

COMPANY PROFILE Press Kit

Prosit Group: Italian Wine Excellence

Introduction

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 aims 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.

The Group is a constantly evolving enterprise, founded by Sergio Dagnino, CEO of the Prosit Group and a manager with many years' experience in the wine sector, with the aim of creating a hub of national premium and super premium wineries generating commercial and industrial synergies at several levels thanks to the development of an innovative distribution model.

In order to position itself as a unique company in terms of business model, governance and distribution and to be a recognised player in the development of Italian oenology, Prosit Group has established the following pillars: be business and brand creators, innovators and industry specialists with a solid strategic plan.

With 1,225 hectares cultivated in five different regions, the Prosit Group produced over 26 million bottles in 2022. 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. Votto Vines, a US importer and distributor, was acquired in 2021.

Prosit Group in numbers

The company produced 26,645,000 bottles in 2022, with a turnover of around €90 million. 41% of the turnover was recorded in Italy and 59% abroad (€50,575 million turnover in international markets with 18.13 million bottles sold), operating in a highly competitive environment, where the five regions within the Prosit Group (Veneto, Abruzzo, Tuscany, Apulia and Lombardy) accounted for 70% of all Italian wine exports.

Prosit Group's main markets are the USA and Europe (led by the German market, but also Eastern European states). As at March 2023 the group has 150 employees.



The business model

Prosit Group is a subsidiary of the Made in Italy Fund, a private equity fund promoted by Quadrivio and Pambianco. Managed by a team of executives with extensive experience in the wine sector, the group is a platform for development and growth, which in less than three years has created a portfolio of five wineries and one distributor, supporting their organic development and integration in the various businesses. The M&A strategy implemented has made the Prosit Group a national player in a very short time, covering most of the regional mid- and high-end ranges.

The business model undertaken involves the group entering the capital of the wineries, leaving the management to the local entrepreneurs and providing strategic support in the areas of finance, logistics, sales and marketing.

The vineyards remain the property of the families. Production is entrusted to each individual co-owned winery, which Prosit Group requires to adhere to certain quality and quantity parameters. The direct management of the group begins during the winemaking, bottling, and storage phases, guaranteeing the best technologies to preserve product quality, then getting to the heart of the business in the sales and distribution phase, leveraging a network that allows preferential access in the various target markets.

In the US, it operates through Votto Vines, an importer acquired in 2021.

The brands

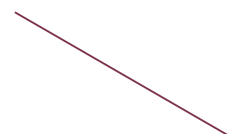
When choosing brand partners, the Prosit Group pursues a goal of composing a complete, synergistic brand portfolio focused on the main Italian labels. In addition to its distinctive business model, with full control of the value chain to provide a unique market positioning, the group is distinguished by operating as a leader in a growing global market that is increasingly interested in Italian premium wines.

In order to maintain the quality standards that set it apart from the rest, the Group has put in place a management team that is highly qualified, with considerable experience in the wine industry: Prosit Group plans to grow organically through future acquisitions and new synergies to develop recognisable brands that meet the needs of consumers in different market segments.

Cantina di Montalcino (Tuscany)

Cantina di Montalcino was founded in 1970 by a small group of local producers. Today it counts around 50 small farms with 160 hectares of vineyards spread over the four quadrants of the Montalcino municipality, 40 km from the city of Siena.

It's an area that has been devoted to viticulture for more than 2,000 years, with famous historical and literary treasures. The cellar is set in a landscape of rare beauty, a Unesco World Heritage Site since 2004 characterised by four different areas with different soil and



climate conditions (soil, orientation, microclimate), guaranteeing high quality even in unfavourable periods.

The production area coincides with the historical boundary of the municipality, an area of 24,000 hectares – in which vineyards occupy about 15% of the surface area – devoted to the cultivation of Sangiovese, an ancient vine that gives life to the famous Brunello di Montalcino, a red wine of the highest quality. Brunello's fame reached its current level in the second half of the 20th century: in 1980 it was awarded the first Denominazione di Origine Controllata e Garantita (Designation of Controlled and Guaranteed Origin – DOCG), already a DOC (Designation of Controlled Origin) since the 1960s.

The original cellar structure was demolished and rebuilt in 2000. The current architectural design, inaugurated in 2011, recalls the surrounding Tuscan hills. The underground cell contains 74 oak barrels with a capacity of 50 hectolitres, plus 50 barriques. The wine cellar is part of the Toscana Wine Architecture circuit, which brings together the region's 14 top wineries.

In 2015 the upgrading of energy-saving systems was commenced.

In 2022 Prosit Group acquired 100% of Cantina di MONTALCINO S.r.l.

Torrevento (Apulia)

Torrevento is situated within Alta Murgia National Park at the foot of the monumental Castel del Monte of Frederick II of Swabia where, in the Torre del Vento district, premium wines are produced following the dictates of sustainable agriculture.

The property was bought in 1948 by the Liantonio family, who still run the company today in the person of their grandson Francesco.

