vinetur

National Prosecco Week 2023: a toast to innovation and collaboration

Consortium unveils ambitious partnerships set to elevate Prosecco DOC in the US market

Monday, June 19, 2023



The Prosecco DOC Consortium, a key player in the Italian wine industry, has announced an exciting series of strategic partnerships for the sixth edition of National Prosecco Week. Scheduled from July 17th to July 23rd, 2023, this week-long extravaganza seeks

to significantly amplify the presence of Prosecco DOC in the United States through an enthralling line-up of educational and promotional events.

Partnering with giants: wine.com and eataly

Two of the prominent entities joining forces with National Prosecco Week are the renowned e-commerce platform Wine.com and Eataly, a celebrated hub for Italian cuisine in the United States.

Wine.com: a digital voyage into the world of prosecco

Wine.com's collaboration is set to take Prosecco DOC on a digital journey across the nation. The partnership comprises an array of online promotional activities that include the creation of a dedicated Prosecco DOC landing page and interactive homepage banners. Further, a targeted newsletter and an extensive social media campaign are geared towards drawing consumer attention to the wine's versatility and heritage.

To spice things up, inserts offering an enticing 10% discount on Prosecco DOC purchases will be included in each wine box shipped through Wine.com during National Prosecco Week. This initiative is aimed at encouraging wine enthusiasts to explore the vast spectrum of Prosecco DOC selections.

Eataly: a feast for the senses

The collaboration with Eataly, a name synonymous with Italian culinary delights, is bound to make waves. National Prosecco Week banners and posters will adorn all eight Eataly locations across the US, transforming these spaces into beacons of Prosecco DOC festivities.

In addition, Prosecco DOC will be featured prominently on Eataly restaurant menus, highlighting the wine's exceptional affinity with Italian cuisine. This integration intends to entice patrons to indulge in sublime pairings of Prosecco DOC with a repertoire of authentic Italian dishes.

Melding culture and craftsmanship: Cru Luv Selections

In a strikingly inventive move, the Prosecco DOC Consortium is also partnering with Jermaine Stone's creative brand agency, Cru Luv Selections. Three electrifying events are scheduled in Los Angeles, Chicago, and New York, where wine connoisseur and The Original Wine & Hip Hop founder, Jermaine Stone, will merge the world of wine with elements of street culture. These events promise to be an immersive affair with a blend of bubbling Prosecco, music, and intriguing Prosecco DOC trivia.

According to Jermaine Stone, these events are aimed at "merging the worlds of wine and urban culture, bringing together diverse audiences and creating unique, memorable experiences."

Words from the Consortium

Stefano Zanette, President of the Prosecco DOC Consortium, expressed his excitement for the upcoming National Prosecco Week, stating that the partnerships are poised to "amplify the celebration of Prosecco DOC across the United States," and further elaborated on the significance of showcasing the "unrivaled allure" of their region, the impeccable quality of their products, and their commitment to sustainability.

National Prosecco Week, already the largest celebration of Prosecco DOC in the US, is gearing up to be an unprecedented gala. Through these ambitious collaborations, the Prosecco DOC Consortium is steadfast in its mission to enhance awareness and appreciation of one of the world's most beloved sparkling wines.

For more information, visit the National Prosecco Week website at nationalproseccoweek.com

National Prosecco Week, now in its sixth year, is a nationwide campaign that includes over 1,000 e-commerce and brick-and-mortar stores across 30 states. It encompasses a robust digital media and marketing program, including strategic partnerships, influencer activations, Instagram Live tastings, virtual seminars, and e-commerce retail promotions, all aimed at educating media and consumers about Prosecco DOC.