



SARA CARMIGNOLA EVERY WINE...AN EMOTION

Are you proud of your wine and do you want others to know about it (and above all be able to purchase it) through the right "channels"? Or would you like to strengthen your brand's reputation after years of unsuccessful attempts? Trust a woman who, in addition to pragmatism and competency, offers a communication service, inspired by genuine passion and ...poetry: because as Sara Carmignola says, "every wine is an emotion."



"My mission is to create the success of a label by communicating the wine producer's values and by highlighting the great work of the oenologists and wine growers, by using the right language to reach an audience, which is becoming more and more informed."

These are the words of Sara Carmignola, a beautiful, forty year old from Verona who, after developing her "know-how" in the agricultural and food industry sector, came up with the job of "wine marketing manager".

"The spirit of a wine needs to be recounted by touching the sector's enthusiasts, bloggers, journalists and social media," says Sara, who has a large following on facebook, twitter and instagram and is also an opinion leader on wine blogs.

Her posts and funny comments show her genuine desire to share, in an informal yet authentic way, her discoveries, made up of people and places but above all of wine that has something special to say. Her objective is to lead all those enthusiasts, around the world but starting from Italy, into broadening their horizons by communicating with a homogeneous audience that is interested in new products.

Sara Carmignola's great experience in the agricultural and food industry sector has allowed her to enter the complicated world of wine with a strong degree of credibility. She knows the protagonists and dynamics of an ever more selective and articulated sector. Sara Carmignola doesn't work alone on the management of these labels but rather she has different collaborative partners, which vary in accordance with the type of project, in order to supply each wine producer with made to measure, sustainable solutions; increasing brand positioning and visibility, in both a national and international context.

In an extremely dynamic and complex market like that of wine, where the overlapping of certain activities requires the necessary integration of control and reporting from the marketing function, her proposal develops from an accurate analysis of the company's characteristics, considering its needs and objectives in order to create a personalised marketing plan because "wine is emotion and my objective is to light the spark which will lead the customer to make the right choice."

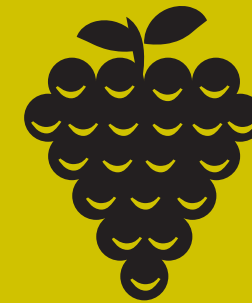
**"WINE IS COMMUNICATION, A LINK WITH THE TERRITORY AND A SHARING OF VALUES. TODAY WE
HAVE REAL TIME INSTRUMENTS TO SPREAD THE FEATURES THAT CHARACTERISE EACH PRODUCT:
DOING IT IN THE RIGHT WAY MEANS HAVING A BUSINESS SYSTEM."**

With Ivan Albertelli of Hostaria da Ivan

With Barbara Widmer of Brancaia

With Elena di Saint Pierre
and Charlie Arturaola

With Giulia Luccioli of Sagrivit



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