



# NEWS RELEASE

9 May 2024

## ATP RENEWS PARTNERSHIP WITH ASTI DOCG FOR TWO MORE YEARS

**LONDON:** The ATP Tour is pleased to announce the renewal of its partnership with Asti Docg for an additional two years, extending through 2025. The Italian wine consortium will continue as the Official Sparkling Wine of the ATP Tour, Nitto ATP Finals and the Internazionali BNL d'Italia.

With the renewal, Asti Docg's premium sparkling wines will be featured at all ATP Tour and Nitto ATP Finals official functions through the end of the 2025 season. Asti Docg will receive on-court tournament visibility in Turin and Rome, in addition to prominent placement in hospitality areas, bottles displayed during award ceremonies and a dedicated Fan Village booth offering fans the opportunity to engage with the brand and its wines.



Commenting on the renewal, **Rodolphe Tastet, ATP Tour Vice President, Partnerships & Business Development** said: "We're delighted to extend our partnership with Asti Docg, a journey we started in 2021. Our collaboration has enhanced the experience of both fans and players, and we look forward to continuing to showcase Asti's exceptional sparkling wines on our global stage."

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In addition to its support of the ATP Tour, Asti Docg has helped celebrate key milestones on the ATP Challenger Tour, commemorating tournament anniversaries and player wins with special customised bottles.

**Stefano Ricagno, President of the Consortium for the Protection of Asti Docg wines** said: "Asti Docg has always been dedicated to excellence, and through our collaboration with the ATP, we have been able to share our passion for premium sparkling wines with tennis fans worldwide. We look forward to building on our success together over the next two years."

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## About The ATP

As the global governing body of men's professional tennis, the ATP's mission is to serve tennis. We entertain a billion global fans, showcase the world's greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world's top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

## About Asti Docg

The "Consorzio per la Tutela dell'Asti" (Consortium for the Protection of Asti wines) was officially founded on 17th December 1932. The consortium aims to promote and protect Asti Sparkling and Moscato d'Asti Docg wines in Italy and worldwide. The consortium's role also includes quality control along the entire production chain and monitoring the use of the designation name to prevent counterfeiting. Its Research Laboratory promotes and coordinates specific scientific studies and innovative technologies to continuously improve the production. The consortium coordinates and promotes activities to enhance the area of origin of Moscato Bianco grapes, whose cultivation covers 9,700 hectares in 51 municipalities of the provinces of Alessandria, Asti, and Cuneo. Asti Spumante is also one of the five Core Zones of the vineyard landscapes of Langhe-Roero and Monferrato, a UNESCO World Heritage site. Asti and Moscato d'Asti can be considered the two Italian white sweet wines *par excellence* and rank among the great wines of Piedmont.

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