

## VIGNETI MASSA LAUNCHES THE FIRST CONNECTED WINE BOTTLES IN EUROPE EQUIPPED WITH GUALA CLOSURES' NĚSTGATE™ NFC TECHNOLOGY

Thanks to Guala Closures' innovative closures featuring NFC technology, the Vigneti Massa wine estate will be able to provide exclusive digital contents to its consumers

*Luxembourg, 20 January 2020* – Guala Closures, a multinational Group, leader in the production of aluminium closures at international level, and Vigneti Massa, the historic winemaker located in the Tortonesi Hills in Piedmont, announce the launch of the first bottles with connected closures equipped with NĚSTGATE™ NFC technology in Europe.

Walter Massa, joint-owner of the Vigneti Massa vineyard and well-known as a pioneer of Timorasso from the Tortonesi Hills, chose to apply Guala Closures' connected wine closure to wines from the 2018 vintage, including the already renowned Derthona, since 2010 also available on the market with screw caps, and for the first time, three of its most prestigious cru: Derthona Costa del Vento, Derthona Montecitorio and Derthona Sterpi. In this way, Vigneti Massa will be able to offer rich online interaction with its customers. Thanks to the collaboration between Guala Closures and Compellio, the Luxembourg based software company, those who choose Vigneti Massa could create their own virtual cellar based on the Compellio online platform and provide them with information on the areas of wine growing, on the vineyards, on the vine, the tasting notes and expert reviews. In addition, the consumer will have the opportunity to verify the certification of the authenticity of the product thanks to blockchain technology that guarantees the unique identification of the bottles. By combining Guala Closures and Compellio technologies, the connected closures are linked with the blockchain platform that provides a unique identification code for each bottle. This allows Vigneti Massa to protect sensitive data and monitor data in real time, providing thus an effective support for the traceability of bottles along the supply chain.

*"This is a revolution in the European wine industry, which we have already applied to other markets in the USA, such as the spirits one"* states Piero Cavigliasso, Guala Closures' Group Innovation Technology Director. ***"We are very pleased to be able to launch this product in Europe starting from the Italian market alongside an extraordinary professional such as Walter Massa, who has demonstrated once again that he is a forerunner by grasping the potential of this product. In actual fact, the oenologist Massa is the first wine producer in Europe to adopt wine screw caps equipped with integrated NFC system, the second in the world after the Californian Böen, part of Copper Cane Wines & Provisions"*** continued Piero Cavigliasso.

*"Nowadays, growing vines is as great a privilege as drinking the wine. I'd like that the attention and the respect that I apply to managing the vineyard - as many of my colleagues do - with the least possible environmental impact and the care taken in the cellar during the winemaking, ageing and bottling processes, are enhanced in the purest way in the glass, without natural or manufacturing pollution. The bouquet must absolutely not be polluted by abnormal odours and the wholesomeness of the wine must not undergo any alteration. The aluminium closure, completely neutral, guarantees perfect protection and conservation over time"* stated Walter Massa. ***"One phenomenon that is not talked about much is the counterfeiting of great wines, which for the community in question usually regards reds. For some years now also in Italy, we have***



Guala Closures Group



***been able to enjoy great long-lived white wines in all regions, which define their complexity with evolution if protected by a suitable closure. As well as providing a new experience for the consumer, the NFC system guarantees the fight against counterfeiting and the “black market” for these pearls of nature, assuring their authenticity and traceability” continued Walter Massa.***

The bottles with NFC caps have already been presented to the commercial representatives of the following markets: Italy, Switzerland, Austria, France, Great Britain, Scandinavia, USA, Russia, Japan, Korea and Singapore and will be sold starting from April 2020.

Guala Closures Group has always employed cutting-edge technologies and NĚSTGATE™, its range of connected closures for wine, spirits and olive oil, enables to create a direct relationship between producers and their customers. The connected closure for wine, e-WAK, part of the NĚSTGATE™ range of connected closures, raises the bar in terms of what a wine closure can potentially provide, placing itself as an excellent alternative for companies that use traditional caps. By virtue of the advantages that it offers consumers and the excellent marketing opportunities available to wine producers, in 2019, e- WAK received three prestigious national and international awards: the Alufoil Trophy, the SIMEI Innovation Challenge and the WorldStar Award.

#### **GUALA CLOSURES GROUP**

*Guala Closures Group has more than 4,700 employees and operates in 5 continents through 29 production plants and markets its products in over 100 countries. The Group sells over 15 billion closures each year with a 2018 turnover of 543 million Euros. Thanks to a policy of continuous business development and technological innovation, the Group is recognized as a global benchmark in the production of alcohol safety closures and is a leading manufacturer of aluminium closures for spirits, wines and beverages. From August 2018, Guala Closures S.p.A. has been listed on the STAR segment of the Italian Stock Exchange, entering the FTSE Italia Mid Cap index in September 2019.*

Find out more on [www.gualaclosures.com](http://www.gualaclosures.com) or on [www.nestgate-gualaclosures.com](http://www.nestgate-gualaclosures.com)

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#### **VIGNETI MASSA**

*Founded in 1879, Vigneti Massa is a fifth-generation family-run farm that cultivates land on the Monleale hills in Piedmont, between 250 and 300 s / m.*

*Since 2019, the own vineyards from which the grapes are exclusively grown to obtain the wines are over 30 hectares. Barbera, Croatina, Freisa are the black grapes grown on the Tortonesi hills; Cortese, Moscato bianco and Timorasso are the white grapes. The company, while applying for the cultivation and production of all that the third millennium can offer, has always looked back to go forward, that is, to the work of its grandparents who for 4,000 years have accompanied the cultivation of wine up to culture. of our days.*