

Celebrating Italy's Heritage

An Interview with Roberta Corrà,
Managing Director of Gruppo Italiano Vini and
Chief Executive Officer, Frederick Wildman and Sons, Ltd.



Roberta Corrà

EDITORS' NOTE Roberta Corrà is the Managing Director of Gruppo Italiano Vini (GIV), and the Chief Executive Officer of Frederick Wildman & Sons. With an extensive background in law, business, and human resources, she has carved out a distinguished career in an industry where she is one of the few top female executives in Italy. Corrà graduated in law from the Università Statale di Bologna and subsequently practiced at a law firm in Verona, specializing in labor law and attended a master's course in company organization at SDA Bocconi. She developed much of her professional career in two German multinational retailers, where she worked for 15 years in the Human Resources and Organizational sectors. She worked at LIDL Italia S.r.l. in Arcole, Verona, a leading food-discount retailer in Europe, where she became the Director of Human Resources and Organization. Following this, she served as Human Resources Operations Manager at Mediamarkt in Bergamo. She was also invited by Mediamarkt to represent Italy in an international working group focused on the 'GROW' project, aimed at maximizing business profitability with a focus on commercial and organizational aspects. Since joining GIV in 2012 as Human Resources Director, Corrà's impact has been transformative. In 2014, she was promoted to Chief Operating Officer, and by 2015, she had ascended to the role of Managing Director. Under her leadership, GIV has expanded its influence by further developing prestigious brands such as Bolla, Lamberti, Nino Negri, and Rapitalà. Today, GIV manages 14 wineries across 11

regions, encompassing approximately 1,700 hectares and generating a revenue of 212 million euros. Corrà is a Board Member of PHILDAN INC., a company based in Montreal - Quebec - that imports and distributes wines and liqueurs in Canada. She is also a Board Member of Tenute Rapitalà S.p.A. in Palermo and Granarolo Suisse S.A.; Managing Director of Castello Monaci S.r.l. in Lecce, Carniatio Europe S.A. in Paris, and GIV CZ in Prague; and CEO of Frederick Wildman & Sons based in New York. Additionally, since 2021, she has been the president of Italia del Vino, overseeing one of Italy's most significant wine export consortiums, which is responsible for around 15 percent of the nation's wine exports.

COMPANY BRIEF Gruppo Italiano Vini (gruppoitalianovini.it) is an Italian leader and in the vanguard worldwide in the production and sale of fine wines, the owner of 14 renowned cellars, with brands famous all over the globe.

Frederick Wildman and Sons, Ltd. (frederickwildman.com) was founded in 1934 by Colonel Frederick Wildman. The Wildman portfolio now includes more than 50 brands under its umbrella, each one unique and each one prominent in its region of production.



The Santi crest

Will you highlight the history of Gruppo Italiano Vini and how you define its mission?

Gruppo Italiano Vini (GIV) was founded in 1986 through the strategic acquisition of several historic wineries from Credit Suisse, establishing a strong foundation rooted in Italy's rich winemaking heritage. Over the years, GIV has expanded its portfolio to encompass 14 prestigious wineries located across Italy's most celebrated wine regions, from the mountains of Valtellina to the rolling hills of Veneto, all the way to the shores of Puglia and Sicily. The greatest strength of Gruppo Italiano Vini lies in its wineries, with their own vineyards and native grape varieties that uphold the reputation of historically significant appellations with great international prestige. Each winery has a dedicated winemaker who cares for it. Key milestones in its journey include the acquisition of iconic wineries such as Folonari, Nino Negri, and Tenuta Rapitalà, as well as the 1993 partnership with Frederick Wildman & Sons Ltd., which amplified its global distribution capabilities. Notably, the acquisition of the Bolla winery between 2006 and 2008 further cemented GIV's reputation as a leader in Italian wine production.



Frederick Wildman's La Selvanella vineyard in the heart of the Chianti Classico region

GIV's mission is to produce high-quality wines that authentically express Italy's diverse terroirs while prioritizing sustainability and preserving winemaking traditions. Overseeing the entire production chain allows us to enter the market with greater control, and we believe this is the key to quality. With 1,600 hectares of vineyards, including organic initiatives like Rapitalà, the Group combines local expertise with global reach, exporting to 98 countries. GIV remains committed to crafting wines that celebrate Italy's heritage and resonate with a global audience.

How do you focus your efforts leading Gruppo Italiano Vini?

As Managing Director of Gruppo Italiano Vini, I focus on driving sustainable growth while preserving the unique heritage of our 14 wineries. My efforts center on expanding global reach through strategic partnerships, such as with Frederick Wildman & Sons in the U.S. market, Carniato Europe S.A. in France, GIV CZ based in Prague, Granarolo Suisse S.A. in Switzerland, Phildan Inc. in Canada, and enhancing the visibility of our Italian wines worldwide. I emphasize fostering a dynamic organizational culture, empowering teams and maintaining GIV's reputation for producing high-quality wines that resonate globally while honoring Italy's winemaking traditions.

Will you provide an overview of Gruppo Italiano Vini's wines?

