



## **The Black Rooster in a click**

**The new shopping area at the Chianti Classico Wine Consortium website was inaugurated today.**

**Cases, gift baskets, and coming soon even a new line of Gallo Nero brand merchandise...**

**Have a Christmas present from Chianti land sent right to your home!**

The Gallo Nero travels, not just on its bottles that daily take it around the world but now also on the web, thanks to the new online merchandising service, on the Net since yesterday afternoon at the Chianti Classico Wine Consortium website.

To place an order anytime, just click on "Shop" on the right side of the [www.chianticlassico.com](http://www.chianticlassico.com) homepage and enter the new merchandising area where you can already buy products from Gallo Nero land in Christmas packaging.

The project, born from collaboration between the consortium and Retalco, an e-tail leader, isn't just limited to opening the new web channel but also includes a thorough restyling of Chianti Classico merchandise.

The new online shop will be periodically updated with new products and handled entirely by the consortium: "We've inherited and over time valorized the Gallo Nero trademark that's always been a symbol not only of a wine but also of its territory, its people and its lifestyle in general", declares Silvia Fiorentini, head of communication and marketing for the Chianti Classico Wine Consortium. "A symbol that from the heart of Tuscany has conquered the world, as shown by the hundreds of requests we get each year for T-shirts, aprons and other Chianti Classico merchandise. This affection from wine-lovers took us to the web. But the new section is just the start of a project that in coming months will create new products aimed at diversified targets".

The consortium inaugurates its new online merchandising area under the excellent auspices of data recently published by the "Consorzio Netcomm" (the Italian e-commerce consortium) concerning the Italian e-tail market, as explained by Giovanni Cianferoni, Retalco managing director: "In 2008 online purchases through Italian websites should be worth more than 6 million euro, a growth rate of 20%. However, in Italy there are still many sectors that haven't yet developed this kind of transaction, such as food & wine, which makes the consortium's collaboration with Retalco even more significant. Chianti Classico is a pioneer here in Italy in a type of retailing that's already been successful for a number of international competitors".

Please publish

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