

PIERA

MARTELLOZZO

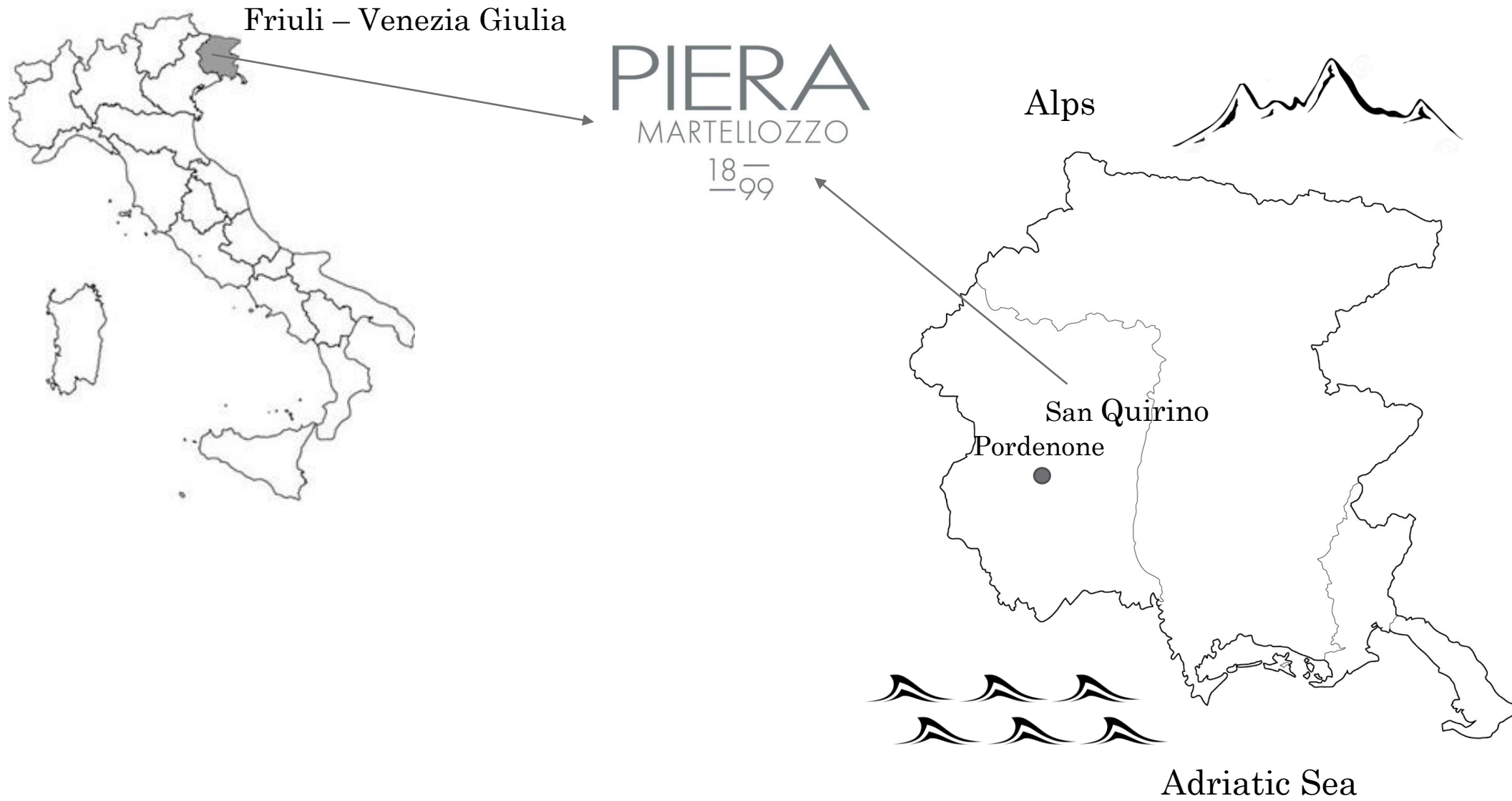
18⁹⁹

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Location and History

LOCATION



A THREE GENERATION FAMILY HISTORY



*Martellozzo Family,
Camposampiero, 1960*

The Piera Martellozzo winery **was founded in 1899** in Camposampiero near the town of Padova, **by Piera's Grandfather**, Giovanni, but it was Piera's Father, Mario, that really expanded the company and developed the company awareness both in Italy and in foreign markets.

