

# ARGEA

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## Major Italian Wine Companies Botter and Mondodelvino Launch Argea A New Chapter for the Italian Wine Industry

Two major players in the Italian wine industry, who generated a combined revenue of 420 million dollars in 2021, will bring the excellence of the Italian wine to the world, under the direction of Clessidra, a private equity firm

New York, 17 November 2022 - Two major Italian wine companies, **Botter S.p.A. and Mondodelvino S.p.A.**, have announced the launch of **Argea**. Argea is an innovative and forward-looking group born to celebrate Italian wine excellence in Italy and abroad and will be under the direction of Clessidra, an Italian private equity firm.

The company's name is a combination of "Ar" as in "Art" and "Gea" as "land". Argea represents core values of the group that aims "to enhance the Italian wine culture" in the world. Argea is dedicated to a people-forward approach, innovation, quality and sustainability while bringing together wineries that represent the best of Italian winemaking.

"As the name suggests, Argea was born to share the art of Italian winemaking with the world, while fully respecting nature, from the land to the glass," said Enrico Gobino, Argea Marketing & Communication Director. "Starting with the logo, from the font to the new brand architecture, everything has been designed to reflect the strength, stability, and prestige, but also the Mediterranean culture and history of the company. These values will be fully expressed with and reflected by massive investments."

With a **consolidated revenue of around 420 million dollars in 2021, of which 95 percent was generated abroad), Argea is the most important private player in the Italian wine industry.** Argea is built on growth momentum: Botter and Mondodelvino increased revenue by 18 percent over 2020, separately.

An ambitious growth plan, **with a planned investment of 50 million dollars**, aims to achieve revenues of up to **550 million dollars in 2025 while increasing total production to 220 million bottles** from the current 170 million. According to the goals set by the group, **revenues of the main international markets, North America and Central Europe, is to increase from 210 million to approximately 270 million dollars by 2025.** Although off-trade will remain crucial, the strategy will also focus on the growth of the on-premise market and D2C channel (e-commerce and direct retail).

"The Argea project, combining the best resources in the industry, represents a great opportunity for Italian wine and the international wine markets," said Massimo Romani, CEO of Argea. "Our business plan includes a commitment to ethical and sustainable development, which will involve the communities and the environments in which we operate. This ambitious path requires huge investments, which will enable Argea to broaden its horizons further and further, with significant growth both abroad and in Italy."



**BOTTER**  
Venezia 1928

 **mondodelvino**

 **ZACCAGNINI**  
Vignazzo d'Albuzza  
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Argea exports to over **85 countries around the world**, with an extensive sales network in markets where Italian wine has long been appreciated - including the United States, the United Kingdom, Germany, and Scandinavian countries - and in areas of the world with growing interest in Italian wine such as China, South Korea, and Canada.

With **six production sites** located in different Italian regions - from Romagna to Piemonte to Veneto - as well as numerous supply chains involved in the project from Friuli-Venezia Giulia, Abruzzo, Puglia and Sicilia, Argea brings to the market a diversified range of Italian wines recognized worldwide. They include Barbera, Nebbiolo and Moscato from Piemonte, Sangiovese and Trebbiano from Romagna, Prosecco and Pinot Grigio from Veneto, Primitivo from Puglia, Montepulciano d'Abruzzo from Abruzzo and Nero d'Avola from Sicilia.

The commitment to sustainability will be the governing principle of the Argea strategic plan, which includes **the promotion of the ESG (environmental, social, and governance) culture** among all the estates and companies in the group through ongoing activities. The results will be included in an annual sustainability report, which is based on specific indicators, including: responsible use of resources, sourcing, CO2 emissions, certifications, corporate welfare, employee well-being, respect for the territories in which the company operates.

Less than a month after its foundation, Argea **signed for the acquisition of Cantina Zaccagnini**, a winery located in Bolognano (province of Pescara) in the Abruzzo region. The company's entry into the group allows Argea to strengthen its position in the US market, where Cantina Zaccagnini enjoys a premium positioning thanks to its leadership in the Montepulciano d'Abruzzo market, a wine appreciated by the American public.



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