



# FERRARI IS ITALY'S STRONGEST WINE BRAND

## ITALY WINE LANDSCAPE 2020



# FERRARI

TRENTO 1902

### 100 points

Brand Awareness

### 98 points

Brand Purchase Index

### 99 points

Connection Index

## Ferrari Trento Takes Top Spot in Global Wine Brand Power Index Ratings by Wine Intelligence

Ferrari Trento has been crowned Italy's strongest wine brand by *Wine Intelligence*, the British market research and consultancy company specializing in the world of wine. The company has published a study named Italy Wine Landscape 2020, conducted in March 2020 among regular consumers of wine.

Within this wide-ranging report, a section is devoted to the strength of the various brands: the "Global Wine Brand Power Index". Ferrari came out top in Italy, with 100 points in terms of "Brand Awareness", 98 in the "Brand Purchase Index", which measures frequency and intention in purchasing, and 99 in the "Connection Index", the degree of connection with consumers, evaluated according to their affinity with the values of the brand and their likelihood of recommending it.

Pierpaolo Penco, *Italy Country Manager for Wine Intelligence*, commented: "Ferrari ranks notably higher than all the other brands, always performing in the top three as regards all the indicators of brand health."

Matteo Lunelli, President of Ferrari Trento, added: "This result makes us extremely proud and it encourages us to remain faithful to our philosophy, which has always focused on excellence, respect for the *terroir*, and promotion of the Italian Art of Living".

### INDICE DI FORZA DEI BRAND VINICOLI ITALIANI 2020

I primi 15 brand più forti sul mercato vinicolo italiano



Brand	Awareness Index	Purchase Index	Connection Index	Final Index
1st Ferrari Spumanti	100	98	99	99.0
2nd Berlucchi	80	85	90	84.8
3rd Fontanafredda	68	68	69	68.5
4th Donnafugata	47	67	94	68.0
5th Ca' del Bosco	42	58	81	59.4
6th Mionetto Italy	44	63	71	58.7
7th Feudi di San Gregorio	26	61	93	58.5
8th Valdo Italy	42	57	65	54.2
9th Sella Mosca	27	58	76	52.4
10th Antinori	46	43	66	50.9
11th Zonin	62	44	45	50.5
12th Mastroberardino	18	57	80	50.5
13th Sassicaia	34	42	77	50.1
14th Duca di Salaparuta	32	48	73	50.0
15th Marchesi di Barolo	35	42	70	48.1

Ulteriori informazioni sul Global Wine Brand Power Index a pagina 87

Wine Intelligence Vintrac® Italy, Mar'20, n=1000 Italian regular wine drinkers