



Our Company of the Stars will be shining on Venice's Lido

Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. will, for the second time, be the official sparkling wine of the 82nd Venice International Film Festival – La Biennale di Venezia. A team of four creators, actor Giorgio Pasotti and augmented reality will come together in an effervescent “cuvée” to celebrate the cinema.

Solighetto, 22nd July 2025 – The Consorzio di Tutela del Conegliano Valdobbiadene Prosecco D.O.C.G. will once again be treading the boards of Venice's Lido. As the official sparkling wine of the city's 82nd International Film Festival, it will dress the Consortium's bottles – which will be protagonists at all the official occasions of the Biennale Cinema 2025 – with a special, limited-edition label.

"La Compagnia delle Stelle" ("The Company of the Stars") – that is the label's evocative title – recalls the concept of a theatrical company, composed of various iconic elements: gondoliers, movie cameras, film stars and, naturally, the Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. sparkling wines.

But on the Lido from 27th August to 6th September there will also be another company that shines. In fact, a special team of narrators will describe the period of the Festival in their own inimitable styles. For ten days, **lo-fi director Fabio Persico (@fabiopersico)**, with his distinctive sense of irony; **Alessio De Santa (@alessio_de_santa)**, with his "must-see" video clips from the Festival; **Carlotta Berti (@carlotta__berti)**, with her unmistakable Venetian touch, and **Mery Saporito (@merysaporito)**, a live sketching artist, will offer a unique narrative of the event, whose common denominator will be Conegliano Valdobbiadene Prosecco D.O.C.G. Giorgio Pasotti, as ambassador of the will be the Consorzio di Tutela's, will participate at the inaugural party for the Festival.

The "live" stories will intermingle with a virtual one, thus creating a shareable digital experience. This time the protagonist will be the public: visitors to the Festival (but also digital users at home) will be able to take photos with "special effects". By scanning a QR Code, readily available on the Consorzio di Tutela's digital channels, they will see a giant bottle of Conegliano Valdobbiadene Prosecco D.O.C.G. created in augmented reality, appear in their pictures.

To launch this initiative, a teaser video will be posted on the Consorzio's social media profiles, which will show the bottle crossing the Venetian Lagoon aboard a water taxi like a real diva, before arriving at the Lido, ready for the red carpet.

"We are delighted to reconfirm our partnership with such a prestigious event," declares Franco Adami, President of the Consorzio di Tutela del Conegliano Valdobbiadene Prosecco D.O.C.G. "This year, we have wanted to reinforce our storytelling by going beyond reality and offering the public an immersive experience that allows them to appreciate the lightness and excellence of our product. Every visitor will be able to photograph our bottle all over the Lido like a real star. It's a way to celebrate the beauty and unique character of Venice, of our region and of cinema as a distinctive kind of storytelling, by placing Conegliano Valdobbiadene Prosecco D.O.C.G. directly in visitors' photos."

Once again this year, Conegliano Valdobbiadene wine will be the undisputed protagonist of all of the Festival's most glamorous occasions, from the **opening Dinner to the Closing Dinner. It will be possible to enjoy the Festival's official sparkling wine in the Palazzo del Cinema and at the Terrazza Biennale restaurant and that of the Palazzo del Casinò, both run by famous chef Tino Vettorello.**

Consorzio di Tutela del Conegliano Valdobbiadene Prosecco D.O.C.G. è l'ente privato, nato nel 1962, che garantisce e controlla il rispetto del disciplinare di produzione del Prosecco Superiore D.O.C.G. Lo spumante prodotto sulle colline tra Conegliano e Valdobbiadene (TV) ha ottenuto la Denominazione di Origine Controllata nel 1969 e la Denominazione di Origine Controllata e Garantita nel 2009. Il territorio di produzione comprende 15 comuni: Conegliano, San Vendemiano, Colle Umberto, Vittorio Veneto, Tarzo, Cison di Valmarino, San Pietro di Feletto, Refrontolo, Susegana, Pieve di Soligo, Farra di Soligo, Follina, Miane, Vidor e Valdobbiadene. Il Consorzio, attualmente presieduto da Franco Adami, ha sede in località Solighetto a Pieve di Soligo, raggruppa 212 case spumantistiche, 427 vinificatori e 3262 famiglie di viticoltori impegnati nella produzione di Conegliano Valdobbiadene Prosecco Superiore. Opera principalmente in tre aree: la tutela e la promozione del prodotto, in Italia e all'estero, dove ne promuove la conoscenza attraverso attività di formazione, organizzazione di manifestazioni e relazioni con la stampa. Infine, si occupa dell'assistenza tecnica rivolta ai consorziati, dal vigneto alla cantina.

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