



VERAISON GROUP & VALLEBELBO

An exclusive letter of intent has been signed for a joint project aimed at promoting the excellence of the Langhe and Moscato winemaking

Castiglione delle Stiviere, July 28th, 2025 – Veraison Group, a rapidly expanding Italian winemaking company, has signed an exclusive letter of intent with Vallebelbo, marking the first formal and concrete step in a structured process aimed at establishing a **significant strategic alliance**. The transaction aims to achieve industrial and commercial integration that will leverage the Piedmontese cooperative's production and winemaking potential, strengthening its competitiveness on international markets.

The parties' shared goal is to build a solid and sustainable platform for the future of Piedmontese wine, with benefits along the entire supply chain.

With a combined turnover of **over €35 million**, more than **16 million bottles sold** annually, and a commercial presence in **over 60 countries**, Veraison Group is today one of the most dynamic and internationally oriented Italian wine groups. The collaboration with Vallebelbo will represent a new step in the Group's strategy, based on the valorization of local excellence and the aggregation of complementary skills and visions.

*“At a time when the Italian wine sector is facing increasingly complex challenges—from the concentration of global demand to climate change, including the evolution of distribution channels—we firmly believe that the answer must be aggregation,” stated **Edoardo Freddi, CEO of Veraison Group**. “The start of these negotiations is a concrete example of how the cooperative and entrepreneurial worlds can create synergies to generate real value, provide continuity to companies, strengthen the presence of Italian wine on international markets, and protect local and member production.”*

Founded in the heart of Moscato d'Asti, Vallebelbo brings together around a hundred winemakers, covering over **300 hectares** of vineyards. Annual production stands at **over 4 million bottles**, with a strong focus on exports (approximately **50% of revenue**). In addition to Moscato d'Asti DOCG, the winery produces numerous Piedmontese appellations, including Barbera d'Asti, Dolcetto, Nebbiolo, and Chardonnay.

*“We have chosen to begin negotiations with Veraison Group to attempt to usher in a new chapter in our history, placing the future of our members and our region at the center,” says **Cristiano Amerio, President of Vallebelbo**. “The recently signed letter of intent is already an important sign of mutual trust. We are now working to reach a definitive agreement that will allow us to face global markets with renewed strength, without sacrificing our identity.”*

More details will be provided at a later date.

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