

LUISA BORTOLOTTO IS THE NEW SALES AND MARKETING DIRECTOR FOR CANTINE RIONDO SPA

"Cantine Riondo has great potential, currently untapped, which needs to be conveyed through its brands. It is my job to come up with the right way to convey all the values - qualitative, human and local - not only to commercial partners but also to end consumers." . With this declaration of intent, Luisa Bortolotto takes over as Sales and Marketing Director of Cantine Riondo Spa, a subsidiary of the Collis Veneto Wine Group, which is responsible for the production and sale of wines from the 6,000 hectares of Collis vineyards.

Luisa Bortolotto is 50 years old and comes from Treviso, she is the mother of three children and has a degree supported by numerous in-depth courses in management systems, administration and finance, sales and export. She joins Cantine Riondo with the ambitious objective of enhancing and increasing the position of the various owned brands in the markets served, while optimising the opportunities offered by the various sales channels.

A professional career in continuous growth, which began with a stint in two companies of the so-called Big Four - Ernst & Young and Deloitte & Touche - and which, together with her passion for wine, led her to join Carpenè Malvolti as Sales Manager, then Cantina Colli del Soligo and finally Genagricola, the agri-food group of Assicurazioni Generali, as Export Manager and Wine Sales Manager for its foreign subsidiaries in the USA, China and Romania.

"I believe in cooperation as a business model that can guarantee continuity and growth for our territory. The supply chain project managed by the Collis group, which includes Cantine Riondo, allows us to compete on international markets by anticipating market needs and opportunities through the offer of quality products from the Veneto region with an attentive, constant and personalised consultancy service".

A challenge that Luisa Bortolotto has taken on with enthusiasm and determination, strengthened by her position in a group that is one of Italy's top 20 performers.

CANTINE RIONDO SPA

A 100% subsidiary of the second-level cooperative Collis Veneto Wine Group, Cantine Riondo was founded in 2008 as a company dedicated to the sale of wines produced by Collis, with grapes supplied by Cantine dei Colli Berici and Cantina di Colognola ai Colli, first-level cooperatives. The business model immediately proves to be a winner, leading the company to achieve a turnover of 44 million euros in 2020. It distributes to the ho.re.ca and large-scale retail trade in Italy and worldwide, with six brands that identify different varietal lines of the best DOC and IGT production from Veneto. Today, Cantine Riondo produces more than 22 million bottles of wine, figures that bear witness to the enthusiasm, passion and tenacity of a solid, cutting-edge company at the service of cooperatives.

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