

Prosit Group, a company with €90 million in turnover, is looking to Vinitaly to expand the distribution of its premium wines worldwide

- Prosit Group, a company with a unique business model that brings together some traditional Italian wineries with premium and super premium positioning, will be at the 55th edition of Vinitaly in Hall 10, stand A1-B1.
- In 2022 the group produced more than 26.5 million bottles with a portfolio of five brands.
- 59% of the turnover was recorded abroad with more than 18 million bottles sold in international markets.

Verona, 3 April 2023. [Prosit Group](#), an innovative company in the wine sector, will participate in **Vinitaly 2023**, the international exhibition of Italian wine to be held at Veronafiere **on 2-5 April**.


The holding company of wineries will be at **stand A1-B1 in Hall 10**.

Participation at Vinitaly is an opportunity to highlight the company's unique business model, governance and distribution, as well as to communicate its recent financial performance: **Prosit Group will close 2022 with a turnover of around €90 million, with exports accounting for 59%** (18,130,000 bottles sold and a turnover of €50,575,000 in international markets).

Prosit Group is a business that was born from the insight of Sergio Dagnino, a manager with many years of experience in the wine world, with the objective of creating a hub of high-end Italian wineries that offer the best wines representing the excellence of our country.

The group currently has five brands: Cantina di Montalcino (Tuscany), Torrevento (Apulia), Nestore Bosco (Abruzzo), Tenuta di Collalbrigo (Veneto), as well as the historic La Cacciatora Di Casa Vinicola Caldirola brand.

At Vinitaly 2023 Prosit Group will be renewing its commitment to promoting Italian wines throughout the world: for 55 years, the event has been synonymous with the engagement of the entire global wine industry, a marquee event at the world level and the first wine and spirits trade show in Italy for all operators in the business.



*“The founding of the Prosit Group in 2018 was a new starting point for us. We are working to put in place a strategic plan that allows us to develop recognisable brands worldwide, according to the regional specificities of our portfolio”, explained **Sergio Dagnino**, CEO of the Prosit Group. “In a period of great change for the industry, we want to propose a new business model to meet a market demand: a pairing of Wine and Country with a premium positioning”.*

Prosit Group

Founded in 2018, Prosit Group was created to take on the challenges faced by Italian wine in an increasingly competitive global market by employing an innovative business model. The company is working to develop strong, recognisable and regional brands by emphasising the uniqueness of individual wineries within a pairing of Wine and Country with a premium positioning.

With its unique business model, the company has strengthened the aggregation of several traditional Italian wineries in Veneto, Abruzzo, Tuscany, Apulia and Lombardy to better face an increasingly competitive international landscape.

The portfolio currently includes the following brands: Cantina di Montalcino (Tuscany), Torrevento (Apulia), Nestore Bosco (Abruzzo), Tenuta di Collalbrigo (Veneto), as well as the historic La Cacciatora Di Casa Vinicola Caldirola brand.

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