



ITALIAN STATE STRIPS FOR AMARONE DELLA VALPOLICELLA:

an important step for safeguarding origin and quality

Verona, June 24th 2008 - An important step has been taken towards safeguarding the origin and quality of the flagship wines of the Verona area.

From 1st July 2008 onwards, all bottles of **Amarone della Valpolicella** will carry the D.O.C. identifying strip (which substitutes the Italian State symbol), in order to offer a more obvious and eye-catching guarantee of the product's origin and authenticity.

We are not yet talking about a D.O.C.G. denomination, but nevertheless of a process that, in the way it is applied and the controls it offers, plays an almost identical role.

The new strip is similar to those on bottles of D.O.C.G. wines and represents a further guarantee for the consumer: for the wine, it constitutes a true "seal of quality and guarantee of origin".

Producers will request the strips from the Valpolicella Consortium prior to bottling, specifying the number and size of the bottles.

Each strip will show a univocal and sequential alphanumeric number, the name of the wine, the volume of the bottle and the State symbol.

Our products, such as the **Amarone Terre di Cariano Cecilia Beretta** and the **Amarone Villa Borghetti**, will soon also display this special "seal", in order to continue promoting the authenticity of their method and area of production all around the world.

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