



Meet Francesca Coppola

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Where are you originally from and where do you live now?

I come from Conegliano, north of Treviso province, where I currently live with my husband.

What is your role within the La Cantina Pizzolato?

Since November 2016, where I arrived at La Cantina Pizzolato, my role is Sales Account: working closely to Sabrina, the Export Manager, I take care of some foreign and national customers.

How did you get into the wine business?

I grew up in the countryside of Conegliano, in a

farmers' family. My childhood best family memories are the ones connected to the harvest time at my grandparents' house. The whole family was involved and we were happy to help the oldest in the vineyards, to stay together and to share those harmony moments. When in 2016 I received the proposal from La Cantina Pizzolato, a family company focused on quality organic wines of my territory, honestly I could not refuse. I am very proud to spread an Italian product, especially from my region, all over the world.

What got you interested in Organic wine?

I live close to the Prosecco DOCG hills, wonderful unique sceneries and landscapes, but at the same time, the pesticides cradle. I cannot imagine the future in a country in which children cannot play in the gardens due to chemical products in the air. I really believe that nowadays, producers could grant quality while respecting both the environment and the client's health. The daily commitment in the products' quality, on sustainability and environmental issues are tasks on which, in our own small way, we are aware that we can make the difference. I would like to quote Jim Rohn: "Take care of your body. It's the only place you have to live." So, why shall we choose a glass full of pesticides rather than a natural organic wine?

What is your favorite wine from the portfolio and why?

We do have many good products, so it is not easy to determine my favorite, but I can pretty much say Raboso DOC, a great red wine, the outcome of a fascinated process, with 15% of dried grapes and ageing in barrique that tells a lot of our Venetian land and our traditions.

What would you like to highlight about La Cantina Pizzolato?

About La Cantina Pizzolato, I would like to highlight the family atmosphere of the young staff, the cooperation, the innovation, the care that Settimo and Sabrina put in every choice that involves our wines and our winery. Settimo's innovative view, his sparkle

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and Sabrina's dynamism and foresight brought La Cantina Pizzolato to be currently the biggest Italian family company that produces and markets only organic wines. We are not only a family company, we are definitely A FAMILY and it is a great pride for me to be part of this project.

How do you see the future of organic wine and what are the challenges that we will face?

The future of organic wine is GREEN. Nowadays, private consumers, companies and associations - as Consorzio Prosecco - are more sensitive to the organic issue. The UNESCO rejection for the Conegliano-Valdobbiadene hills candidacy has increased the upset of authorities on this concern that is why one of the main challenges that we will face will be more competitors in the market due to the increasing restrictions on the conventional agriculture. The data on increasing diseases, the global climate changes, the warnings about the evident effects of our everyday behavior on our health and on the environment are topics that make me think that we do not have any more time to act for the earth, that moment is now. Our daily choices are fundamental. One of the things that we can actually do is avoiding any form of exploitation on earth, treating it with respect. It is clear that without using chemical products, producers can guarantee to customers good quality products that moreover respect people's health and at the same time are environmental sustainable. We MUST do something to save our planet now, or "do we want to spit on our children's future?" (cit. Greta Thunberg, 15 years-old from Sweden about the global warming, 2018)

What do you like to do in your free time?

In my free time, I like cooking, travelling, trekking and see TV shows or movies at the cinema.

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