

REPORT

MOSCOW 26/11

GAMBERO ROSSO®






Il **26 novembre 2020** si è svolta con grande successo, presso il **World Trade Center** di Mosca, la seconda tappa del **Tre Bicchieri Worldtour 2020/2021**.



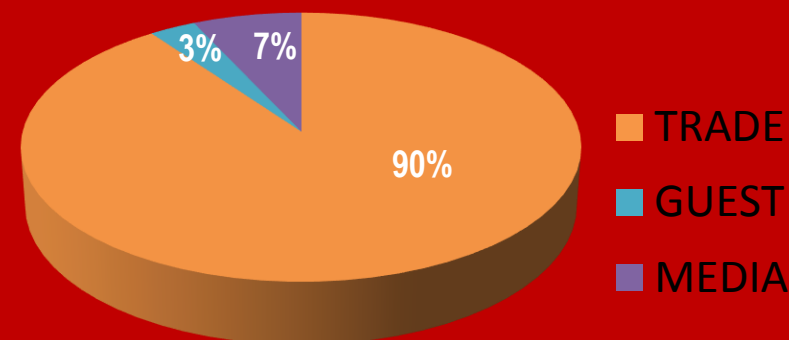
Il Gambero Rosso World Tour è tornato in Russia con il suo format più conosciuto e celebrato: l'evento Tre Bicchieri, una tappa d'interesse e di affetto che abbiamo sempre affrontato in questi anni di crescita per il vino italiano, che continua a performare meglio dei suoi competitor.

La manifestazione ha visto la presenza di numerosi operatori arrivati da Voronezh, Ekaterinburg, Vladimir, Nizhniy e Novgorod confermando come un lavoro organizzativo a monte riesce a ben sposare regole di sicurezza e opportunità del mercato, tra degustazioni in presenza con gli importatori, connessioni video e informazioni mirate per media e operatori.

Sotto i riflettori un'accurata selezione di vini premiati con il massimo riconoscimento nella guida Vini d'Italia 2021.



Attendees per Category



Trade	90%
Media	7%
Guest	3%

Total Guests 310

GAMBERO ROSSO trebicchieri TOUR 2021

PRESS RELEASE

Tre Bicchieri live in Moscow

*The Gambero Rosso tasting is a hot ticket event in town
Kick off: November 26, 2:00pm, World Trade Center*

Gambero Rosso Tre Bicchieri World Tour comes back to **Russia** to present an exclusive selection of awarded wineries in the 2021 guide. The event is scheduled on **Thursday, November 26 in Moscow**, inside the **World Trade Center**. The press conference will take place at 2 pm while the walk-around tasting will start at 2:30 pm till 8 pm.

The event will include also a masterclass at noon, guided by the editor-in-chief of Vini d'Italia, about the **Prosecco Doc Dreamland**. The masterclass will feature some crisy and elegant Prosecco, the most sold sparkling wine in the world.

Gambero Rosso has reached the 34th edition of the Vini d'Italia guide, today translated into English, German, Chinese and Japanese. Vini d'Italia guide is the result of a year of work by an expert team of tasters who have travelled the country (including Switzerland's Canton Ticino) interviewing producers and visiting wineries. The guide reviews 2,645 wineries and a total of 24,638 wines, awarding the classic scores ranging from 1 to 3 Glasses according to the quality of the label. This year, the record number of 467 Tre Bicchieri have emerged: Tuscany leads the way with 90 awards. Vini d'Italia is not just a collection of scores and ratings, it's a fundamental and essential volume for all those who work in the sector or are interested in quality Italian wines. Available on Apple and Amazon.

The name Gambero Rosso was borrowed from the tavern where the wicked Fox and Cat took Pinocchio to dinner in the famous 19th century children's book by Carlo Collodi. In 1986, Gambero Rosso made its first appearance as a food-and-wine focused weekly supplement in the daily newspaper, Il Manifesto. The year after, the first Gambero Rosso wine guide was printed. In 1999, the first thematic television channel in Europe, Gambero Rosso Channel, was founded, soon followed by the Città del gusto, the schools, a master program, and recently, the public stock offering in November 2015.

