

Tenimenti Civa restyles the look of the Collezione Privata

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Bellazola, 1 April 2019 – New look for the “Collezione Privata” line by Tenimenti Civa, which replaces the Biele Zôe, with a beautiful bronze coloured label and capsule.

The new graphic design expresses the brand’s **elegant, immediately recognizable style**. Every detail has been carefully designed to ensure that the bottles have their own identity, but remain in line with the winery’s image. This, then is a restyling, but one which is consistent with the brand..

“We have worked for a long time on the style and quality of our wines,” said Valerio Civa, owner of the winery. “The same commitment is dedicated to all our lines, with a focus on attentive farming methods and increasingly efficient organization. We wanted to give a new look to the Collezione Privata, which, despite obvious differences, did not completely break with the past. We wanted to express the winery’s philosophy, which can be summed up in two words: authenticity and clarity.”

The innovations don’t stop at the label, however, since even the bottle has a new shape, reminiscent of the classic French Burgundy bottle.

The still wines of the Collezione Privata are the Ribolla Gialla and the Friulano, both fermented in stainless steel and aged partly in steel and partly in oak, and the Sauvignon, produced and aged in steel. The same holds for the Refosco dal Peduncolo Rosso for which 225-litre Allier oak barriques are used. **Two Charmat Method sparkling wines** complete the Collezione Privata: Ribolla Gialla Extra Brut and Prosecco Brut Millesimato.

The **official presentation** will take place on Monday 8 April in Verona, on the occasion of Vinitaly, in Hall 8, Stand L4, at 2.30pm.

The **new-look Collezione Privata debuts** on national and international markets from the end of March 2019 onwards.

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