



Pontassieve, Marzo 2020

Let's help Italy to stop Coronavirus: all of the money pledged will be doubled by Ruffino and donated to the Veneto Region for healthcare purposes. Our goal is to raise 500.000 euros: together, we can do it!

Italy is having an extremely difficult time, undoubtedly the hardest in all its history. The most beautiful country in the world, producer of the finest food and wine on earth, creator of sublime art and culture, a place where civilization has already signified humanity, where beauty is found in the simple normality of every single gesture, is at breaking point. Our doctors, nurses and medical professionals have been working nonstop for a month and face the daunting certainty that they must continue to do so for many more months to come.

Italy is Ruffino's heart and home. Our wines originate in beautiful Tuscany, the region of Florence and Siena, the Renaissance, hilltop towns, castles and farms, and long sandy beaches, and in picturesque Veneto, home to Venice, Treviso and Verona, the sea, countryside and mountains.

At Ruffino, we feel the need to lend a hand during this terrible time and we are asking for your help too. If Ruffino has brought joy and special moments to your life, please join us in helping our country and the Italian people.

To care means to "feel concern or interest, and to attach importance to something". Ruffino has always placed significance on initiatives and projects whose purposes rise above the very concept of business: environmental sustainability, education regarding responsible drinking and a commitment to others.

Ruffino Cares is our corporate social responsibility scheme, which now more than ever is an expression of our sentiment and drive to help the communities in which we work.

The donations received and doubled by Ruffino will be given by Ruffino Cares to the Veneto Region to help the Covid-19 emergency. The report of the collection and use of the funds will be audited by auditing company KPMG.

We are doing everything we can. You are doing everything you can. With everyone's help, generosity and selflessness, we will overcome this situation together.

Go to <https://www.gofundme.com/f/ruffino-cares-help-italy> to make a donation, small or large.



Ruffino, founded in 1877 in Pontassieve, near Florence, is synonymous of the history of wine in Tuscany. Great Tuscan classics, wines like Chianti Classico Riserva Ducale, Riserva Ducale Oro, Chianti Ruffino and Brunello di Montalcino Greppone Mazzi, have always been at the heart of Ruffino's production. At the same time, the willingness to take on new challenges has resulted in the creation of striking Supertuscans, including the multiaward-winning Modus, and in 2018 the acquisition of two Veneto estates for the production of Prosecco. At the end of 2011, Ruffino was acquired by Constellation Brands, the #1 wine company in the United States, marking an exciting new chapter in Ruffino's history. Today, Ruffino is firmly rooted in Tuscany, while always embracing the complex challenges of the global market. Distributed in almost 90 countries worldwide, Ruffino wines are proud ambassadors of Italian lifestyle and good taste.