Gambero Rosso is the only multimedia company in the sector that offers magazines, books, guides, a website, a webtv, smartphone applications, and a television channel - Sky 412. The Vini d'Italia Wine Guide is translated into Chinese, Japanese, English and German. The Gambero symbol of wine excellence, Tre Bicchieri (three glasses), has become the benchmark award and an unquestioned reference point, a guarantee of premium quality all over the world. It has even been chosen as the criteria for access into some of the most important wine monopolies in the world. Since 1987, Gambero Rosso has represented Italian-made food and wine, testing and certifying the quality of products, telling the stories behind the flavors and traditions of the Peninsula.

All the events will take place under the safety rules and regulation during covid-19 pandemic keeping the health of the exhibitors and visitors in the first place

FOR FURTHER INFORMATION: WINE@ASTIGROUP.RU

GAMBERO ROSSO



MOSCOW

trebicchieri 2021

NOVEMBER 26

GAMBERO ROSSO trebicchieri TOUR 2021

PRESS RELEASE

**Prosecco DOC on the spotlight**

The Prosecco fever doesn't slow down. Prosecco DOC, which can be produced between Veneto and Friuli, is the most sold sparkling wine in the world with a yearly production of 500 million bottles. Exports absorb about 70% of the production. Light, versatile, fragrant, easy drinking: Prosecco Doc can be considered an "everyday luxury". Prosecco suits any time of the day: before lunch, at lunch, after lunch, at 5 o'clock instead of tea, for a social aperitivo, at dinner time, even as a good night drink. During the Tre Bicchieri event in Moscow the Consortium Prosecco Doc will arrange a special corner with a wide range of producers and difference styles, while the Prosecco DOC seminar is scheduled at noon.

MONDAY, NOVEMBER 26, 2020

MOSCOW

WORLD TRADE CENTER

Krasnopresnenskaya Embankment 12,
Office building 2, entrance 7 - Moscow, 123610

TASTING

GR WELCOME | 2.00 PM - 2.30 PM
WALKAROUND TASTING | 2.30 PM - 8.00 PM

MASTERCLASS

12:00 NOON - 01:30 PM

PROSECCO DOC: INSPIRATION, INNOVATION AND TRADITION IN THE PROSECCO DREAMLAND

FOR FURTHER INFORMATION: WINE@ASTIGROUP.RU

GAMBERO ROSSO



MOSCOW

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GAMBERO ROSSO trebicchieri TOUR 2021

PRESS RELEASE

About Vini d'Italia 2021



Gambero Rosso has reached the 34th edition of the Vini d'Italia guide, today translated into English, German, Chinese and Japanese. Vini d'Italia guide is the result of a year of work by an expert team of tasters who have travelled the country (including Switzerland's Canton Ticino) interviewing producers and visiting wineries. The guide reviews 2,645 wineries and a total of 24,638 wines, awarding the classic scores ranging from 1 to 3 Glasses according to the quality of the label. This year, the record number of 467 Tre Bicchieri have emerged: Tuscany leads the way with 90 awards. Vini d'Italia is not just a collection of scores and ratings, it's a fundamental and essential volume for all those who work in the sector or are interested in quality Italian wines. Available on Apple and Amazon.

