



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 D.O.C.G. to the rest of the world.



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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

Owner

Bolla Family

Export share by volume

54% (52 countries)

Year of foundation

1926

Number of bottles sold in 2018

15,900,000

Industrial area

20,000 smq



Number of bottles of Prosecco DOP (= D.O.C. + D.O.C.G.) in 2018

13,300,000

2018 Turnover

**65,8 Mio €
(+10% vs 2017)**

Number of employees

59



VALDO GROUP



Valdo USA
100% owned by Valdo



Valdo Europe
100% owned by Valdo



Valdo Agricola
100% owned by Valdo

I MAGREDI
Vini di una terra straordinaria



I Magredi
21% owned by Valdo



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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**

GARDA DOC - KEYWORDS

LIGHT

COLOUR

WELL-BEING

NATURE



HOLIDAY

FREEDOM

SHARING



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GARDA DOC – KEY SELLING POINTS



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



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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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