

The Roll of Honour is enhanced by two more famous names in the world of wine

**TERREDORA AND ALFONSO CEVOLA
WINNERS OF THE VINITALY INTERNATIONAL AWARD 2013**

The awards will be presented during Benvenuto Vinality, the gala event organised on the eve of the inauguration of the International exhibition of wines and spirits scheduled 7-10 April at Veronafiere. Jean Smullen and Dave Broom were proclaimed winners of the Communicator of the Year Award

Verona 5 April 2013 – The Vinality International Award 2013 goes to the Terredora company and American journalist Alfonso Cevola: Terredora has been for more than 30 years a landmark in wine production while Cevola over his long career has always promoted Italian wine world-wide. These are the official motivations.

Terredora: "since 1978, the year when it was founded by Walter Mastroberardino, the company has been one of the most solid landmarks in what is considered to be a genuine 'Renaissance' in the wine sector of the Irpinia region. An ancient land where the growing vines boasts a deep-rooted history that the Montefusco-based company has rediscovered through a wager (at that time anything but obvious) on the millennial vines cultivated since Antiquity in the area - Aglianico, Fiano, Greco and Falanghina - while at the same time as introducing innovation, knowledge and people capable of grasping the challenges of the future. Such people include Lucio Mastroberardino who has worked in the family business since 1994, becoming the protagonist of its definitive revival and even taking the important role of President of the Italian Wine Union. His recent and untimely death is a terribly sad loss for the world of Italian wine. This is also why the Vinality International Award 2013 is made to Terredora, in the persons of his brother and sister Paolo and Daniela Mastroberardino who will no doubt continue the path marked out by Lucio with the same passion and the same skill."

Alfonso Cevola: "Known as the Italian Wine Guy and a profound connoisseur of great wineries but also of the less famous vines making up the great Italian wine heritage. A great communicator," the motivation continues, "who transmits his passion for Italian wine and culture through his blog On the Wine Trail in Italy and his intense professional activity that saw him become Director of Glazer's Italian Wine over the last 21 years and a Certified Specialist of wine and Special Contributor to The Dallas Morning News and The Well Fed Network."

The awards will be delivered during Benvenuto Vinality, the gala evening organised on Saturday 6 April in Palazzo Verità Poeta, one of the jewels of the historical centre of Verona. Guests will toast the winners with glasses of Prosecco, currently the sparkling wine most famous in the world, in its two varieties: Conegliano Valdobbiadene Prosecco Superiore Docg and Prosecco Doc, enjoyed together on this evening of international breadth to highlight the originality of this truly inimitable wine.

The evening will also see the announcement of winners of the Communicator of the Year Award, set up in collaboration with the IWSC, which will be presented in London next Autumn. The award this year goes to journalists Jean Smullen from Ireland and Dave Broom from England.

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