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GAMBERO ROSSO



MOSCOW

trebicchieri 2021

NOVEMBER 26

GAMBERO ROSSO trebicchieri TOUR 2021

PRESS RELEASE

Special Awarded Wines Vini d'Italia 2021

Winery of the Year

GRUPPO SANTA MARGHERITA
(CA' DEL BOSCO, CÀ MAIOL, KETTMEIR,
LAMOLE DI LAMOLE, MESA)

Cooperative Winery of the Year

**CANTINA PRODUTTORI
SAN MICHELE APPIANO**

**Up-and-Coming Winery
RIDOLFI**

**Winegrower of the Year
ANTONELLA LOMBARDO**

**Sustainable Viticulture Award
FIRRIATO**

**Solidarity Project Award
VILLA RUSSIZ**

Sparkling Wine of the Year

**Op Pinot Nero Dosaggio Zero
Farfalla Cave Privée '11
BALLABIO**

White Wine of the Year

**Sopraquota 900 '19
ROSSET TERROIR**

Rosé Wine of the Year

**Cerasuolo d'Abruzzo Piè delle Vigne '18
CATALDI MADONNA**

Meditative Wine of the Year

**Vernaccia di Oristano Antico Gregori '76
ATTILIO CONTINI**

Best Value for Money Wine

**Friuli Pinot Bianco '19
VIGNETI LE MONDE**

Red Wine of the Year

**Barolo Ornato '16
PIO CESARE**



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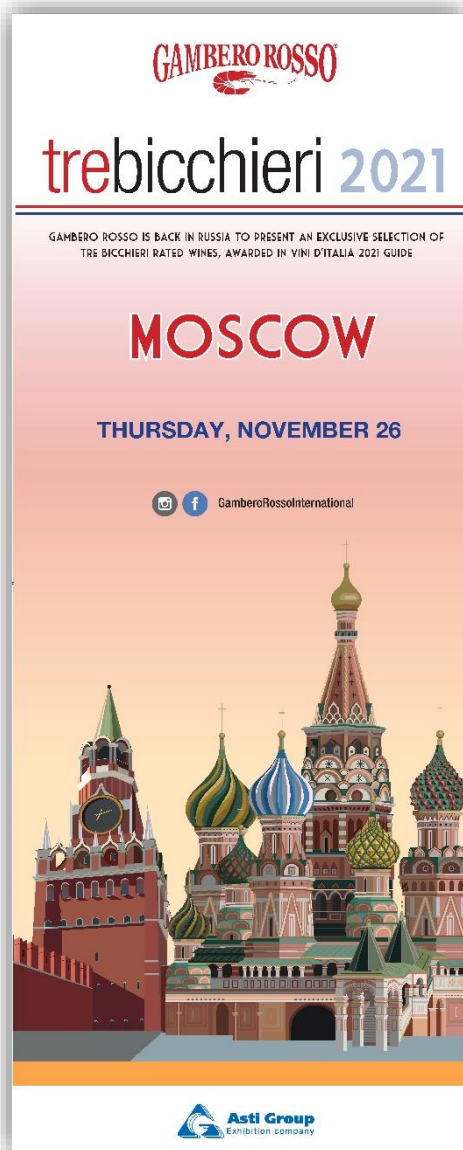
GAMBERO ROSSO



MOSCOW

trebicchieri 2021

NOVEMBER 26



ROLLUP



TABLE SIGN

ЭНОТЕКА

Лучшие вина Италии от Gambero Rosso

Можно ли организовать большую выставку во время пандемии? Большую, пожалуй, нет. Необходимость соблюдения новых санитарных норм и правил никто не отменял. А вот хорошую – вполне реально. Такими и стали ставшие уже традиционными мероприятия в рамках Gambero Rosso Tre Bicchieri Tour в Москве и Петербурге.



Встречи были посвящены лучшим итальянским винам, которые в свежем 34-м выпуске гйда Gambero Rosso Vini d'Italia 2021 получили высшие оценки – те самые «Три бокала». Конечно, эпидемиологическая обстановка была определяющей при организации мероприятий, на которые не смогли попасть ни директорат и главные редактора Gambero Rosso, ни сами виноделы. Однако выставки состоялись успешно, и торжественные участники дегустаций, истосковавшиеся по прекрасным винам, подтверждали это.

