

## Press Release

### Giampiero Bertolini appointed CEO of Biondi-Santi

Montalcino/Paris, November 5<sup>th</sup>, 2018

EPI is pleased to announce the arrival of Giampiero Bertolini as CEO of Biondi-Santi, one of the most prestigious Italian Estates and the originator of, among others, the “Brunello di Montalcino” appellation.

This appointment marks a new chapter and exemplifies the will of EPI to expand Biondi-Santi’s international influence. Since the acquisition of the Estate 18 months ago, the group has initiated substantive work to assess the characteristics of this exceptional terroir, to pursue the adaptation of the vinification equipment, and to establish an international network of distribution partners who are familiar with the high-end market. Alongside the founding family, Giampiero Bertolini will take up the task of elaborating a consistent strategy to accelerate the Estate’s development, while maintaining its uniqueness, its capacity for innovation and the excellent quality of its wines.

Giampiero Bertolini has spent 16 years at Marchesi de Frescobaldi group as Marketing Director at the beginning and then taking over the responsibility of Global Marketing and Sales Director for four brands of the group. He began his career in 1991 at Procter & Gamble, where he took on several marketing roles with growing responsibilities over a period of almost ten years.

Giampiero Bertolini has a master’s degree in Economy and Marketing from the *Università degli Studi di Firenze* and took part in **an International Marketing Program** at the Massachusetts Institute of Technology (MIT).

On this occasion, Damien Lafaurie, President of the Wines and Champagnes Division at EPI, commented: *“I am delighted that Giampiero is joining the Biondi-Santi team. Thanks to his intimate understanding of Italian wines and his experience in marketing and trade, Giampiero is the ideal person to manage Biondi-Santi’s challenges and to continue to build upon the estate’s success, while preserving its historic expertise and the search for excellence in the making of its wines.”*

Giampiero Bertolini succeeds Olivier Adnot, whom EPI warmly thanks for completing **the** mission of integrating Biondi-Santi into the Group.

## **About Biondi-Santi**

Biondi-Santi, whose origins date back to the 16th century, is one of the most famous vineyards in Italy. It is located near Montalcino in Tuscany. For 6 generations, the Biondi-Santi family, known as the inventor of the "Brunello di Montalcino", has been ensuring the excellence of its wines, which have repeatedly received the praise of the greatest international critics.

## **About the EPI Group**

EPI is an independent investment company. The EPI Group plays a role as a committed shareholder in the companies it selects and supports in the development of their operations and the harnessing of their expertise. Its value creation strategy is based on two areas: on the one hand, investments in the luxury sector, particularly in the wine sector, with world-class companies (Bonpoint, J.M. Weston, Piper-Heidsieck, Charles Heidsieck, Biondi-Santi, Château la Verrerie); on the other hand, financial investments, including real estate. The Group's teams are driven by a shared passion and ambition to unleash the full potential of the projects and talents it brings together.

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