A THREE GENERATION FAMILY HISTORY



1992 - As per her father Mario's will, **Piera**, the youngest daughter, became **President and CEO of the winery** which takes her name from that moment, she was 29 years old.

2001 - The company acquires **another winery in San Quirino**, in Pordenone province, in Friuli Venezia Giulia region, with the vision to create top quality wines.

A THREE GENERATION FAMILY HISTORY

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A THREE GENERATION FAMILY HISTORY



1. Concrete is a **NATURAL INSULATOR** and allows to stabilize the temperature of its content. This stability makes for a gradual fermentation, because there are no temperature fluctuation.



2. Concrete tanks are also **POROUS**. With a gradual introduction of the oxygen, the wine can breath and evolve.



3. Concrete does a very good job of showcasing a wine's **TRUE TERROIR**.

Terroir

FRIULI GRAVE DOC AREA



Friuli Grave is a DOC covering a large area of land in Friuli-Venezia Giulia, between the **Alps** and the **Adriatic sea**. The region's combination of soil, climate and situation make for excellent wines, and viticulture here dates back to Roman times.

The area is made up of some 16,000 acres (6500ha) of vineyards.

FRIULI GRAVE DOC AREA



Friuli Grave takes its name from the **gravelly, alluvial soil** that characterizes the zone. The stony, **limestone-rich soil** originated in the mountains and has been deposited across the plains over the years. The extensive stretch of stones beneath the vines reflects heat and light during the day to help the grapes ripen, as well as acting like a radiator during the night to maintain a constant and even mesoclimate. Drainage is also excellent, mitigating the effects of any heavy rainfall.

FRIULI GRAVE DOC AREA



The Adriatic sea and the Alps both have an influence on the climate here. The nearby mountains protect the valley from icy winds blowing from the north and the close Adriatic Sea tempers the heat of the plains.