Выступая со вступительным словом, директор московского представительства Агентства ИЧЕ Франческо Пенсавене отметил, что на международных рынках важна не только господдержка, но и качество самого вина, ведь только хороший продукт имеет безусловный успех.

На дегустации доминировали истрские вина из Тренто и Вальдобьядене, тихие из Альто-Адидже, Соаве, Вальполичеллы, Луганы, Гави, Ниццы и Бароло, разнообразные позиции из Тосканы, Лацио, Марке, Абруццо

и даже Этны. Пристальное внимание привлекли серьезные игристые из Тренто: Ferrari Trento Brut Giulio Ferrari Riserva del Fondatore 2008 и особенно Cesari Sforza Trento Brut Aquila Reale 2010. От них не отставали великоконечные тихие белые: яркое, минеральное Ottella Lugana Molcevo Riserva 2018 и необычное Feudo Antico Tullum Pecorino Biologico 2019. Среди красных нельзя было пропустить самую свежую и элитную Barbera Tenuta Olim Bauda Nizza Riserva 2017 и, конечно, невозможно было пройти мимо великого Tenuta di Treporno 2018 Toscana IGT.

Накануне новогодних праздников одновременно прошла презентация стенда Консорциума производителей Prosecco DOC.

Для профессионалов виноторгового рынка был организован мастер-класс: «Inspiration, innovation and tradition in the Prosecco Dreamlands», который провели главный редактор гйда Gambero Rosso Марко Сабеллико, представитель консорциума Prosecco DOC Тания Бараттини, а также бренд-амбассадор Gambero Rosso в России Дмитрий Федотов. Семинар открыло Riva Dei Frati

Prosecco DOC Treviso Brut, которое запомнилось чистым ароматом с тонами зеленого яблока и специй.

Благодаря небольшой добавке винограда сортов Пино Бьянко и Шардоне, второе вино Zardetto «The game changer» Prosecco DOC Brut оказалось куда более теплым и гладким. В его аромате можно было обнаружить классические для Prosecco тона белого яблока, ландышей и минералов.

Третье вино sera La Marca «Vigna Preziosa» Prosecco DOC Biologico Brut обратило на себя внимание инновационной бутылкой, тысячи граней которой замысловато отражали свет. Участники дегустации подтвердили, что запечатанная упаковка остается залогом успешных продаж. В аромате вина доминировали цветочные оттенки и экзотические фрукты.

Villa Sandi «Il Fresco» Prosecco DOC Treviso Brut полностью оправдало название – было свежим, минерально-фруктовым. Вино La Gioiosa Prosecco DOC Biologico было органической инкарнацией бренда: аромат с тонами груши, основательный, по меркам Prosecco, кожисто-фруктовый вкус.



Вино Antonio Facchin & Figli Prosecco DOC Spumante Treviso Millesimato Extra Dry продемонстрировало аромат с тонами крымской черешни и тайских фруктов.

Le Rughe Prosecco DOC Extra Dry – также выглядело основательным, пряно-фруктовым. Его стилистические отличия объяснялись областью производства – провинцией Беллуно. Если львиная доля винограда для Prosecco происходит с равнин, на высотах не более нескольких десятков метров, то «родина» этого вина – приальпийский виноградник на высоте 400 метров над уровнем моря.

Впервые в российских мероприятиях Gambero Rosso приняло участие розовое Prosecco – Gancia Prosecco DOC Rosé Extra Dry с то-

нами малины, земляники и цветов. Эта новая категория была узаконена в октябре прошлого года. Помимо титульного сорта Глера, который до 2009-го года носил название Prosecco, в нем есть добавка красного Пино Неро, который и обеспечивает цвет. Пока Консорциум производителей Prosecco DOC не планирует «розовую революцию», но эксперты предсказали стремительный рост продаж розе в России.

Традиционно спонсором дегустации выступила компания «Сурджина» (поставщик «FORTWINE») – производитель итальянской минеральной воды, одной из самых легких вод мира.

