

FAMIGLIA

Cielo

dal
1908



HERITAGE:

Growing a family
of great wines

MEDALS:

Romeo & Juliet
Castles overlooking
our vineyards and
our hometown crest

ekuò SUSTAINABLE

4 "E" philosophy

Our winery has embraced the concept of sustainability according to the "EKUO' Sustainable" model, created with Ekuo' Murialdo World onlus with the aim of finding a NEW BALANCE equilibrium of the following 4 STRATEGIC "e" factors:

Economy

Long term and healthy growth.

- Partnership with local vinegrowers to provide enhanced and more fair value along the entire supply chain.
- Markets and Portfolio diversification to give more stability.
- Long term profitability with Low Financial Leverage to reduce risk.

Empathy

More attention to our stakeholders' needs to communicate the inner social value of wine in history.

- Lean-management: More and more group activities and neverending improvement approach.
- Emotional intelligence: Be open and active in our supply chain to create new values for all.
- Training courses for members of our winery.
- Better and formal Occupational, Health and safety management system with our new achieved protocol "BS OHSAS 18001 2007".

Ecology

More eco-friendly wines.

- Sustainable viticulture protocol followed by our vinegrower partners.
- 70% lighter bottles, only 360 grams.
- Use of F.S.C. responsible paper for our labels and cartons.
- 100% energy produced by renewable source.
- Better and formal Environmental management with our new achieved protocol "UNI EN ISO 14001 2004".

Equality

More attention to people in need, considering that a healthier & happier world is the key factor in any long term business model, thus the following charity projects have been activated:

We wanna work

Direct support to Ekuò Social Enterprises to create employment opportunities.

Blu Project

31 water wells built in Africa to pay back our high usage of water and to provide higher life expectations.

Add a place to the table

Direct Support of a school in Colombia to provide better life opportunities.



OUR OUTER CASES ARE COLORFUL, TO ENHANCE FLOOR STACKING APPEAL AND TO CREATE A VISUAL ATTRACTION TO ALL OUR CUSTOMERS.

PINOT GRIGIO

FAMILY BEST SELLER: LIGHT AND REFRESHING WITH AN ENTICING BOUQUET AND A SEDUCTIVE AFTERTASTE.

PINOT NOIR

A BRIGHT NOIR, UNIQUE AND CHIC. SILKY BODY AND PERSISTING TASTE.

PROSECCO

A SOCIAL WINE, THAT'S DIVINE!
A DAINY, SAVORY BOUQUET AND VERY REFRESHING "BOLLICINE" MAKE FOR A FLAWLESS APERITIF.

WWW.CIELO1908.COM - INFO@CIELO1908.COM



A CAMPAIGN FINANCED ACCORDING TO EC REGULATIONS N. 1308/13