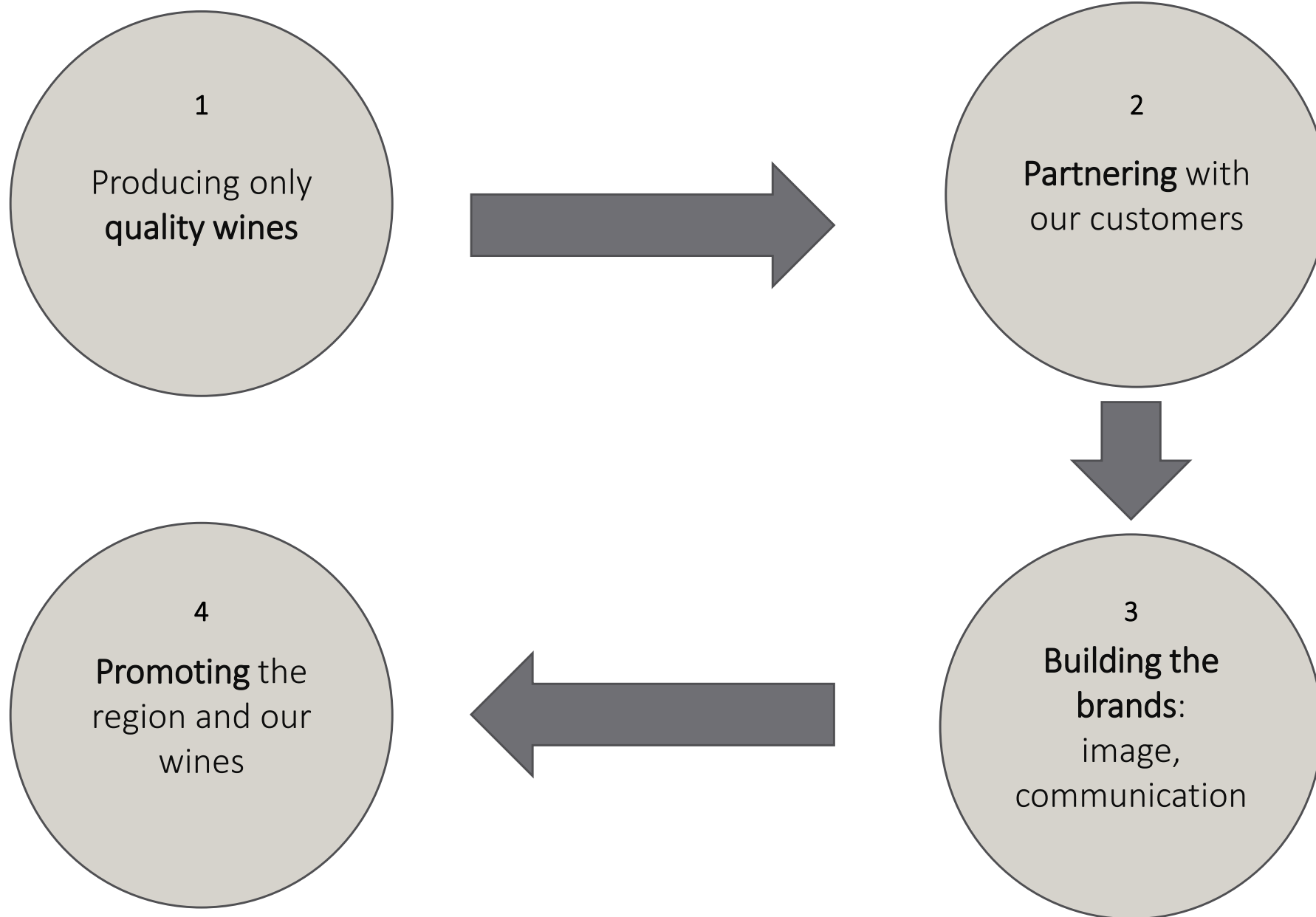
Vision & Mission

OUR PHILOSOPHY - VISION



Exporting the culture, the atmosphere and the lifestyle of Friuli through our wines to the world.

OUR STRATEGY – MISSION



The Company

CERTIFICATES OF QUALITY MANAGEMENT:

1. UNI EN ISO 9001:

The **QMS** Quality Management System aims for the management of processes and focuses primarily on:

- the full **satisfaction** of the customer;
- improving the **efficiency and effectiveness** of the results

in order to increase the chances of success of the companies.

2. Ifs, International Food Standard:

The **International Food Standard (IFS)** is a common **food** safety **standard** with a uniform evaluation system used to qualify and select suppliers. It helps retailers ensure the **food** safety of their products and monitors the quality level of producers of retailer branded **food** products.

3. BRC, British Retail Consortium Global Standards:

BRC Global Standards' guarantee the **standardization of quality**, safety and operational criteria and ensure that manufacturers fulfill their legal obligations and provide protection for the end consumer.

BRC Global Standards are now often a **fundamental requirement** of leading retailers, manufacturers and food service organizations.