Какой главный итог мероприятий? Россия остается одним из главных рынков Prosecco и всего итальянского виноделия. Участники мероприятий надеются приехать в Россию лично при первой возможности, – об этом сказал президент Gambero Rosso Луиджи Салерно. Хочется верить, что уже весной эти визиты состоятся. ■

#gamberorossointernational
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RSVP: wine@astigroup.ru
Источник: пресс-служба «Асти Групп»

ЭНОТЕКА

Санкт-Петербург

GAMBERO ROSSO

Gambero Rosso International

Москва

trebicchieri 2021



#GAMBEROROSSORUSSIA #TREBICCHIERI #3BICCHIERI #VINIDITALIA #TOPITALIANWINESROADSHOW #ASTIGROUP

VIDEO TRE BICCHIERI MOSCOW



CLICK HERE: <https://youtu.be/ajUlh1nfYEE>



PRESS CLIPPING TRE BICCHIERI MOSCOW

Asti Group: <https://astigroup.ru/projects/gambero-rosso/>

Asti Group: <https://astigroup.ru/news/2020/tre-bicchieri-live-ot-gambero-rosso-v-moskve/>

Alco Expert: <https://alcoexpert.ru/itnews/44725-tre-bicchieri-live-ot-gambero-rosso-v-moskve.html>

Vino Italiano: <http://www.vinoitaliano.ru/gamberorosso2020-post.html>

Facebook

<https://www.facebook.com/GamberoRossoInternational/posts/10159024373559452>

Instagram

https://www.instagram.com/p/CIaQ_geju1a/

<https://www.instagram.com/p/CIaRHVdjbPZ/>

<https://www.instagram.com/p/CIaRQtejGL6/>

Twitter

<https://twitter.com/GamberoRossoINT/status/1331552915262230528/photo/1>

WORLDTOUR

Il Gambero Rosso in Russia, con una formula ben collaudata tra eventi fisici, seminari e connessioni video



a cura di Lorenzo Ruggeri

La promozione dei migliori vini italiani all'estero non conosce pause. Dopo Kyiv, il Gambero Rosso World Tour è tornato in Russia con il suo format più conosciuto e celebrato: l'evento Tre Bicchieri. Sotto i riflettori un'accurata selezione di vini premiati con il massimo riconoscimento nella guida Vini d'Italia 2021.

Il 24 novembre la prima tappa. San Pietroburgo, all'interno del celebre Hotel Astoria, di fronte alla Cattedrale di Sant'Isacco, la più grande del Paese. Un evento che ha confermato alcune indicazioni delle passate edizioni: San Pietroburgo è sempre più una destinazione gourmet, con un'esplosione di ristoranti anche in tempo di Covid, soprattutto bistrot e wine bar, che non ha uguali nel Paese. Di riflesso la cultura enogastronomica è sempre più radicata e vivace: attenzione alle nicchie, all'autoctono e alle produzioni sostenibili, con vini rarissimi



che fino a 2-3 anni fa era impensabile trovare da queste parti. Il 26 novembre è stata invece la volta di Mosca, la manifestazione è andata in onda al World Trade Center, con operatori arrivati anche da Voronezh, Ekaterinburg, Vladimir, Nizhny Novgorod. Una manifestazione d'interesse e di affetto che abbiamo toccato per bene in questi anni di crescita per il vino italiano, che continua a performare meglio dei suoi competitor. Secondo le stime dell'Osservatorio



