

Genagricola exhibits Tenuta S. Anna fine wines and Proseccos for the first time at TFWA AP

By **Ryan White** on April, 30 2013 | Spirits & Tobacco



For the first time, winemaker Genagricola S.p.A will be exhibiting its Tenuta S. Anna fine wine offerings at stand A02 on level B2 during this year's TFWA AP exhibition in Singapore. While the company isn't yet listed in the region in duty free, Travel Retail Area Manager Andrea Pigni tells *Asia Duty Free* that the company has cut its teeth in Italian duty free aboard several major airlines. The success that Genagricola's Tenuta S. Anna range has enjoyed in Italy has given way to the decision to

concentrate on the channel around the world.

“We will make our first appearance at TFWA AP in Singapore this year, which will be followed by the Cannes exhibition in October,” Pigni explains. “At this stage we are investing in order to improve our visibility in this market and attract buyers.”

Genagricola’s portfolio of Tenuta S. Anna wines includes a variety of reds and whites, as well as five varieties of Prosecco (three of which will be exhibited at this year’s TFWA AP), all attractively packaged for the luxury-driven Asia market. As an example of the popularity of Prosecco on a worldwide level, Pigni notes that sales of Prosecco last year outpaced Champagne by volume. He explains that sales of Genagricola’s Proseccos have accordingly seen growth as the trend continues.

Good news for the company—and operators interested in its wares—is that Genagricola has secured distribution in China and is able to supply operators with even small amounts of product in Asian countries where it still doesn’t have direct importers.

“I invite attendees at this year’s TFWA AP to stop by booth A02 and see our products for themselves,” concludes Pigni.