



DOSIO is participating in Vinitaly 2012

La Morra, 25th January 2012

The last arrangements are being made at Dosio's as everybody prepares for Vinitaly 2012, the great international trade show of wine and distillates, which will be held in Verona on 25th-28th March. This event is particularly important for the company from Piedmont, which will participate with an almost-new brand image.

The programme of the trade show (which is a real opportunity for Dosio to relaunch its brand) includes important events, shows, tasting sessions and workshops. There will be the opportunity to meet some of the most important workers in the industry, which means Dosio will have the chance to promote its historical labels and its most prestigious wine, Barolo.

DOSIO's exhibition and tasting area (pavilion 11, stand C3) will be the heart of the enological and cultural journey among the wines at the trade show. The aim of the sensorial experience and the tasting session led by Marco Dotta, the wine producer's enologist, is aimed at providing stand visitors with detailed information about DOSIO and its most important products (Barolo, Nebbiolo, Barbera D'Alba, Langhe and Arneis). These high quality wines are the result of ancient traditions.

These are the settings in which Dosio will meet the workers in the industry. The company has clearly adopted a renovation and growth strategy, especially in some key countries such as the US (where there seem to be many opportunities) and in expanding markets such as China and Russia. These countries are searching for new wine styles and are fascinated by the excellence of Made in Italy wines.

Dosio could not miss this event, which is a crucially important opportunity while it is relaunching its image in Italy and abroad.