LA PRIMA DEL PROSECCO ROSÉ IN RUSSIA

Durante l'evento di Mosca, in collegamento web, Marco Sabellio e Tanja Barattin, responsabile per la promozione e valorizzazione presso il Consorzio Tutela Prosecco Doc, hanno condotto in streaming un seminario per approfondire e rilanciare le tipologie e gli stili della denominazione, protagonista anche di un corner dedicato all'interno del tasting. A moderare la degustazione in loco, l'esperto Dmitry Fedotov, fine conoscitore del panorama italiano. Per la prima volta è stato portato in assaggio il nuovo Prosecco Rosé, blend di glera e pinot nero. "Abbiamo portato un bel range di otto aziende in degustazione, con produzioni ben rappresentative dell'ampia varietà della

tipologia del Prosecco, dal biologico al rosé; il responso in loco è stato molto buono. Le aziende ci tengono particolarmente, per la rinomanza dell'evento e perché la Russia resta tra i mercati più importanti per la denominazione, cresciuto tantissimo negli ultimi anni. La salita è costante, abbiamo anche un canale instagram e yandex solo per il mercato russo. E questi momenti sono importanti perché ci consentono di parlare di tanti temi, dalla connessione con il food e l'arte a un pubblico mirato", commenta Tanja.

Numeri alla mano, la Russia rappresenta il 12esimo paese per l'export della Doc, con una vendita pari a 4,3 milioni di bottiglie. I primi 6 mesi di quest'anno? Il Prosecco Doc va in controendenza e mette a segno un +18,6. "La Russia è un mercato di

grande interesse per il Prosecco Doc: un connubio tra gli aspetti di export e di legami storici e culturali. Per esempio, dal 2014 il Prosecco Doc è vin d'honneur all'Hermitage, presente nei brindisi di ogni evento organizzato. L'evento di Mosca ha rappresentato un'interessante fusione tra ricerca e innovazione, sia per quanto riguarda la tipologia di aziende in assaggio, sia per queste nuove modalità di connessione digitali e di contatto, che ben sopprimono alla mancanza fisica", commenta Stefano Zanette, presidente del Consorzio Prosecco Doc.



ARTICOLO PUBBLICATO SUL
SETTIMANALE «TRE BICCHIERI»

A new promotion on wine is now possible

by Lorenzo Ruggeri

Gambero Rosso in Russia and then Switzerland, with a well-tested formula between in-person events, seminars and video-meetings



The promotion of the best Italian wines abroad sees no pausing. After Kyiv, the Gambero Rosso World Tour returned to Russia with its best known and most celebrated format: the Tre Bicchieri event. In the spotlight is an accurate selection of wines awarded with the highest recognition in the guide Vini d'Italia 2021. On November 24th, the first stop was St. Petersburg, in the famous Hotel Astoria, in front of St. Isaac's Cathedral, the largest in the country. An event that confirmed indications from past editions: St. Petersburg is increasingly a gourmet destination, with a surge in restaurant openings even during



THE DEBUT OF PROSECCO ROSÉ IN RUSSIA

During the Moscow event, connected via web, Marco Sabellico and Tanja Barattin. Responsible for promotion and valorisation at Consorzio Tutela Prosecco Doc, streamed a seminar to deepen and relaunch the types and styles of the appellation in a dedicated corner within the tasting. Moderating the tasting on site was expert Dmitry Fedotov, a fine connoisseur of the Italian wine scene. For the first time, the new Prosecco Rosé was tasted, a blend of glela and pinot noir. "We brought with us a fine range of eight wineries to the tasting, with productions that are representative of the wide variety of Prosecco types, from organic to rosé. The onsite response in Moscow was very good. Wineries are particularly fond of us, due to the fame of the event and because Russia remains among the most important markets for the denomination, which has grown a lot in recent years. The climb is constant, we also have Instagram and Yandex channels specially for the Russian market. And these moments are important because they allow us to talk about many issues, from the connection with food and art to a captive and targeted audience," commented Tanja. Numbers in hand. Russia is the 12th country for DOC exports, with sales reaching 4.3 million bottles. In the first 6 months of this year Prosecco Doc went against the trend and scored a +18.6. "Russia is a market of great interest for Prosecco Doc: a combination of export aspects and historical and cultural ties. For example, since 2014 Prosecco Doc has been vin d'honneur at the Hermitage, present in glasses toasting at every organized event. The Moscow event represented an interesting fusion between research and innovation, both in regards to the type of wineries tasted, and for these new methods of digital connection and contact, which well compensate for the distance of non in-person," commented Stefano Zanette, President of the Prosecco Doc Consortium.