FIGURES

EST
1899

N. 27
EMPLOYEES

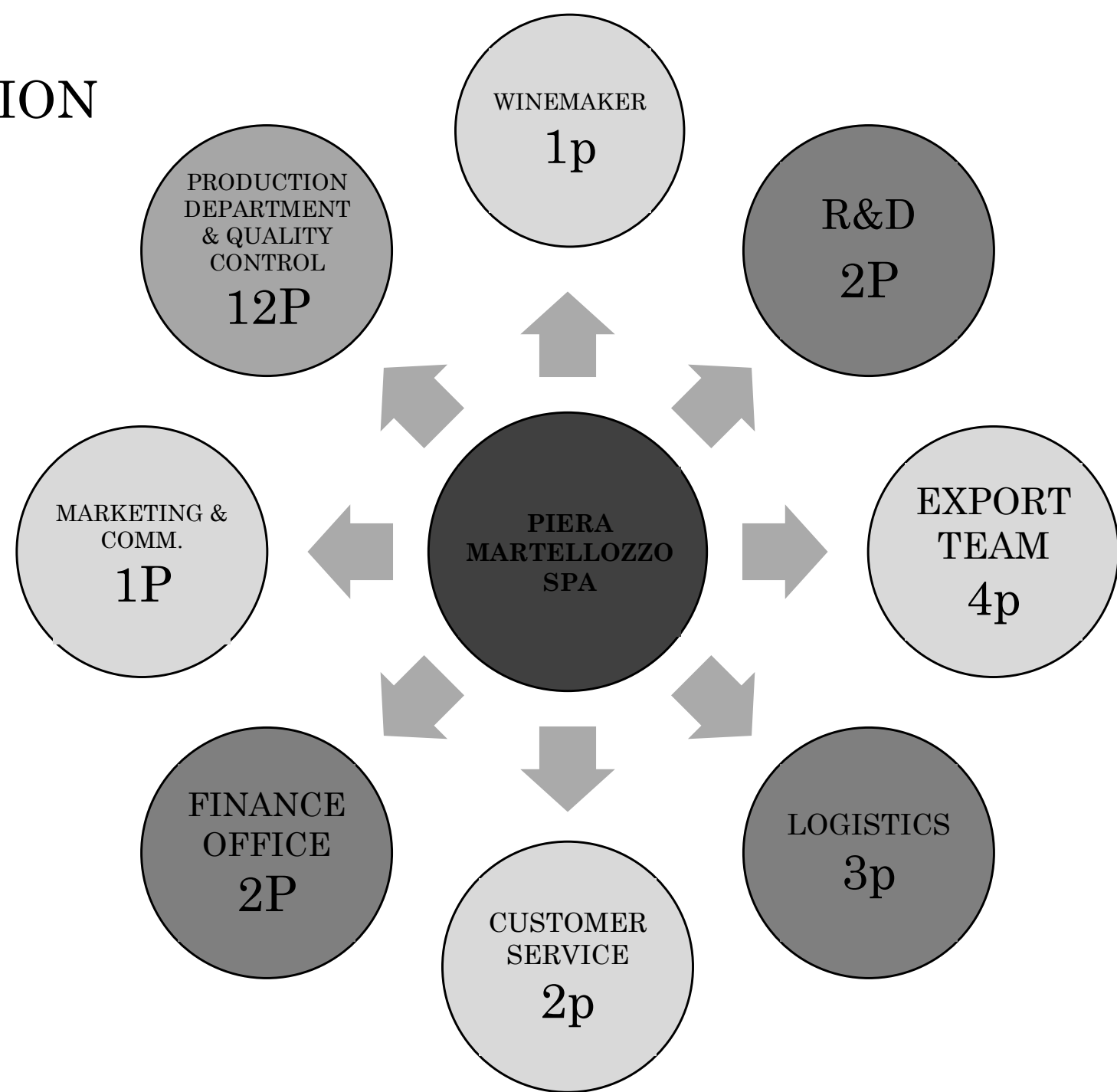
ITALY/
EXPORT
45/55%

AVERAGE OF
5 MLN
BTLS IN 2017

