



FERRARI
FOR OVER A CENTURY, ITALIAN BUBBLES PAR EXCELLENCE

Established more than a century ago in Italy's northern region of Trentino, Ferrari has earned worldwide recognition as the premier producer of luxury sparkling wines.

Founded in 1902, when Trento was still a province of the Austro-Hungarian Empire, Ferrari has kept the features of a family company. Ferrari refers solely to Lunelli family, descendant of that famous Bruno, who in 1952 purchased the winery from Giulio Ferrari, with a production of less than ten thousand bottles per year.

Excellence has always been the inspiration behind every choice at Ferrari. Excellence implies loyalty to Metodo Classico as the sole production process and to Trentino, with its extraordinary mountainside viticulture, as terroir of choice for its vineyards. In fact, all the grapes intended to become Ferrari, such as Chardonnay and Pinot Nero, come from the hillsides of Trentino mountains, are cultivated according to the Trentodoc guidelines and the strict company procedures, in order to grant sustainability.

Today Ferrari ranks high among the most prestigious sparkling wine producers in the world as the recipient for the third time of "Producer of the Year" at

"The Champagne and Sparkling Wine World Championships". "Winery of the Year" by Gambero Rosso, Ferrari is also a perennial recipient of Tre Bicchieri, Italy's highly wine accolade, which commented its choice with these words: "Enjoy the best bubbles of Italy, which are also among the best in the world".

Wine Spectator has shared this opinion, inviting Ferrari to its Wine Experience and has inserted the sole Italian bubbles in the tasting "Best of Italy" with the definition "World Class Sparkling Wine".

Ferrari is a leader company in Italy and exports its Trentodoc wines in more than 50 countries. Japan, Germany and the United States are the most relevant markets for an increasingly growing export.

As a symbol of the Italian Art of Living, Ferrari has become the quintessential toast at Italy's most significant lifestyle events, in particular in the fields of fashion and design. The Italian Art of Living celebrates the passion for beauty, taste, and elegance, and a zest for life that is the very soul of the Italian spirit. Ferrari is a founding member of the Altagamma Foundation, an organization whose members both embody and promote the most refined products from Italy in the fields of fashion, design, food, wine and hospitality.

LUNELLI GROUP. THE EXCELLENCE IN DRINKING

Since the '80s, in the name of a strategy of diversification in the excellence of drinking, the Lunelli family has placed Ferrari side by side to a grappa, Segnana, a mineral water, Surgiva and still wines from Tenute Lunelli. These branch out in Tuscan wines from Podernovo, Umbria wines from Castelbuono, Trento wines from Margon and lastly a famous brand of Prosecco Superiore di Valdobbiadene DOCG, Bisol1542. The Michelin-star restaurant, Locanda Margon, located at the gates of Trento, completes this overview. The result is Lunelli Group, whose creations stand out as the expression of an exasperated research for quality and the enhancement of the most venerated Italian terroirs.

@FerrariTrento is also on     

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