The Wine Net, Italian Co-Op Excellence

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Valpolicella, Prosecco and Barbaresco, three prestigious Italian wine designations, united under a new brand to transmit Italian values of cooperation and improve international promotion.

The new born network, named The Wine Net – Italian Co-op Excellence (www.thewinenet.com), has been established by three influential Italian wine cooperatives from three prestigious appellations of Veneto and Piedmont: Valpolicella, Prosecco and Barbaresco.

Protagonists of this project, the first of its kind in Italy involving wine cooperatives, are three important and qualified brand names: Cantina Valpolicella Negrar (Verona), Cantina Produttori di Valdobbiadene – Val D'Oca (Treviso) and Cantina Pertinace (Cuneo).
These three historic and important wine cooperatives decided to establish the network on the one hand to firmly demonstrate the values of Italian wine cooperation and on the other hand to increase the penetration of the major international markets.

"It is an open network – Daniele Accordini, Aldo Franchi and Cesare Barbero, respectively CEOs of Cantina Valpolicella Negrar, Cantina Produttori di Valdobbiadene – Val D'Oca and Cantina Pertinace, have stressed – which has the goal of soon spreading to other cooperatives coming from the best Italian wine-growing areas, with a historical vocation and quality productions".

Why The Wine Net?
In the light of current dynamics in the international markets and the evolution of wine consumption styles, it is more and more needed for wineries to adapt their structure in order to answer current needs and effectively intercept opportunities.
Among possible ways of facing the current scenario, the network of wineries (complementary companies decide to coordinate their activities) is the more suitable model, found by The Wine Net companies.

Identity & Mission
The Wine Net is a network which puts together the excellence of Italian wine cooperatives. The network of cooperatives has a fundamental and demonstrable mission: maximum commitment in the qualification of the products and maximum transparency in communicating the activities.
As a "modern enterprise", the network wants to intercept current and future market opportunities, starting from the development of international markets, and a better presence on

the Italian market, considered strategic for the competitiveness of wineries.

The three cooperatives:
Cantina Valpolicella Negrar (www.cantinanegrar.it) is located few kilometers far from Verona, in the heart of Valpolicella Classica. Since 1933, Cantina Valpolicella Negrar has told the story of men and women devoted to the crafting of quality wines: the finest, sincerest expression of their region. At the heart of Cantina Valpolicella Negrar are its 230 members, grape-producing families who tend more than 700 hectares of vineyards, mainly in the Valpolicella Classica region. The annual production is obtained by more than 90,000 tons of grapes, and a cellar capacity of 160,000 hectolitres. Amarone, Recioto, Ripasso, Valpolicella Classico and other DOC wines from Verona areas are sold with the brand names Cantina di Negrar, Le Preare e Domìni Veneti.

Cantina Produttori di Valdobbiadene – Val D'Oca (www.valdoca.com) is located in a beautiful setting amid rolling hills between Asolo and Conegliano at the foot of the Treviso pre-Alps.
Established in 1952, the consortium currently groups together 600 growers and 954 hectares of vineyards – a major wine-making concern at both local and national level. For many years, the Cantina Produttori di Valdobbiadene – Val D'Oca has been pursuing the goal of producing quality wines with the aim of promoting the product of its members, fostering awareness of the investments made in terms of money and human effort, and communicating its upgrade program in order to ensure that consumers fully realise that all production stages, from grape growing to bottling of wine are performed with care and skill. The Cantina Produttori di Valdobbiadene – Val D'Oca, annually harvests and processes 15,000 tons of grapes. About 90% of this production is made up of white wines, with the Glera grape. This grape is useful for the production of Cartizze, Valdobbiadene Prosecco Superiore DOCG and Prosecco DOC, sold

with the brand names Marchi Val D’Oca and Ca’Val.

Cantina Pertinace (www.pertinace.com) is located in Pertinace in Treiso, Piedmont, one of the four villages in the Langhe, famous for the production of Barbaresco DOCG. Founded in 1973 by Mario Barbero, the winery was a winegrowers cooperative of thirteen members from the Treiso area. Nowadays the members are seventeen and they cultivate 90 hectares of vineyards. The cooperatives established since its foundation the goals of valorization of the land of Barbaresco and the research of quality wines. The complete line of products mirrors faithfully the traditional production of Langhe, Barbaresco Docg, Langhe Nebbiolo Doc and Langhe Arneis, Dolcetto Doc and Barbera d’Alba Doc, without forgetting Moscato d’Asti and Barbera d’Asti Doc.