



EXPERIENCE FERRARI: ITALY'S LEADING SPARKLING WINE



Established more than a century ago in Italy's northern region of Trentino, Ferrari has earned worldwide recognition as the premier producer of luxury sparkling wines.

Each Ferrari wine undergoes secondary bottle-fermentation in accordance with the rigorous regulations of **Trento DOC**. Comparable to the finest Champagnes in terms of winemaking technique and structure, Ferrari wines are proudly Italian in craftsmanship and by reputation. **Ferrari Brut**, **Ferrari Perlé** and **Giulio Ferrari** rank among the most celebrated Blanc de Blanc wines produced exclusively from 100% Chardonnay grapes.

Cultivated along the foothills of the Alps, Ferrari Trentodoc wines are known for their remarkable elegance

and finesse. Ferrari was founded in **1902** by **Giulio Ferrari**. After studying in France, Giulio returned to his native region of Trentino with a conviction that the terroir and climate were ideal for producing world-class sparkling wines. Giulio Ferrari was the first viticulturist to plant **Chardonnay** vines in Italy, and by 1906 his pioneering vision had already borne fruit with numerous international awards. Ferrari was well on its way to producing what would rapidly become the most beloved sparkling wine of Italy.

Today Ferrari ranks high among the most prestigious sparkling wine producers in the world as the recipient of **Producer of the Year** at the **Champagne and Sparkling Wine World Championships 2015**, which also recognized Ferrari Brut Trentodoc as **World Champion Classic Blanc de Blancs in 2016**. Ferrari is a perennial recipient of **Tre Bicchieri**, Italy's highly wine accolade, and is the only Italian sparkling wine producer to receive a **Wine Spectator Wine Experience** invitation.

Remarkably, Ferrari has maintained its authentic roots as a family-owned



company with deep ties to the Trento region. The winery is led by the 3rd generation of the **Lunelli family**, proud descendants of Bruno Lunelli, who purchased the estate from Giulio Ferrari in 1952.

Every generation since has upheld Giulio Ferrari's uncompromising search for excellence in each step of the

production process – elevating Metodo Classico as a production method par excellence – and remaining true to **Trentino's** unique identity. The Lunelli family reinforces these values, balancing innovation with a deep respect of tradition. The winery is a passionate advocate of **mountain winemaking** and **sustainable agriculture**,

practiced in its estate vineyards and reinforced by long-standing grower relationships. Ferrari's team of eight oenologists and six agronomists meticulously supervises the vineyards, and provides continuing technical support to the families under exclusive contract to grow grapes for Ferrari.

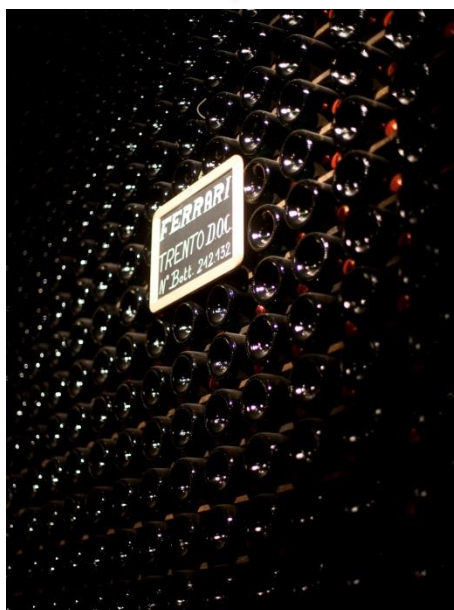
Ferrari has long been the favored **toast**

of Italy. The Trentodoc wines provide the perfect accompaniment to the most significant moments in statesmanship, culture, artistry, fashion and athletic achievement. Ferrari is proudly served at the Quirinale, the Home of the President of the Italian Republic, and was selected as the official toast to the 150th Anniversary of Italian unification as well as the Italian Pavilion at Expo

Milano 2015. No stranger to red carpet events, Ferrari is a favorite of Hollywood stars, poured at galas such as the Emmys, the Oscars and the Venice Film Festival.

As a symbol of the **Italian Art of Living**, Ferrari has become the quintessential toast at Italy's most significant lifestyle events, in particular in the fields of fashion and

design. The Italian Art of Living celebrates the passion for beauty, taste, and elegance, and a zest for life that is the very soul of the Italian spirit. Ferrari is a founding member of the Altagamma Foundation, an organization whose members both embody and promote the most refined products from Italy in the fields of fashion, design, food, wine and hospitality.



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