



## EFI FINE WINES LAUNCH: THE NEW INTERNATIONAL HUB FOR ITALIAN WINE EXCELLENCE

**The project by Edoardo Freddi International starts with four iconic wineries and the aim of redesigning the presence of Made in Italy wine in global markets**

*Castiglione delle Stiviere, October 14th, 2025* – **EFI Fine Wines**, a project by **Edoardo Freddi International**, launches to bring an exclusive selection of rare and prized wines to the world, drawing on its creator's extensive experience in exporting Italian wine.

This new venture, led by **Edoardo Freddi**, brings together four prestigious producers—**Michele Satta (Bolgheri)**, **San Leonardo (Trentino)**, **Monteverro (Maremma)**, and **Montevetrano (Campania)**—and will be active in **70 countries**, focusing on strategic markets such as the **United States**, the **United Kingdom**, **Northern Europe**, and **Asia**, particularly **Vietnam**, **Korea**, and **Japan**. EFI Fine Wines will also be present in **travel retail channels** at stations and airports, as well as on select **digital platforms**, reaching travelers and enthusiasts around the world.

*“EFI Fine Wines was born with the ambition of redefining the way Italian wine presents itself to the world. It's not just a commercial project: it's a selective platform that connects the finest Italian wineries with global buyers, operators, and enthusiasts,”* explains CEO & Founder **Edoardo Freddi**. *“We want to build a coherent, modern, and high-quality experience that showcases Italian winemaking excellence with a contemporary and accessible language. This is our response to the growing demand for quality, identity, and strategic vision in the wine market.”* The goal is to create a **global reference network** for the most prestigious Italian wines, strengthening the reputation of selected brands and offering concrete tools for growth and visibility in the most demanding markets.

To join EFI Fine Wines, each company must meet **four fundamental selection criteria**: **heritage**, which identifies brands capable of telling a story over time and preserving an authentic identity; **ultra-premium positioning**, aimed at producers of unique wines destined for the finest restaurants, wine bars, and collectors; **recognition from international guides**, guaranteeing a solid reputation among critics, publications, and industry professionals; and **ESG sustainability**, which rewards responsible and transparent practices that are attentive to the environment, people, and governance.

EFI Fine Wines is an **evolving project**: in the coming months, the portfolio will expand to include **eight wineries**, while by 2026, the business will be fully consolidated thanks to **new initiatives** and **services** aimed at increasingly effective promotion of Italian wines worldwide.

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