

Gancia-Pininfarina bottles awarded the Vinitaly Packaging 2007 prize



F.lli Gancia & C. S.p.A. of Canelli (Asti) has been awarded the “Packaging 2007” special prize in the wines category which, as part of the 12th International Competition organized within the framework of the 41st Vinitaly, is attributed to the most beautiful bottles selected from some hundred examples from all over the world.

The work carried out in recent years at Canelli to renew and enhance the image of the entire product range is clearly reflected in the new line of Gancia sparkling wines designed by Pininfarina which, combining the already excellent quality of the wine with elegant, smart design, has generated three unique, special sparkling wines, specifically studied for this new exclusive project: Asti Docg Metodo Gancia, Prosecco Extra Dry and Rosé Brut.