



THE FIRST ITALIAN SPARKLING WINE

Since 1850: the Gancia family established their vineyard in Canelli, Piedmont, Italy

In 1865, Gancia produced **Italy's first sparkling wine**

Today Gancia is the **#1 sparkling brand in Italy***

Gancia sells **3MM cases worldwide** in over 65 countries

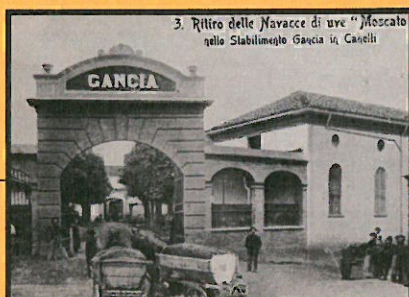


A CAMPAIGN FINANCED ACCORDING TO ART. 1308/1311 OF THE ITALIAN CIVIL CODE. PLEASE DRINK RESPONSIBLY. GANCIA SPARKLING WINE FROM CANELLI, ITALY. GANCIA IS PRESENT IMPORTED BY 200501 USA, NY, NY.

*BY VOLUME

The HOUSE OF GANCIA

A History



In 1865, Carlo Gancia produced the very first Italian Sparkling Wine, using the Classic Method made with local Moscato grapes.



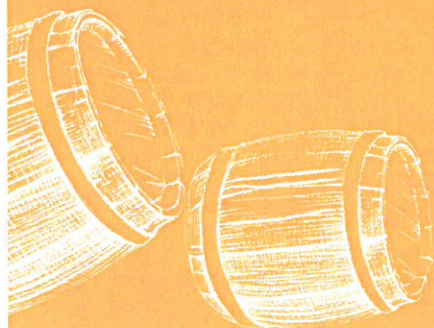
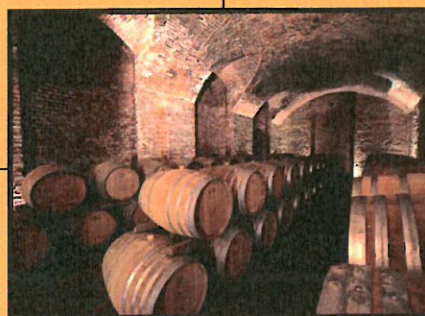
In 1870, the Gancia Winery gained popularity throughout Italy and became the official supplier to the Royal House of Savoy.



Our Sparkling Wines come from the most highly prized vineyards in the world. In 2014, UNESCO recognized the Gancia vineyards as World Heritage Sites.



The exquisite architecture of the Gancia cellars has earned them the name "Underground Cathedrals." Dug out of tufa soil, a natural thermal insulating material, the cellar maintains a steady temperature perfect for making and storing wines.




GANCIA
— 1850 —