

- MADE IN ITALY FUND -

PRESS RELEASE

MADE IN ITALY FUND INVESTS IN PROSIT FOR THE CREATION OF A COOPERATIVE OF COMPANIES OF EXCELLENCE IN THE WINE-GROWING SECTOR

The first companies participating in the cooperative are Apulian company Torrento and Venetian Collalbrigo; other companies will join in the coming months.

23 October 2019

Made in Italy Fund, the **Private Equity fund** run by **Quadrivio & Pambianco**, is investing in the wine sector through **PROSIT S.p.A.**, a company founded by **Sergio Dagnino**, a leading manager with many years of experience in leading Italian groups. PROSIT's objective is the creation of a cooperative of Italian wineries of in the Premium and Super Premium categories, through entry into their capital, in order to create a portfolio of wines representative of Italian wine excellence: complementary and synergistic brands to be exported all over the world.

Today, Italy holds a leading role in the wine sector: it is in first place among producer countries, followed by France and Spain. However the average size of most producers, and the difficulties in which Italian companies operate, often does not allow them to equip themselves with an adequate commercial organization or to invest effectively in their own brands.

PROSIT therefore aims to establish a Group with a turnover of over 100 million euro over 3-4 years, through the acquisition of Italian family-owned wineries already oriented to international markets and strongly motivated to fully develop their potential.

Walter Ricciotti, Managing Partner of Quadrivio & Pambianco, commented on the project: *"The Made in Italy Fund aims to invest in SMEs with great growth potential and active in the sectors that characterize Made in Italy: Fashion, Design, Beauty, and Food. The wine sector in Italy is now in first place in the Italian food industry for foreign turnover and represents 10% of total turnover. This sector is a true ambassador of Made in Italy in the world. The companies that are part of this sector find themselves playing their game in a context of strong changes and incredible future prospects: our goal is to give them the resources to support an important development path, especially internationally, as well as to share economic-commercial strategies."*



- MADE IN ITALY FUND -

The founder of PROSIT is Sergio Dagnino, a manager with great experience in the sector, who will be joined by a managerial team with established commercial contacts of primary standing in the wine sector. Dagnino is activating direct partnerships with entrepreneurs who will become part of the PROSIT project.

Sergio Dagnino, CEO of PROSIT stated: *"Our goal is to enhance the brands of family businesses, with high potential, supporting the entrepreneur, and bringing the necessary managerial and financial resources into the partner companies. Some important private groups and large cooperative companies, who deserve the credit for having built the Italian leadership in the world, manage to face international competition thanks to their size. PROSIT aims to create a group of companies from selected ones among those with a high ranking, able to face international competition thanks to precise development and investment plans on the market, with the aim of expanding their distribution worldwide."*

Torrevento, the Apulian premium wine company, with its 12 million euro turnover (of which 80% comes from exports) is the first company to become part of the PROSIT Group.

Francesco Liantonio, President of Torrevento and member of the Board of Directors of PROSIT, stated: *"To face increasingly complex, demanding and competitive markets, in continuous evolution, it is necessary to have very precise objectives, targeted strategies, and important resources to be allocated to commercial investments. The representative companies of Italian wine must create a "system", thus creating synergies and capacity for development. Building a partnership with PROSIT for us is a great opportunity for growth and consolidation of our brand in the world. Torrevento is the spokesman for important values on which the entire production chain is based, from the vineyard to the cellar. A vision carried forward with passion and with an ethical-sustainable production approach, in order to enhance the territory and the denominations that represent it. This path will contribute to the development of the brand and to the promotion of wines from Puglia, a region which is now in the forefront of Italian wine and with great potential yet to be expressed."*

Collalbrigo Grandi Vini, a historic Prosecco company located in the heart of the Conegliano-Valdobbiadene DOCG area (recently named by UNESCO as a World Heritage site), is the second company to join the PROSIT Group. A company that has always been export-oriented, especially to the USA and the United Kingdom, Collalbrigo boasts a high-level restaurant clientele. Among Collalbrigo customers is the **Cipriani** Group, for



- MADE IN ITALY FUND -

which it has been the official supplier of Prosecco for many years. Collalbrigo provides, with the company's entry into PROSIT, a commercial push towards new markets and growth of new business lines.

Francesco Cosulich, owner of Collalbrigo Grandi Vini, stated: *"In a market in strong evolution like that of wine, the elements of strategic discontinuity are fundamental for development and growth. We enthusiastically welcomed PROSIT's proposal because we see these elements and we share a long-term vision for enhancing the excellence of the territory, which can create value both for the companies in the Group and for PROSIT investors."*

For legal aspects Quadrivio & Pambianco was assisted by Studio Pedersoli (Ascanio Cibrario Esq), while operations, on the PROSIT side, were overseen by DLA Piper Studio (Danilo Surdi Esq).

CONTACT MADE IN ITALY FUND

Maria Pompilio

communication@madeinitalyfund.com

m.pompilio@quadriviogroup.com

Ph. +39 02 89093758

Lucia La Porta

communication@pambianco.com

Ph. +39 02 76388600

Quadrivio & Pambianco

Quadrivio & Pambianco is a company that combines over 20 years of experience in the private equity world with the best skills in the fields of consulting and lifestyle. The Made in Italy Fund is a private equity fund promoted and managed by Quadrivio & Pambianco, dedicated to investments in the Fashion, Design, Beauty, and Food sectors. The management team consists of Alessandro Binello, Walter Ricciotti, David Pambianco, Alessio Candi, and Mauro Grange. To date the Made in Italy Fund has invested in the Fashion and Design sectors, acquiring the majority of **120% Lino** (www.120per cento.com) and **Mohd** (www.mohd.it).

Info: www.madeinitalyfund.com