The wines are made from the indigenous grape varieties Nero di Troia, Bombino Bianco and Nero, Aglianico, Moscato, Primitivo and Negroamaro: a wide range of products (premium red, rosé and white) representing the entire region, emphasising the ancient wine-growing tradition of the Apulian territory and reinterpreting it in a modern key. Since 1995, the company has been researching and developing elements of continuous innovation, combining them with the recovery of the region's tradition, as in the case of Nero di Troia.

In fact the company operates on about 500 hectares of vineyards and 20,000 square metres of farmland.

The target market is 80% foreign, with 350 importers worldwide and a stable presence in 31 countries. For over 20 years Torrevento has been on a path of certified quality: a commitment that has met the standards of Equalitas certification since 2018, which includes environmental, social and economic sustainability requirements as well as measurable indicators in terms of water and carbon footprint. Winner of the 2019 Sustainable Winery Award of the *Guide to Italian Wines* published by Gambero Rosso. Its wines are reviewed in more than 15 international wine guides, with high-profile awards in major world wine competitions.



Torrevento is the “Ambassador of Apulian wines in the world”.

In 2019 Prosit Group acquired 51% of Cantine TORREVENTO S.r.l. (51% of the subsidiary ORIA WINES S.r.l. in 2022).

Nestore Bosco (Abruzzo)

Founded in 1897, Nestore Bosco boasts a long family tradition, started by Giovanni Bosco in Castellammare Adriatico, now Pescara. Built in 1980, the wine cellar is located in Nocciano, in the Pescara interior: an evocative underground space where Montepulciano, Trebbiano, Pecorino and Chardonnay rest inside precious Slavonian oak barrels. The company also owns Tenuta Scarpata and Tenuta La Collina.

Annual production is around 700,000 bottles, with 70 hectares under cultivation. Nestore Bosco grows red grapes (Montepulciano, Cerasuolo d'Abruzzo) and white grapes (Pecorino, Chardonnay, Moscato, Malvasia, Trebbiano, Passerina).

The oenologists are Riccardo Brighigna – twice nominated “Best Oenologist of the Year” by AIS Abruzzo and winner of the Cangrande Award as “Meritorious of Italian Viticulture” – and Nestore Bosco, vineyard and production manager, taster member and president of the DOC Commission of the Pescara Chamber of Commerce.

Since 2010 the winery has converted production to an organic and integrated system, respecting biodiversity, and earned CCPB certification in 2018. It has also earned numerous international awards: Mundus Vini, Decanter, America Wines Awards, The WineHunter Award, James Suckling.com, Annuario dei Migliori Vini Italiani, Bibenda, Wine Report.

In 2019 Prosit Group acquired 51% of Cantine BOSCO NESTORE S.r.l.

Tenuta di Collalbrigo (Veneto)

The family-run company is located in the heart of the hills where Prosecco DOCG is produced, between the municipalities of Conegliano and Valdobbiadene (Veneto), Unesco World Heritage Site and Grand Cru of Prosecco from 2019. Production is focused mainly on Conegliano Valdobbiadene Prosecco Superiore DOCG, but also others. The products in the range are Prosecco, Pinot Grigio, Cabernet Sauvignon and Moscato.

The wines are the product of low-yield vineyards located on hills of clay and pebbles, created by the movements of the Dolomite glaciers. The winery – the site of the Tenuta – was built by Alberto Cosulich in 1967 and renovated in 2020 and is located in a beautiful area just a few minutes from the Oenological Institute of Conegliano.

With 15 hectares under cultivation, the winery's production capacity reached around 1.2 million bottles per year in the early 2000s.

Collalbrigo's wines were the first Italian wines to receive prestigious international recognition – the estate appeared in the *Guide to Italian Wines* as early as the 1970s – and

have been reviewed by all the leading wine and food magazines and critics: Veronelli, Gambero Rosso, 2000 Vini, Robert Parker, Wine Spectator, Wine and Spirit. The bottle design received the 2019 Open Art Award for the best label.

Today the entrepreneurs of the fourth generation of the Cosulich family manage this legacy, which is well represented with its Prosecco in the most important international markets.

In 2019 Prosit Group acquired 51% of Grandi Vini COLLALBRIGO S.r.l.

Casa Vinicola Caldirola

Casa Vinicola Caldirola was founded in 1897 in Contra, a hamlet of Missaglia, Lecco, as a tavern and wine shop. From this activity, Ferdinando Caldirola started a tradition that would bind his family to wine for three generations. The company started bottling in the 1960s, employing seven people. A small enterprise, famous in the surrounding areas for the quality of its product.

It made its technological, logistical and distribution leap in the 1970s, with the successful entry of the La Cacciatora label into large-scale distribution and the automation of bottling. The commercial strategy rewarded the brand, which in the meantime expanded its assortment: Piedmont, Tuscany, Sicily, Abruzzo, for a total of 480 hectares cultivated. Exports to international markets began in the 1980s and 1990s, with a significant presence in Germany, Holland, Belgium, Luxembourg and Russia.

In 2000 Caldirola became the Italian leader in the modern mass retail channel in the glass sector. The family sold the winery and the new management ensured further growth in the domestic market, an expansion of exports, the launch of new products consistent with consumer preferences, excellent value for money and a tailor-made mix of services for the brands.

In 2022 Prosit Group acquired 100% of Cantina Di Casa Vinicola CALDIROLA S.p.A.

