



Ca' del Bosco

CA' DEL BOSCO RENEWS ITS EXCLUSIVE PARTNERSHIP WITH THE SALONE DEL MOBILE.MILANO FOR THE 2021 EVENTS

The collaboration between the excellence of Franciacorta wines and the design world continues for the eighth consecutive year

Milan, 5-10 September 2021 – Ca' del Bosco is an official partner of Salone del Mobile.Milano and, this year, also of the special event that will be held from 5 to 10 September at Fiera Milano Rho, the “Supersalone”.

A confirmation of mutual esteem, another opportunity to present Italian oenological excellence in a lively and creative international setting, typical of the design world, celebrating passion, style, ingenuity and innovation, along with craftsmanship and tradition, the same values that have always characterized Ca' del Bosco.

The “Supersalone” has been given a makeover: more exclusive and up to the minute, it will be the first large-scale trade fair to be held in Italy since the start of the pandemic and will feature installations created using reusable materials, in line with the principles of sustainability and circular economy.

At the same time, a new digital platform will be set up, dedicated to the design community unable to attend the trade show, with a full program of events, live streaming and contents that revolve around keywords like Design, Sharing and Sustainability.

In addition, on 9 September 2021, Maurizio Zanella, founder and president of Ca' del Bosco, will be a guest of “On Wine”, one of the Open Talks organized by the “Supersalone” exploring these same topics.

Ca' del Bosco will collaborate with the food partner, Identità Golose Milano, in a new *tailor made concept*, featuring original recipes from prominent chefs paired with our wines. The experience will be augmented on the digital platform, with creative content that valorizes the inimitable Ca' del Bosco style.

Ca' del Bosco is a leading producer of Franciacorta wines. It has reached this position thanks to the enthusiasm, dedication and hard work which, since the '70s, have transformed a house in the chestnut woods into one of the region's most modern and advanced wineries.

At Ca' del Bosco, there is only one guiding principle that shapes all our production process, from the vineyards to bottling, and that is quality. The very highest level of quality, in fact: excellence.

For more information:

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