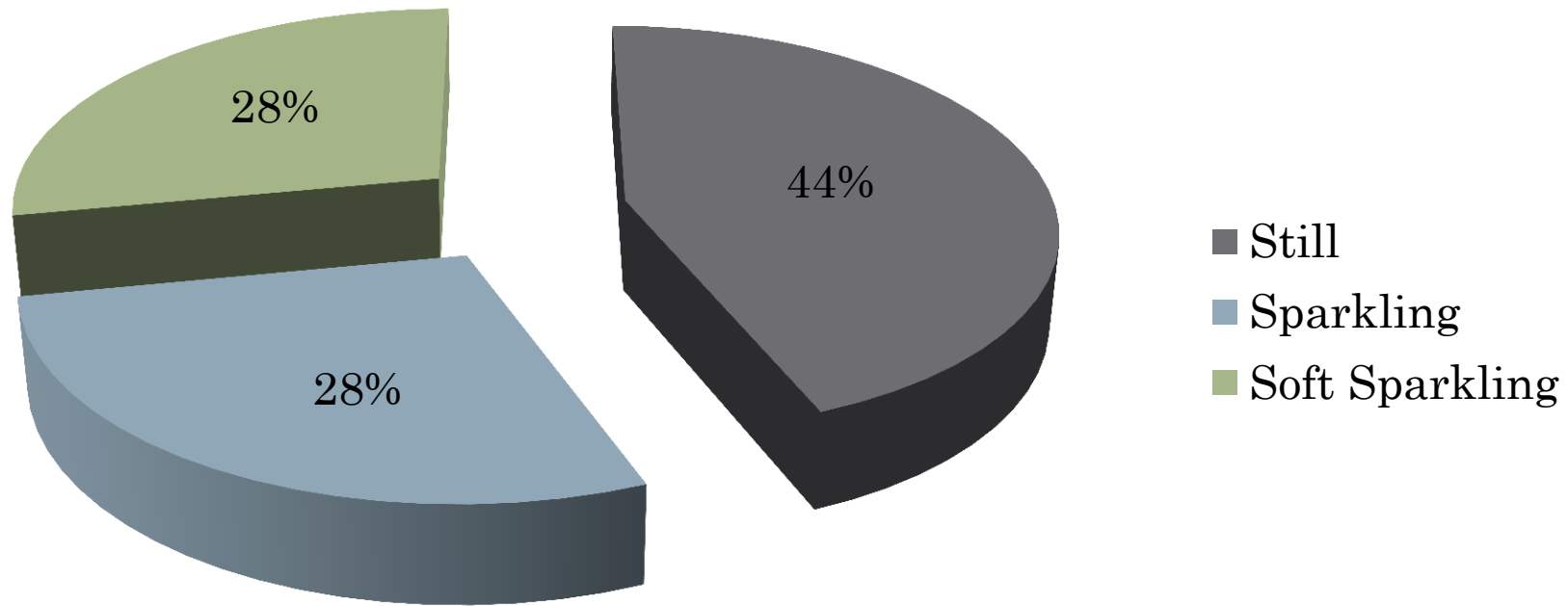
N. 40
COUNTRIES
EXPORT

AWARDS
MORE THAN
180

ORGANIZATION



TOTAL PRODUCTION - 2017



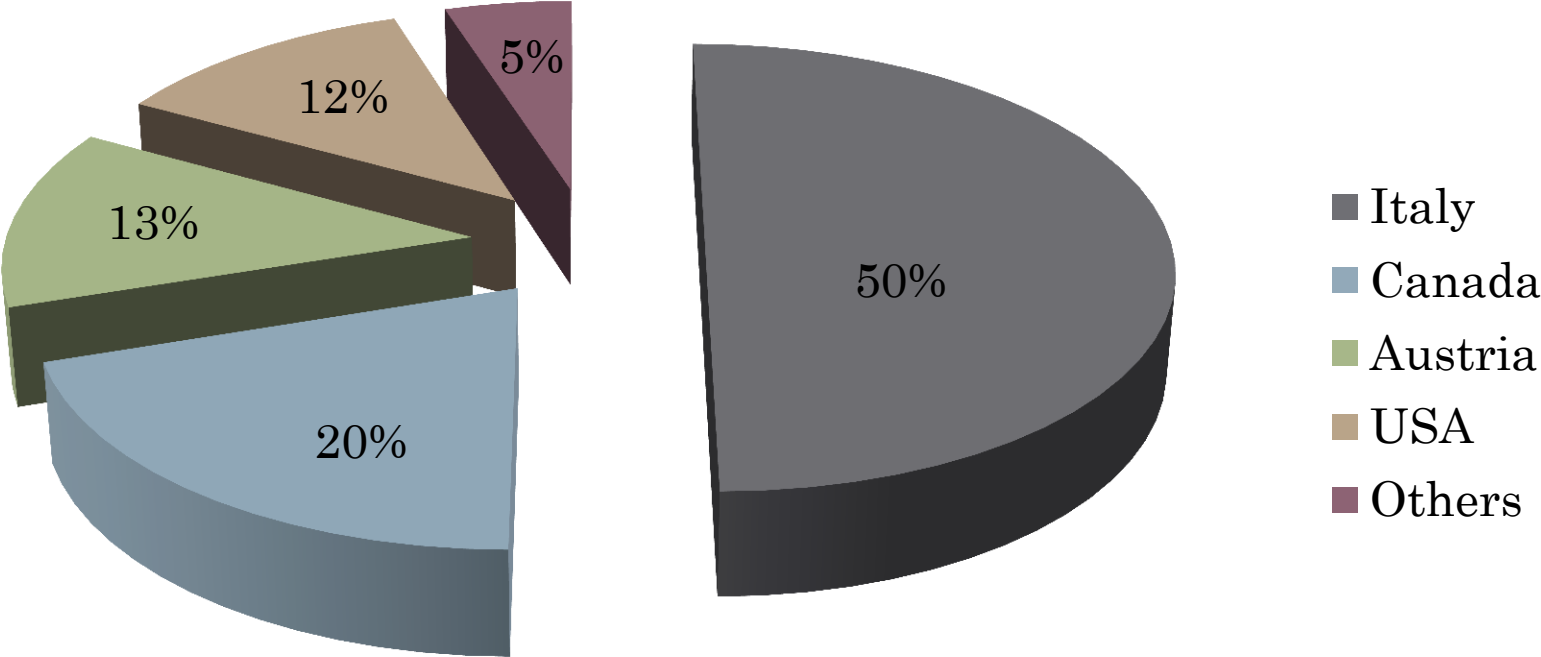
