

Ferrari Trento's F1 union offers global platform

After an initial three years, Ferrari Trento Sparking Wine extended its marketing partnership with Formula 1 until 2025. Camilla Lunelli, owner & director of marketing at Ferrari Trento-owner Gruppo Lunelli, tells **Kate Wake-Walker** the union has far-reaching benefits



Why did you choose F1 for your marketing activity? Ferrari Trento has been the celebratory toast of many events — from the Emmy Awards to the Olympics, from the G8 Summit to Milan Fashion Week. In the 1980s, it was also the toast of some Italian Grands Prix. We chose to be the official toast for Formula 1 in 2021, because the F1 podium is the most iconic celebration in the world of sports, where the tradition of opening a bottle of bubbles to celebrate sport victories began.

Our collaboration with F1 is based on shared values, such as the pursuit of excellence in every detail, innovation and passion. It is a great source of pride for us at Ferrari Trento and, I believe, a testament to the global appreciation of Italian excellence.

Our partnership provides a global platform not only to demonstrate what can be achieved in the Trentodoc region, but also to bring a touch of Italian style to the podium and celebrations on and off the track, all around the world. Ferrari Trento becomes a part of the show since the champions celebrate with our large-format bottles on the podium. This is the first time an Italian sparkling wine has been selected for F1's iconic celebratory moments, so our involvement has the potential to highlight Italian culture and craftsmanship globally.

What does the arrangement entail? There is huge activity on F1 partnership for managing the visibility on the podium and the presence of our Trentodoc sparkling wines in the most exclusive hospitality areas of the Circus during the race weekend. We had the opportunity to create some F1 Editions bottles dedicated to the most iconic Grands Prix, such as Silverstone or the new Las Vegas GP.

A selection of official Ferrari Trento bottles — autographed by the winning drivers — were also put up for auction on F1 Authentics, the official F1 memorabilia website, and the proceeds were donated to charity.

What has been the outcome, sales-wise and markets-wise? The partnership strengthened our brand and reputation worldwide, and it had a significant impact in terms of sales in the markets where the Circus stops.

Ferrari Trento witnessed over 50% sales growth in the US over the three-year partnership. The growing popularity of F1 in the US is impressive. To be a part of this phenomenon is a great opportunity, because the US market is a strategic market for us and the F1 partnership is starting to open doors that previously were not always an option.

Another example is Mexico, which was a very little market for Ferrari Trento in the past. Due to the popularity of F1 in the country, linked with the Mexico City GP, we had the opportunity to strengthen our relations with the importer and clients, with very positive developments in terms of sales.

How do you square sponsoring a driving sport with promoting responsible drinking?

Responsible drinking is an issue that we have always been facing as a wine producer, even though a luxury sparkling wine is not the kind of product at the centre stage when you talk about problems with alcohol. We developed a policy on responsible drinking, and we are proud promoter of a pilot project to educate young people on this issue in some schools in our region.

As it's very clear that toasting in F1 just happens after the race and sparkling wine is only part of the show, we do not see major issues in this regard.

Have consumption occasions for sparkling wine moved?

Sparkling wines were traditionally considered only for celebrating; in the past, sales were concentrated in the last months of the year before Christmas. In the last decade, a significant change in consumer trends has occurred and sparkling wines have been considered not only for celebrat-



Camilla Lunelli (top), owner of Gruppo Lunelli; Ferrari Trento DOC Blanc de Blancs Maximum Brut

ing memorable moments, but also for other, more usual, occasions as an aperitif and to accompany the meal. They are a modern wine, which fits very well into a contemporary way of life, and are highly appreciated by women, who represent a growing component of wine drinkers.

How are you navigating rising production costs in a category that's traditionally had a price ceiling?

Raw materials had a considerable price increase that we tried to manage through purchasing strategies aimed to balance the production costs [while] maintaining quality and pricing. We have a wide range of Trentodoc sparkling wines with different prices and positioning and this is an advantage.

Price ceiling is a major issue faced by some categories, such as prosecco, but it is not a key aspect for luxury sparkling wines. Although we had to slightly increase our prices, the market recognises that our Trentodocs offer amazing value for money, considering the quality they deliver. **GDI**