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VERDICCHIO WILL FLY FROM RUSSIA TO EVERY SKY OF THE WORLD

“Villa Bianchi” by Umani Ronchi is going to be introduced in the business class menu and the vip lounge of the Russian flying company Aeroflot.

A further international recognition given to wine and food products from Marche.

Made in Marche is flying over the top and it's not just a metaphor. Aeroflot, the most famous flying company from Russia, has recently introduced Verdicchio dei Castelli di Jesi “Villa Bianchi”, produced by Umani Ronchi on its business class menu. This is just a further value recognition given to wine and food products from Marche, appreciation that this time comes from one of the richer and most important markets in the world, the Russian one. The product will be included in the business class menu of all the Aeroflot flight routes and in all its airport vip lounges, so that it would be also available for all the wealthy Russian businessmen.

This is another important achievement for the Umani Ronchi winery led by the Bernetti family, that will be present in the flying company also with its Montepulciano d'Abruzzo “Podere”, other sign of the extended appreciation that our products from Marche have around the world and additional confirmation of the Umani Ronchi international vocation.

“The fact that two of our wines have been selected by Aeroflot- Michele Bernetti says- makes us very proud and certifies the good job that the winery has been doing in the last years, underlining also the importance of our distribution web that currently allows us to be everywhere in the world.”

To conquer the flying company, Umani Ronchi wines went through several and peculiar exams of a commission composed by different sommeliers and wine experts, and at the end it has been able to beat the hardened competitors including around eighty wines and a copious number of famous wine makers.

The two Umani Ronchi products will be distributed to the flying company during the upcoming months. Aeroflot travels all over the continents and can count on 11 million and half passengers every year, including 129 destinations and a fleet of 160 airplanes.