

PRESS RELEASE

**MADE IN ITALY FUND IS INVESTING IN THE AMERICAN MARKET THROUGH PROSIT,
WHICH HAS A TURNOVER OF NEARLY €100 MILLION WITH VOTTO VINES**

**A new investment in the wine world for the Made in Italy Fund affiliate.
It is now stakeholder in Votto Vines, the US enterprise
operating in the import and distribution of the best international wines.**

Milan, 24 May 2021

Prosit today finalized its investment in Votto Vines, an American company importing and distributing wines on the US market.

Founded in Connecticut in 2009 by the Italian-American Votto family, **the company imports, markets and distributes various types of wine from all over the world, particularly from Italy.**

The family, today helping the group by the same name, is likewise investing in Prosit and will carry on holding the main operational roles at Votto Vines, with support from the fund's management and investment team, thus ensuring managerial continuity.

The quality of the products proposed and its multi-territory approach have generated a steady growth in business on the US market over the years. **Votto Vines closed its accounts for 2020 with a turnover of more than \$60 million** and today stands as one of the largest importers of table wines from vineyards in countries such as Italy (43.3%), Spain (29%), France (18.5%), Portugal (6.3%), Argentina (2.3%) and Chile (0.4%). **Nonetheless, its Italian wine imports is the segment with the most substantial impact for its revenue, and makes up a considerable share of this.**

Founded by Sergio Dagnino, Prosit is an investee of **Made in Italy Fund** – the private equity fund backed and managed by Quadrivio & Pambianco to invest in Made in Italy excellence in the *fashion, design, beauty and food & wine* sectors. **Prosit is currently working on the creation of a hub of Italian wineries active in the premium and super-premium segments, investing in the top Italian wine-producing excellences and fostering their export worldwide.** The company now has three wineries in its portfolio: *Collalbrigo* from Veneto, *Torrevento* from Puglia, and *Nestore Bosco* from Abruzzo.

Investing capital in Votto Vines stands as a pivotal step for Prosit towards creation of an exemplary hub for the entire wine-production sector and confirms Made in Italy Fund's desire to take on a prominent role in the wine realm. The strategic complementary identity of the two companies, which will be able to work in unity, will empower both to strengthen their competitive positioning.

The goal, shared with the Votto family, is based on the will to further Prosit's relations with the USA, encouraging Italian wine exports and allowing the company's portfolio wineries to penetrate the market more quickly. Thanks to a strategic partner with lengthy sector experience, Votto Vines will instead be able to reinforce and better implement distribution, expand its product selection, and access and sign agreements with the most prestigious Italian wineries.

Sergio Dagnino, Founder and CEO of Prosit, commented on the deal: *"We opted for Votto Vines because, although it is compact in size, it is present on multiple sales channels and may draw on excellent relations with several key customers. It also stands out for a high level of service, which is a vital accompaniment to our premium labels. Our negotiating could only take place via video call for 6 months, which was very complex, but this allowed us to share our vision of what Italian wine needs in the USA."*

Walter Ricciotti, Managing Partner at Made in Italy Fund, also expressed his satisfaction at the transaction: *"This partnership with a wine importer and distributor in America today stands as an important turning point for Prosit. Votto Vines will enable us to speed up the growth and development of the Italian wineries hub, making it more competitive on an international scale. By working in unison, we're certain we'll succeed in shaping a leading player for the entire sector."*

"We're thrilled at the opportunity to work with an important strategic partner like Prosit. The Prosit team will be instrumental in continuing our growth trajectory and bringing the best of Italy to the US market. This has been our dream since we founded Votto Vines in 2009," added **Mike Votto, President and CEO of Votto Vines**.

Prosit was assisted during this operation by the law firm DLA Paper (Mr Danilo Surdi), and by Deloitte for tax and business due diligence.

Votto Vines was aided in legal matters by Goodwin Procter LLP of New York.

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MADE IN ITALY FUND | Quadrivio & Pambianco

Quadrivio & Pambianco is a company that pairs over 20 years' experience in the private equity world with outstanding competences in the consultancy sector. Made in Italy Fund is a private equity fund promoted and managed by Quadrivio & Pambianco, and it focuses on investments in the fashion, design, beauty, and food & wine realms. The management team is made up of Alessandro Binello, Walter Ricciotti, David Pambianco, Alessio Candi and Mauro Grange. To date, Made in Italy Fund has invested in iconic Made in Italy sectors, acquiring majority stakes in *120% Lino* (120percento.com), *Mohd* (mohd.it), *Prosit* (prositgroup.com), *Rouj* (rouj.com), *Rosantica* (rosantica.com), *GCDS* (gcds.it) and *Dondup* (dondup.com).

Info: madeinitalyfund.com | quadrivigroup.com

PROSIT

The PROSIT group was founded by Sergio Dagnino, an executive with lengthy experience in the wine sector. Prosit is underpinned by a portfolio of family-run wineries offering labels and regional products of recognized quality and with great potential on their respective markets. The private equity-based Made in Italy Fund, supported by Quadrivio & Pambianco, became a stakeholder in 2019 with the aim of creating a hub of Italian wineries active in the premium and super-premium segments, to bring together a portfolio of wines representing Italian vineyard excellence: complementary and synergistic wines to be exported worldwide.

Info: www.prositgroup.com

VOTTO VINES

Votto Vines is an importer and wholesale distributor of fine wines by the top-ranked wineries worldwide. Based in Connecticut, the firm was founded and is still managed by the Italian-American Votto family. Thanks to its quick growth and unique business model, the company has featured in many prominent publications, such as Forbes, Wine Enthusiast, Inc. Magazine and Entrepreneur Magazine.

Info: www.vottovines.com