VALDO

DAL 1926 A VALDOBBIADENE

Company Presentation

The Foundation of Valdo

In 1926, a group of enterprising grapegrowers from the Valdobbiadene area joined their hands and established the Società Anonima Vini Superiori,

a wine-making company committed to the Prosecco and Cartizze sparkling wine production.







The Founder

At the beginning of the 50s' the company achieved its full potential when it was acquired by the Bolla Family and became Valdo Spumanti.

Sergio Bolla, father of current Chairman Pierluigi, focussed on expanding sales throughout Italy and abroad by setting a new production mindset and challenging commercial objectives.

As a result, he introduced the Valdobbiadene Prosecco Superiore DOCG to the rest of the world.



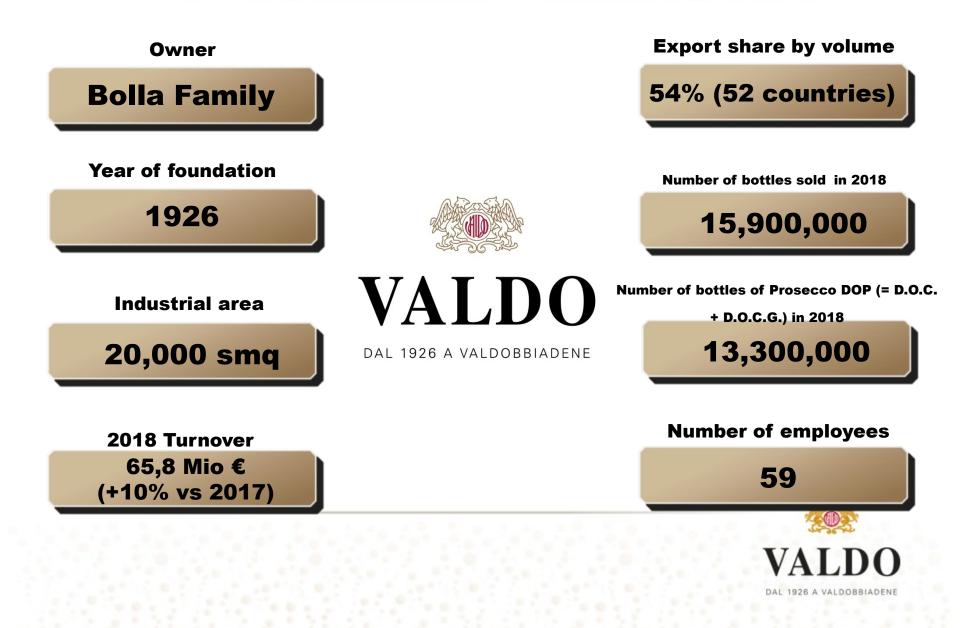


Valdo today

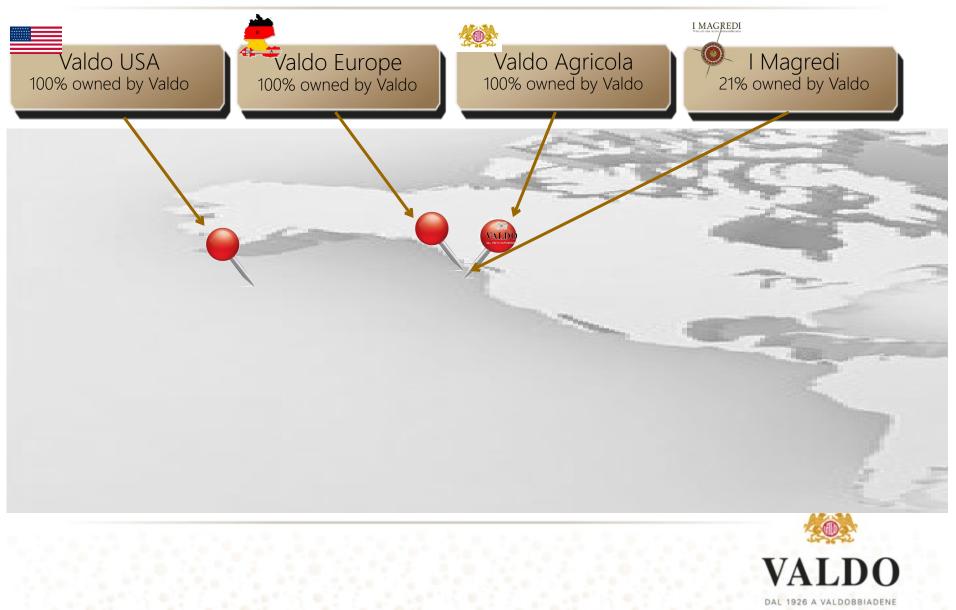
The quality of our products comes from the carefulness paid on all the stages of the supply-chain: from the vineyards to the cellars, to the bottling and packaging design processes.



VALDO TODAY - KEY FACTS



VALDO GROUP



Valdo today – key facts

✓ Over 90 years of company heritage, starting from 1926 in Valdobbiadene.

- ✓ The Bolla Family, who is the creator of the Soave and Amarone success in the world.
- Strong link to the land and relationship with the small local producer, thanks to direct investment in training and development.
- Consolidated Prosecco market leadership in Italy and Germany.
- ✓ The «yellow label» of Marca Oro is an icon in the world for the Prosecco category.

✓ Non-stop investments in R&D, from which the Prosecco Organic was created.

GARDA DOC - THE PROJECT

GARDA DOC SPUMANTE



- Allowed since 2017
- Hectares under vine: **31.000** (Verona, Mantova e Brescia areas)
- 10 appellations: Valtènesi, San Martino della Battaglia, Lugana, Colli Mantovani, Custoza, Bardolino, Valdadige, Valpolicella, Durello e Soave.
- Current production in bottles: 7 millions
- Potential production in bottles: 20 millions



http://www.adnkronos.com/lavoro/made-in-italy/2017/09/07/nasce-spumante-gardadoc-punta-mln-bottiglie_Pemi2NCxEzkATF0Nxq3xpM.html

GARDA DOC - KEYWORDS

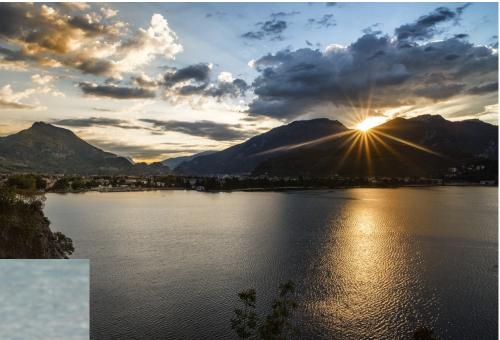
LIGHT

COLOUR

WELL-BEING

NATURE





HOLIDAY

FREEDOM

SHARING



GARDA DOC - KEY SELLING POINTS



С

The sparkling wine-making of Valdo are combined with the vocation of the terroir.

Strong reference to the Garda area.

Contemporary and elegant label.

Garda Lake has a strong appeal and a high perceived value.

Brut sparkling wine made from a white grape varieties selection cultivated in the vineyards located near Garda Lake.

> CATEGORY: Brut



GARDA DOC - KEY SELLING POINTS



Blend: Garganega and Chardonnay

area, allows the production of a sparkling wine with characteristics of pleasantness and elegance. The Chardonnay enriches the complexity and the length of the taste.

Garda and Prosecco sparkling wines have important affinities related, above all, to the pleasure and ease to drinking. The Garda is slightly more complex, with aromas ranging from floral to almond and flint, while Prosecco has more delicate aromas, from floral to fruity, recalling apple and peach.





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