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Lake Garda's wine producers unite to boost international presence

Italian Wine Regions Band Together for Global Promotion of Lake Garda Wines

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In a first-ever joint effort, the five consortia of Italy's Lake Garda region have banded together to promote their denominations and the area's wine excellence. Under the name Lake Garda Wines, this initiative seeks to consolidate the image of Bardolino,

Custoza, Garda, Lugana and Valtènesi wines in international markets, highlighting the territory's singularity and wine-making tradition.

The official presentation of this partnership takes place at Vinexpo - Wine Paris 2025, where the wineries of the different consortia share a common space to showcase the diversity and quality of their wines. The proposal arises from the need to enhance the visibility of the Lake Garda designations of origin, an area characterized by a unique microclimate, biodiversity and a wine history that dates back centuries.

Fabio dei Micheli, president of the Bardolino DOC Consortium, stresses that the initiative represents an opportunity to strengthen the regional identity through a unified message focused on quality, tradition and innovation. According to him, this alliance will consolidate the region as a benchmark model in the world wine scene.

Roberta Bricolo, president of the Custoza DOC Consortium, highlights the importance of cooperation to face the challenges of the international market with greater cohesion. In her opinion, the union of the consortia not only optimizes resources but also contributes to strengthening the authenticity of the region and its recognition abroad.

For his part, Paolo Fiorini, president of the Garda DOC Consortium, points out that this project not only promotes wines but also the cultural and landscape heritage that characterizes Lake Garda. Fiorini emphasizes the opportunity that this initiative represents to consolidate the region's presence in markets such as the French one.

Fabio Zenato, president of the Lugana DOC Consortium, notes that Lake Garda Wines seeks to reinforce the identity of each denomination without losing sight of a common vision based on sustainability, innovation and commitment to the future of wine. This idea of cooperation is also shared by Paolo Pasini, president of the Valtènesi Consortium, who explains that the influence of Lake Garda is a determining factor in the personality of the region's wines and that the union of the consortia is key to transmitting that identity to the world.



The alliance between Bardolino, Custoza, Garda, Lugana and Valtènesi is an example of strategic cooperation that will allow them to face the current difficulties of an increasingly competitive market. This joint initiative reinforces the identity of each denomination while projecting a coherent international image that highlights the quality and authenticity of Lake Garda wines.

At Wine Paris 2025, the Lake Garda Wines coalition presents its wines in a shared space within the event, in Hall 6, Stand C158. In addition, on Monday, February 10 at 2:30 pm, the presidents of the consortia held an official presentation of this alliance, offering the press and industry professionals a sample of the most representative wines of each denomination.