#BEST PERFORMANCES

**#1 MÜLLER-THURGAU
SOLD IN ITALY**

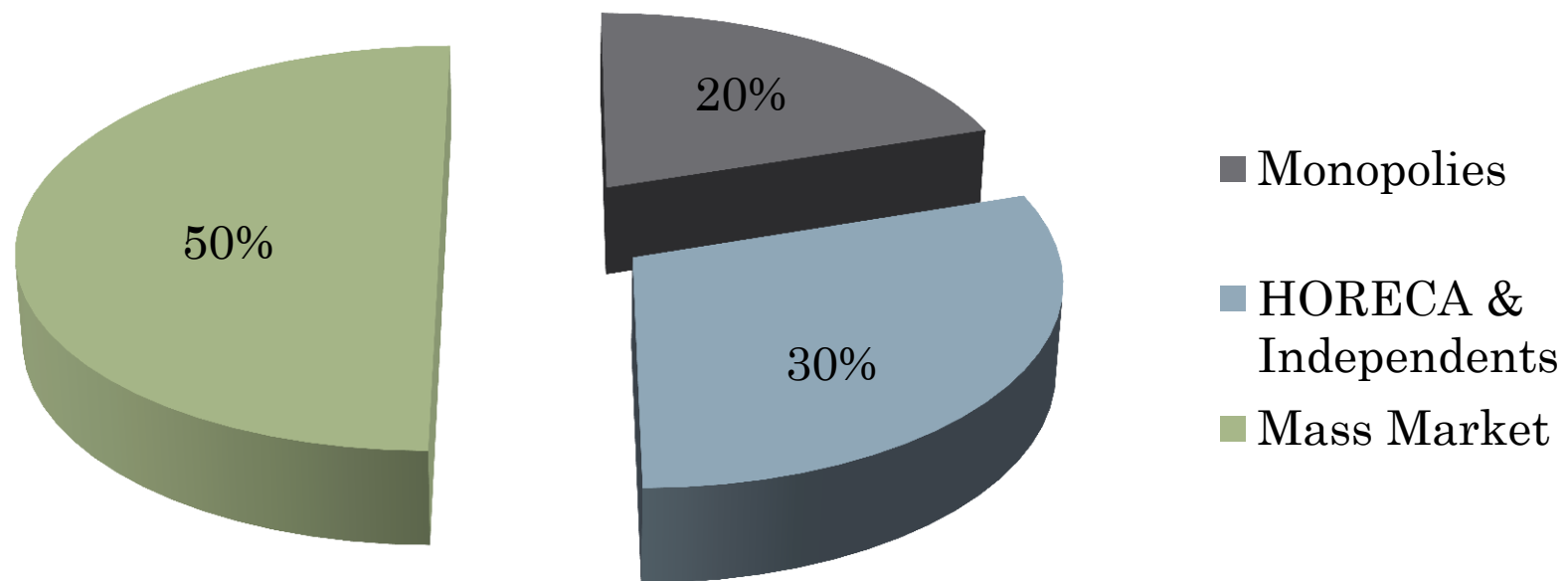
**#3 PROSECCO SPUMANTE
SOLD IN ONTARIO, CANADA**

