

Querciabella

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Querciabella Celebrates Life's Finest Pleasures for the Good of Our Planet with Tesla Motors

Sleek sports cars and fine wines have never been such a splendid pair. The Italian debut of Tesla Motors with a fashionable address in Milan marks a tangible milestone for zero-emissions transportation in a country already at the center of renewable energy development. To celebrate the venture, biodynamic wines from Querciabella – including Camartina, Batàr and Querciabella Chianti Classico – will set the scene during an inauguration gala that promises to get people thinking about driving and the environment in a whole new light.

The exclusive closed-door event, hosted by Tesla CEO Elon Musk himself, is scheduled to take place February 11th at Tesla Milan on Via Cerva. Querciabella's partnership with the Silicon Valley electric vehicle manufacturer comes as the winery introduces *Beyond Biodynamics*, a campaign that aims to inform international audiences about sustainable viticulture while forging strategic alliances between Querciabella and brands from around the globe that embrace thought leadership in a positive way.

After considering the many shared values linking the winery to Tesla Motors, Querciabella's marketing team enthusiastically accepted an invitation to take part in Tesla's latest showroom launch. *Life's finest pleasures for the good of our planet* is the theme coined expressly for this unprecedented co-branding effort.

Shortly before next week's VIP event begins, Tesla owners hailing from several countries will meet in a private Q&A session with Mr. Musk, where he will personally address the future of transportation and other topics raised by the group. Among them will be Querciabella's owner Sebastiano Cossia Castiglioni, one of the first customers in Europe to purchase a Tesla Roadster. A committed environmentalist, Sebastiano not only drives an EV, but has employed a fleet of hybrid cars at his winery for years.

From the numerous parallels drawn between a sustainable winery and a revolutionary car manufacturer, Querciabella sees an opportunity to lend support to issues akin to its own core values while heightening awareness about the far-reaching merits of conservationism in winemaking. "What better way to set in motion an innovative communications program than to partner with a pioneering brand like Tesla?" offers Querciabella's Stephanie Cuadra. "*Beyond Biodynamics* is designed to answer a broad spectrum of questions: from why we follow lunar phases in vineyard work to why we have taken an outright stand against the use of animal-derived products during all phases of wine production." Querciabella will begin releasing periodic campaign-related content via Twitter and Facebook in the near future.

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ABOUT QUERCIABELLA

Founded in 1974, Querciabella enjoys the acclaim of the world's most discriminating critics and consumers for wines such as Camartina, Batàr, Palafreno and Querciabella Chianti Classico. In its uncompromising pursuit of quality, sustainability and authenticity, Querciabella has continually honed its approach to biodynamic viticulture for over a decade. With vineyards located throughout Tuscany's Chianti Classico and Maremma areas, Querciabella exemplifies the mindful preservation of tradition through forward-thinking, albeit completely natural, winemaking. For the latest winery news and updates, join Querciabella on **Twitter** and **Facebook**.