



Gancia and Pininfarina together

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Turin October 24 2006. Gancia presents today three new products that combine the excellent quality of their contents with an attractive shape by Pininfarina.

These new products are the result of an agreement signed by the Gancia company at Canelli and Pininfarina Extra, the Pininfarina Group company that specialises in products and interior design. The three Spumantes - Asti DOCG Metodo Gancia, Prosecco Extra Dry and Rosé Brut - have been conceived ad hoc within the compass of the new project arising from the partnership agreement signed a few weeks ago by Lamberto Vallarino Gancia, President of the Gancia S.p.A. holding company, and Paolo Pininfarina, President and CEO of Pininfarina Extra and Vice-president of the Pininfarina Group.

The more than 150 years of experience inherited by the fifth generation of the Gancia family is enshrined in the elegance of the packages designed by Pininfarina Extra: the three bottles together, single-bottle packs and three-bottle gift packs.

“In addition to designing cars and other means of transport – said Paolo Pininfarina - our Company has applied its experience to the interior design of hotels, and the designing of home and office furniture, electrical household appliances and sports accessories. Projects devised to satisfy people as users of objects. Wine is a product associated with pleasure, while a sparkling Spumante adds brio to the joys of victory and the achievements and goals of one's life”.

Gancia and Pininfarina have several points in common: a family tradition wedded with continuous innovation, a close relationship with Piedmont, its history and culture as the region where they both began and have developed to travel together along this new pathway. “Values that are inherent in the three Spumantes – said Lamberto Vallarino Gancia - and will be increasingly appreciated by the public. The quality of Gancia's products is assured by the recipes handed down by its master cellarers since 1850. Wine lovers also prefer recognisable products with a name and a well-known history. For those who are fond of Italy and like to drink a toast alive with sparkling Italian bubbles, Spumante is a veritable status symbol.”

The new bottles of Gancia Spumante signed by Pininfarina will be the leading lights of a series of events to be jointly arranged by the two companies in the new few months.