

**Address by the Ambassador Gianluigi Benedetti
on the occasion of Ricasoli Wines Reception
November 14, 2019**

Distinguished guests, dear Friends, erev tov – and a special greeting to the Italian guests: Benvenuti!

On behalf of my wife Sabina and myself, we are glad to host you tonight for this joyful event.

I will take a couple of minutes of your precious time, prior to the exciting presentation of our friend, Baron Francesco Ricasoli.

I would like to spend few words for introducing you Ricasoli, a centuries-old Italian company – one of the most representative wineries in the Chianti region.

Baron Ricasoli has been successfully leading his company for years, thus honouring his eminent ancestors, first and foremost Bettino Ricasoli – the second Prime Minister of Italy. Besides being a respectable politician, Bettino Ricasoli was also a forward-looking businessman. Indeed, it is thanks to Bettino that the Chianti formula was born in 1872.

Since then, this excellent wine has been exported worldwide and now it has become one of the Made in Italy's crown jewels. Nowadays Francesco Ricasoli's ideas are leading the company towards innovation and sustainability challenges, yet still tied to his ancestor's values.

The Embassy, the Italian Trade Agency and the Chamber of Commerce are really keen on offering their support and advice to promote in Israel an excellent Italian product such as the Ricasoli Wines.

I wish all of you an interesting and fruitful night.