Gruppo Italiano Vini offers a diverse portfolio that reflects the richness and variety of Italy's wine regions. The group's wineries, each rooted in their unique terroirs, focus on cultivating native Italian grape varieties and crafting wines that authentically express their origin. Notable among GIV's offerings are producers such as Nino Negri, Vigneti La Selvanella, Santi, Lamberti, Rapitalà, Castello Monaci, and Bolla. The portfolio includes a broad spectrum of Italian wine styles, from the whites of Veneto and the structured reds of Tuscany to the bold, expressive wines from Sicily and Apulia. GIV is particularly renowned for producing exceptional Prosecco, Valpolicella, and Chianti, among others. But what makes us most proud is that, from the vineyards to the final bottle, every step is handled by skilled and passionate professionals who work with care, enthusiasm, and deep pride.

A key focus for GIV is sustainability, and this commitment to environmental stewardship ensures that GIV's wines not only reflect the authentic flavors of Italy, but are also produced with respect for the land and future generations. Through strategic acquisitions and ongoing innovation, GIV has strengthened its position in both domestic and international markets, making its wines widely available across 98 countries.

You also serve as CEO of Frederick Wildman & Sons. Will you discuss Frederick Wildman & Sons' business?

As CEO of Frederick Wildman & Sons, I am proud to lead a company with a rich legacy in fine wines. Since its founding in 1934 by Frederick S. Wildman, Sr., the company has remained dedicated to sourcing and distributing the world's finest wines and spirits, upholding a

tradition of quality and excellence. Today, the Frederick Wildman national portfolio spans over 50 renowned wine and spirits brands and we continue to foster strong partnerships, ensuring profitability for our suppliers and distributors while bringing exceptional wines to U.S. consumers. We also own our own route to market in New York and New Jersey where we distribute an enviable portfolio of iconic wines and spirits. Sustainability is also a key focus, as we collaborate with producers who prioritize responsible vineyard management. Frederick Wildman and Sons serves as a connector of the past and present, focused on bringing the world's best wines to a new generation of enthusiasts. Our sales team is highly skilled and knowledgeable, allowing us to provide exceptional service to our clients.



Santi's French oak wine barrels

Will you highlight Frederick Wildman and Sons' portfolio?

Frederick Wildman and Sons boasts a carefully curated portfolio that showcases a diverse range of high-quality wines from renowned estates across Europe, the United States, and beyond, with a particular focus on French and Italian wines and specialty spirits, notably Chartreuse. Key highlights include iconic Italian wineries like Gruppo Italiano Vini's Bolla, Nino Negri, Lamberti, and Santi, as well as the beloved Riunite brand, known for its approachable Lambrusco offerings. The portfolio also features esteemed French shareholders such as Olivier Leflaive, Pol Roger, Château Fuissé, and Pascal Jolivet, further enriching its diverse range. Through strategic partnerships and acquisitions, the portfolio continues to expand, offering a broad spectrum of varietals, wine styles, and iconic spirits like Chartreuse to suit all occasions and tastes.

What do you see as Frederick Wildman and Sons' responsibility to sustainability and how ingrained is this commitment to Frederick Wildman and Sons' culture and values?

At Frederick Wildman and Sons, sustainability is a fundamental aspect of our operations and deeply embedded in our culture and values. We recognize our responsibility to protect the environment and are committed to partnering with producers who share this dedication. Many of our suppliers implement sustainable practices, including organic and biodynamic farming, to ensure the health of their vineyards and surrounding ecosystems. Sustainability is a core value for us, forming the foundation of our business and guiding all our decisions.

This commitment extends beyond the vineyard. In 2024, we took a significant step toward reducing our carbon footprint by shipping 30 pallets via Trans-Oceanic Wind Transport (TOWT), a pioneering wind-powered shipping initiative. This included shipments from Chartreuse, JJ Vincent, Hugel, Jolivet, Pol Roger, and Leflaive (Valentin). Looking ahead, we plan to expand our efforts for transport in 2025. While the cost remains a challenge, we believe investing in sustainable shipping solutions is a crucial step toward a more responsible future for wine distribution.

This collective commitment to sustainability not only preserves the integrity of our wines, but also ensures that we are contributing positively to the environment and society. By embracing these practices, we honor our heritage and fulfill our responsibility to future generations.

Did you always know that you had a passion for the wine industry and what has made the industry so special for you?

No, I didn't always know that I would end up in the wine industry. I came to the wine industry from a professional background in other fields. I graduated in law and worked for about 15 years in the human resources and organization sector of two German multinational distribution companies. I entered the wine world without family ties. I came in as a manager and had to learn so much about this wonderful industry. I must say, it has been an incredibly stimulating journey. When GIV reached out to me, I accepted with great enthusiasm, especially because one of the group's wineries is Santi, where my father worked for many years as a cellar master. It was a deeply emotional moment for me, not only because my father had passed away around that time, but also because I was given the chance to carry forward the very values he had always instilled in me. First and foremost, respect for tradition, which I believe should always be the foundation of any innovation.

What makes this industry truly special for me is exactly that: wine is not just about the product; it's about the people, the land, and the stories behind every bottle. The passion and dedication that go into producing wines that authentically express their terroir is incredibly inspiring. What truly excites me is the opportunity to shape the future of the wine industry by driving growth, sustainability, and global recognition for Italian wines, all while maintaining respect for the rich winemaking heritage that makes this sector so unique. ●