

# FALESCO

PRESS RELEASE

## Falesco back in the field of the Internazionali BNL d'Italia

**Falesco has renewed its agreement with the main sponsor  
for the exclusive supply of wines.**

*Montecchio, May 4<sup>th</sup>, 2012* - This year Falesco will be **the sole supplier of wines to the Internazionali BNL d'Italia**, which will be held May 12<sup>th</sup> to 20<sup>th</sup> 2012 at the Foro Italico in Rome. The main sponsor of the most important Italian tennis tournament reaffirmed its partnership with the Wine Company of the Family Cotarella, rewarding once again the quality of its wines and the strong sense of belonging to the city of Rome.

For the duration of the event will be served in the **BNL Hospitality Areas**, which include Corporate Restaurant, Open Bar and Club Lounge, wines **Poggio dei Gelsi, Ferentano, Tellus, Montiano, Anita and Metodo Classico Brut**.

For those who want it, will be the staff Falesco to guide the wine tastings as for the whole event will be available at the Welcome Desk Areas BNL to welcome customers, talk about the company, its products and organize mini-events.

This is **the third consecutive participation of Falesco at the side of BNL**. The Internazionali BNL d'Italia, as the Director of Marketing, **Dominga Cotarella**, points out, are an exclusive showcase of promotion next to an exceptional partner:

*"We are delighted to accompany BNL this year at the Internazionali Tennis tournament. This is such an event really appreciated that gives our wines high visibility and awareness."*

And to confirm the importance of this association, by this edition, Falesco wanted to create a **special package of Tellus**, especially customized for BNL. From the beginning of May until the end of the tournament, some **advertising stands** will be installed in some areas of the Capital to publicize the initiative.

About the **program** of the Internazionali BNL d'Italia and **services** Corporate Hospitality:  
[www.internazionaliibnlditalia.com](http://www.internazionaliibnlditalia.com) - <http://www.corporatehospitality.it/en/corporate-hospitality-2/>

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