanship and a feminine vision, the project embraces family legacy while looking ahead. Wine tourism, art, and environmental responsibility shape the brand’s evolution, to be unveiled at Vinitaly 2025.

For over seventy years, Bortolomiol has been one of the symbolic names of Conegliano Valdobbiadene, a historic winery that has played a decisive role in the promotion of Prosecco Superiore, making it an ambassador of Italian **excellence** around the world. Founded by Giuliano

Bortolomiol, a pioneer and visionary, today the winery is run by the all-female Bortolomiol family, who are writing a new and passionate chapter with determination and an unmistakably feminine touch.

An evolution that doesn't deny its roots, but rather reinforces them, focusing on a contemporary vision where **sustainability** and hospitality are core strategic values. Bortolomiol is now one of the most virtuous and concrete examples in the Italian wine scene for its environmental commitment, demonstrated by a rigorous Sustainability Report and everyday choices aimed at waste reduction, energy savings and respect for biodiversity.

Alongside this commitment lies another pillar of Bortolomiol's philosophy: wine tourism. The *Parco della Filandetta* is its most powerful **expression**, a unique place in Italy where wine culture engages with other art forms—from sculpture to music, from landscape to land art. Not just a winery open to visitors, but a vibrant center of cultural exchange, capable of involving guests in an authentic and multisensory experience.

The occasion for this interview is the official presentation, at the upcoming Vinitaly, of the restyling of the historic *Collezione dei Tradizionali*: a project that goes far beyond image and becomes a true brand **manifesto**, powerfully conveying Bortolomiol's core values. Elvira Bortolomiol guides us through this profound transformation, made of craftsmanship, memory and vision.

From family roots to the present: what does Bortolomiol represent for you sisters today?

Bortolomiol is our family history, but also our everyday present and the future we envision. It's our father Giuliano's

legacy, who bravely believed in the quality of Prosecco when no one else did. Today it's us sisters carrying this vision forward, aware that we're representing not just a brand, but an **identity** made of passion, love for the land and absolute dedication.

The restyling of the *Collezione dei Tradizionali* will be presented at the next Vinitaly. What does this change truly mean to you?

For us, it's not just a visual makeover. It's a declaration of **authenticity**. We wanted each bottle to better reflect who we are, where we come from and what we want to convey. The colors, the tailored label details, the patterns—everything was designed to speak of craftsmanship, our bond with nature, and with our Unesco-listed hills. A return to the roots, but with our eyes firmly on the future.

How did you decide to associate five key values to these wines?

Audacity, Purity, Balance, Depth and Intensity are words that go far beyond wine for us. They represent our way of **living** and working. The audacity of the winegrowers on the heroic hills, the purity of Glera we respect through sustainable agricultural practices, the balance between innovation and tradition, the depth of knowledge handed down through the family, and the intensity with which we face every challenge.

How is this project also a message about sustainability?

Sustainability is an integral part of our **DNA**. We not only produce according to strict criteria, but we also publish a

Sustainability Report to transparently show our efforts. The new design expresses this value: it's sober, elegant and durable. Our land has given us everything, and the least we can do is protect it for those who will come after us.

The *Parco della Filandetta* has become a symbol of your approach to hospitality. What role does it play in Bortolomiol's identity today?

It's the **beating** heart of our wine tourism. A place where the beauty of wine meets art, nature and the recovery of industrial memory. There, you'll find the organic vineyard of *Ius Naturae*, our amphitheater, the tasting room and the artist residences. It's a project that speaks to the world, with an international language but deeply rooted in our land.

What does it mean for you to be an all-female company in today's Italian wine world?

It means seeing things through a different **lens**. Perhaps more sensitive, more inclusive. But above all, it means leading with a shared vision, where care, creativity, respect and foresight are central. We're proud to represent a silent, yet powerful **revolution**

Key points

- **The restyling is a statement of identity**, not just visual change.
- **Five core values define the collection**: Audacity, Purity, Balance, Depth, Intensity.

- **Sustainability is central**, backed by a detailed annual report.
- **Parco della Filandetta symbolizes Bortolomiol's cultural wine tourism.**
- **The all-female leadership brings a sensitive, visionary approach.**



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