

# NEWS RELEASE

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## ATP AND ASTI DOCG ANNOUNCE GLOBAL PARTNERSHIP

**LONDON – The ATP and Asti Docg have today announced a global partnership, which sees the Italian wine consortium become the Official Sparkling Wine of the ATP Tour and Nitto ATP Finals through 2023.**

Consorzio Asti Docg brings together over 4,000 ventures across Italy’s Piedmont region, including wineries, sparkling wine houses, cooperative cellars and producers, with 100 million bottles set to be produced in 2021. The consortium works to protect, develop and promote Asti Sparkling and Moscato d’Asti wines in Italy and worldwide, including key markets Great Britain, Russia and the United States.

As Official Sparkling Wine and Silver Partner of the Nitto ATP Finals, the ATP’s prestigious season-ending event, which is set to be hosted in the Piedmont capital of Turin from 2021-2025, Asti will receive on-court, on-site and digital exposure, including presence at the eight-day tournament’s official trophy ceremonies and corporate hospitality areas.

In addition, as Official Supplier of the ATP Tour, the consortium will receive year-round exposure on ATP Tour digital and social channels, which currently reach over eight million followers.

“We’re thrilled to welcome Asti as a global partner of the ATP and to tell the story of their historic brand and premium wines to our international audiences,” said Daniele Sanò, ATP Chief Business Officer. “Asti is also synonymous with the Piedmont region and having our marquee tournament establish its new home there from 2021-2025 presents an exciting opportunity to forge a strategic multi-year partnership.”

Lorenzo Barbero, President of Asti Docg said: “We are extremely excited to partner with the ATP, promoting the history, passion, and values of our UNESCO World Heritage vineyard landscapes, in addition to our producers’ expertise, through the prestigious international sports scene.”

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**About The ATP**

As the global governing body of men’s professional tennis, the ATP’s mission is to serve tennis. We entertain a billion global fans, showcase the world’s greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the ATP Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and FedEx ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious

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season finale held in Turin, Italy. Featuring only the world's top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, the ultimate achievement in tennis. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

## **About the Nitto ATP Finals**

The Nitto ATP Finals is the year-end climax to the men's professional tennis season, featuring only the world's best eight qualified singles players and doubles teams as they battle it out for the last title of the season. Players compete for FedEx ATP Rankings points throughout the season in a bid to earn one of the eight coveted berths and a chance to win the biggest indoor tennis tournament in the world. Played using a round-robin format, each player plays three matches as they compete for a berth in the knockout semifinals and beyond. The prestigious tournament has been contested in major cities around the world with a rich history dating back to the birth of The Masters in 1970 in Tokyo. Since 2000 the event has taken place in cities such as Lisbon, Sydney, and Shanghai. In 2009 the tournament was moved to London, where it was played through to 2020 before moving to Turin in 2021. For more information, please visit [www.NittoATPFinals.com](http://www.NittoATPFinals.com).

## **About Asti Docg**

The "Consorzio per la Tutela dell'Asti" (Consortium for the Protection of Asti wines) was officially founded in December 1932. The consortium aims to promote and protect Asti Sparkling and Moscato d'Asti Docg wines in Italy and worldwide. The consortium's role also includes quality control along the entire production chain and monitoring the use of the designation name to prevent counterfeiting. Its Research Laboratory promotes and coordinates specific scientific studies and innovative technologies to continuously improve the production. The consortium coordinates and promotes activities to enhance the area of origin of Moscato Bianco grapes, whose cultivation covers 9,700 hectares in 51 municipalities of the provinces of Alessandria, Asti, and Cuneo. Asti Spumante is also one of the five Core Zones of the vineyard landscapes of Langhe-Roero and Monferrato, a UNESCO World Heritage site. Asti and Moscato d'Asti can be considered the two Italian white sweet wines *par excellence* and rank among the great wines of Piedmont.

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