



- Press release -
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UMANI RONCHI AS QUALITY “TESTIMONIAL” OF PRODUCTS FROM MARCHE IN JAPAN

It has been inaugurated today in Tokyo the first restaurant born from a partnership between the Japanese restaurant chain Dynac and the prestigious winery from Marche. The Japanese brand rises the stock market just after the opening advertise.

It has been inaugurated last Thursday 26th November in Tokyo the “*Villa Bianchi Umani Ronchi*” first wine-bar born from a partnership between the Japanese restaurant chain Dynac and the prestigious winery company from Marche, as the name of the place suggests. Such a great recognition for the winery led by Michele Bernetti, that attended the inauguration as quality “testimonial” of products from Marche and in particular of wines, considering that Dynac wanted to realize this project to relaunch some of the “Papa Milano” restaurants - a series of informal “*trattorie*” dedicated to the Italian cuisine - precisely starting from the wines.

Villa Bianchi Umani Ronchi is located in the Morunoichi area, a strategic place in terms of business and commerce and very close to the Tokyo station. The formula will be replicated in other restaurants if this first wine-bar will have the success expected.

“Before starting the whole project - explains Michele Bernetti that with his father Massimo leads the Umani Ronchi company – our partner came from Japan to study and select the right worthy products to import, but mostly to learn, under the guide of *Michela’s Catering* chef Flaviano Moretti, all the secrets of Italian cuisine”. “Our *Villa Bianchi* will be their official *vino della casa* (wine of the house) – continues Bernetti- and around the 70% of the wines’ list will include our products, also with a selection of old vintages that are hard to find even in Italy sometimes”.

In the meantime, just after the news regarding the opening of “*Villa Bianchi Umani Ronchi*”, Dynac’s brand – brand that owns 270 places in the country and that gives job to 5 thousand people- rises of the 6% in Tokyo’s market. That’s the first sign of good reception of this collaboration’s project.

After all Umani Ronchi in Japan, where it can count on around the 10% of its own sales volume, is already synonymous of great quality products from Marche.

“Thanks to our importer Monte Bussan, that helped us with this Dynac project – ends Bernetti- we are already one of the most distributed Italian brands in Japan, but obviously we embrace with great enthusiasm and hope this new experience looking forward to consolidate our presence in here”.