Covid, especially bistros and wine bars, with no equal in the country. Consequently, the local food and wine culture is increasingly rooted and lively: attention is paid to niche quality, native and sustainable productions, with very rare wines that up to 2-3 years ago were impossible to find here. On November 26th Moscow was in the limelight, and the event was broadcast at the World Trade Center, with operators also arriving from Voronezh, Ekaterinburg, Vladimir, Nizhny Novgorod. An expression



THE ZURICH MASTER CLASSES

December 9th was instead time for an in-depth study on the Swiss territory. Marco Sabellico, also in streaming from the editorial headquarters of Gambero Rosso, conducted two seminars for 60 industry operators. The first on wines from central and northern Italy, starting with Prosecco and ending with the important tannic structure of a Barolo from Serralunga. The second, focussed on central Italy, from the reds of Montalcino and the Tuscan Maremma, closing with the wines of Vesuvius, Vulture and Manduria. The event was organised in collaboration with Vinum publishing group, a long-time Gambero Rosso strategic partner.

of interest and affection that has manifested in these years of growth for Italian wine, which continues to perform better than its competitors. According to estimates, the import of wines into

Russia in 2020 will reach 916 million euros, 279 of which are related to Italian labels. The overall decline is 12%, while the decline for Italy is reduced to 7.5%. Events in Russia confirmed how

preplanning manages to marry safety rules and market opportunities, including tastings in person with importers, video connections and targeted information for media and operators. ❖

A.S.A.
 Agora Group
 Alexis Bar
 Alianta Group
 Alko-Chili
 Andriano Solinari
 Antikvarnyy Butik & Bar
 AO Aviapribor-Kholding
 AO RusAlkolImport
 AO TD Aroma
 AO Vayn Studio
 Arkon treyd
 Arsenalwine
 Assotsiatsiya Kavistov Rossii
 AST
 Azbuka Vkusa
 Bacco Wine Telegram Channel
 Bazar Family
 Beluga Group

Birds and Ruski
 Bocconcino
 Bryus Bar
 Butcher
 Cabinet Lounge
 Capito Restaurant
 Classica
 Clear Water
 Cozy Moscow Vinnyy klub
 DAO Wine
 Delta Klab
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 DP Trade
 Eastern Wines & Spirits
 Eataly
 Elfler-Banket
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 Fortwine
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 JSC Summit (Interkontinental)
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MoRo
Moscow Whisky Club
Nash Ochag
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Novaya
Novikov Group
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OKV Impeks
OOO Bardolino Valdo Prosekko bar
OOO BonVin
OOO Bravo Treyd
OOO Doktor Toud

OOO Familiya
OOO Gorodskoy supermarket
OOO Klub vinoteka
OOO KYuVE Enoteka
OOO Lazurit
OOO Nordex
OOO Pablik
OOO Patronat
OOO Profitorg
OOO Vayn Diskaveri
OOO Vinissimo-Tsentr
OOO vinnyy Negotsiant
OOO Vino onlayn AG
OOO Zetta
PaPaella
Piccolino
Pipindrop
Premium Distribution
Pro-Insider
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Restoran Il Forno
Restoran Karlson
RK Park House
ROO ES Russkiy Vinnyy Klub
Rostelekom
Russkiy Vinnyy Klub
Saharoffoto
Shkola Vin "Nostalzhii"
SilverVin
Simple Wine
Single
Stica s.r.l.
SWC
Teajob
Telegram-kanal "Vino i Okolo"
Teyst
Tsitron Tsyurupinskiy
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