It’s time for Farina Transparency

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“It’s time for transparency”. The winery from Verona is going to present the new innovative project Farina Transparency. This philosophy has been applied to Farina’s actions as winery, as client, as supplier, as employer, finally in every area of the company life.
The project, which will tell much about the winery of Valpolicella region producing the well known Amarone, started two years ago and finally will be ready in 2018.

On **Friday, 26th of January**, Farina is going to present www.farinatransparency.com (almost online) with all its subjects: the interviews to our grape suppliers, those to the employees, those to partners, and finally the importers, who work every day to bring Farina’s wines in the worldwide markets. The new materials will be online at that date.

“We chose to start this project “Transparency Farina” not as a communication action to seize the current market trend to seek more and more transparent and authentic companies, but first of all because we’ve always felt a natural, innate, need to tell everybody who we are, without hiding anything, starting from our limits” Claudio Farina says.
“A very bold project, indeed, that is not limited to declare our “transparency” but aims to prove it on a daily basis in all production phases, in the transformation process of the grapes, up to the marketing activities.
A “transparency” not only of the products, but also of the people who contribute with their work to the creation, communication and marketing of Farina wines” Claudio Farina concludes.