

Primitivo by Italian Wine Can (V.S.T. Vini e Spumanti)

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VST also stands for continuous evolution rooted in an ancient history in the Veneto region, a territorial entrepreneurship paired with a constant openness to innovation.

It embodies the typical concreteness of this land, combined with inspiration, creativity, and a boldness that is increasingly appreciated in international markets.

Wine now comes in cans too, targeting younger consumers with packaging designed to preserve the product's quality: this is the concept behind **Italian Wine Can**, which offers several versions of canned wines.

Versatile and immediate, like the **Primitivo** we enjoyed today with the Wine Meridian panel, not just as a new trend but as a modern expression of cross-generational accessibility.

This project is clearly aimed at engaging younger audiences, making the product as appealing as possible while maintaining the quality of the Primitivo: fresh, fruity, powerful, and designed to retain all its characteristics even in a can.

Its sunny, Mediterranean aromas blend beautifully with a velvety, well-balanced flavour, showing off the varietal's typical aromatic persistence.

The convenience of the format allows you to take it anywhere, perfect for toasting with friends during festive occasions, maybe around a barbecue, chatting about wine with the right touch of light-heartedness.

Company Profile

V.S.T. Vini e Spumanti Srl is a young and dynamic winery based in Valdobbiadene, with roots deeply embedded in family tradition. Founded in 2015, the company is the result of a long history that dates back to the grandparents who started with a small agricultural business. With over 60 hectares of owned vineyards in Veneto and 7 hectares in Puglia, V.S.T. stands out for its direct and complete control over the entire production chain, from grape cultivation to winemaking and packaging. This approach allows us to ensure a high-quality and safe product that is always respectful of the environment.

WHAT WE DO V.S.T. specializes in the production of various types of wine: sparkling, spumante, and still, from the Veneto and Puglia regions. Our range includes IGT (Indicazione Geografica Tipica) wines, reflecting the variety and richness of our territories. In addition to traditional wines, V.S.T. has introduced a new line of "Ready to Drink" beverages, with innovative Spritz variants. These beverages are available in practical and modern packaging, such as cans, bottles, and kegs, offering a convenient and enjoyable consumption experience. Our philosophy is based on a perfect balance between tradition and innovation. The winemaking tradition passed down from our grandparents guides us in caring for the

vineyards and producing high-quality wines, while innovation allows us to meet the new market demands with products like Ready to Drink beverages. Sustainability is a core value for us. We are committed to minimizing our environmental impact, and this commitment is reflected in our agricultural practices, material choices, and production processes. The certifications SQNPI, BIO-DIVERSITY FRIEND, and soon EQUALITAS are concrete evidence of our dedication to sustainability and quality, safeguarding the environment and biodiversity. For us, sustainability also means choosing eco-friendly packaging materials. The cans we use are fully recyclable and help reduce the ecological footprint, with a much higher recycling rate compared to other materials like glass and plastic. FUTURE PERSPECTIVES V.S.T. is a constantly evolving reality. We enjoy exploring new markets, both in Italy and abroad, to bring our passion for wine and Ready to Drink beverages to an ever-growing audience.

V.S.T. VINI E SPUMANTI SRL

Via Val dei Faveri 15 Valdobbiadene, TV 31049 IT

cristina@italianwinecan.com – +39 351 657 4110

<https://www.italianwinecan.com>