**28% AUSTRIAN MARKET SHARE
PROSECCO DOC FRIZZANTE**

MARKETS 2017



CHANNELS 2017



#DISTRIBUTION CHANNEL

#STATE
MONOPOLIES

#IMPORTERS

#DISTRIBUTORS

#DEPARTMENT
STORES

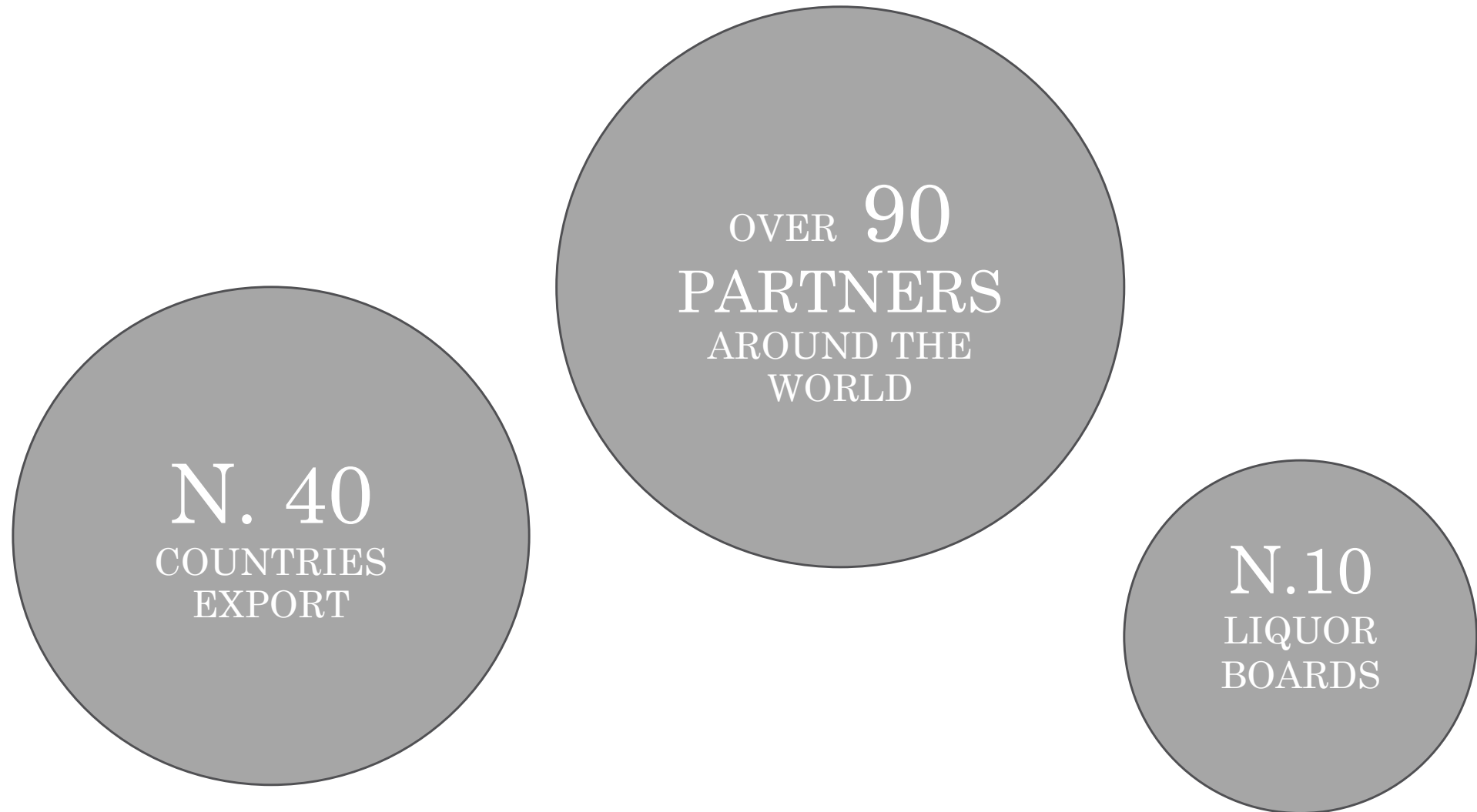
#GOURMET
STORES

#MASS
RETAILERS

#RESTAURANTS

#RESORT
CLUBS

NETWORK OF IMPORTERS and DISTRIBUTORS



Martellozzo's brands are available in the following retailers in Italy:



Martellozzo's brands are available in the following retailers abroad:



TRADER JOE'S



Off Trade Selection

PAESAGGI



Cabernet



Merlot



Chardonnay



Prosecco doc
Sparkling*



Prosecco doc
Soft Sparkling*

* Only for orders of
minimum 10.000
bottles



Perle Fini

S P U M A N T I

Fresh and Easy
Sparkling wines
from Veneto region



Perle Fini

V I N I F R I Z Z A N T I

RIBOLLA
VERDUZZO
PROSECCO
MÜLLER-THURGAU

MARZEMINO
RABOSO ROSATO



Prosecco
DOC
Frizzante



PROSECCO



Prosecco Spago
DOC
Frizzante



PORTA VINARIA

SAUVIGNON



CHARDONNAY



MALVASIA



PINOT GRIGIO



RABOSO



MERLOT



PINOT NERO



REFOSCO





I QUADRAS

FRIULI DOC GRAVE STILL WINES

- MERLOT
- CABERNET
SAUVIGNON





I QUADRAS

FRIULI DOC GRAVE STILL WINES

- SAUVIGNON
- FRIULANO
- PINOT BIANCO



VILLA DEI MAGREDIS



VILLA
DEI
MAGREDIS®

VILLA
DEI
MAGREDIS®



Friulano
DOC Friuli



Pinot Bianco
DOC Friuli



Cabernet Franc
DOC Friuli



Merlot
DOC Friuli

Villa Dei Magreis*

Chardonnay Doc Friuli Grave
Friulano Doc Friuli Grave
Pinot Bianco Doc Friuli Grave
Pinot Grigio Doc Friuli Grave



Merlot Doc Friuli Grave
Cabernet Franc Doc Friuli Grave
Cabernet Sauv. Doc Friuli Grave
Refosco Doc Friuli Grave



*Only for orders of
minimum 10.000 bottles

Other possible lines for
RETAILERS

Santa Maria



POSTQUAM PRIMA QUIES
EPULIS MENSAEQUE REMOTAE
CRATERAS MAGNOS STATUUNT ET
VINA CORONANT FIT STREPITUS
TECTIS VOCEMQUE PER
AMPLA VOLUTANT ATRIA



Bianco



Rosso



Loggia Dei Colli



Chardonnay

Müller Thurgau

Sauvignon



Cabernet Sauvignon

Pinot Nero

Raboso

Refosco dal Peduncolo Rosso

Ca' di Perle - Spumanti



Ca' di Perle - Frizzanti



GIADÉ



ORGANIC &
SPARKLING
WINES



bioagri✓cert



PIERA
MARTELLOZZO

1899