

## ASTORIA AND THE TOUR DE POLOGNE RENEW THEIR PARTNERSHIP

**The 78th edition of the Polish race brings the Italian bubbles back onto the podium.**

*Warsaw, 9 April 2021* - To keep a custom introduced in sports in 1950 unchanged, namely a liberating toast to celebrate the successes achieved in a competition, the Tour de Pologne is glad to announce its renewed partnership with Astoria Wines, an Italian wine producer. During the seven days of competition we will see the stage winners of the 78th edition of the Polish race opening bottles of Prosecco DOC to officially celebrate on the podium.

Astoria, founded in 1987, began to collaborate with the sporting world early on, not only for marketing purposes but also to support and spread a message of union and equality. It is a very important value for the Treviso-based company that identifies in all the sporting disciplines an ideal terrain to pursue this purpose.

Its wines, that are produced in the Refrontolo property in the heart of the Conegliano-Valdobbiadene DOCG area, are appreciated all over the world, and Poland is home to a major distribution center. It could seem an almost obvious collaboration between the Tour de Pologne, UCI World Tour, and the wine estate that is already sponsoring numerous other races on the cycling calendar. However, a deeper bond has led the two companies to build a long-lasting relationship and put in place dedicated and common projects over time. Astoria has, among other things, conceived and created a special graphic design to identify the bottles that will be part of the sports caravan during the entire racing week, introducing Polish own colors and symbols.

Filippo Polegato - Astoria Wines sales manager - explains, *"Poland is certainly an important market, where our Prosecco has been known and appreciated since a long time. It is therefore a strategic place to invest in communication activities. Sport has always represented a positive way of promoting and supporting the territory. What's better than the Tour de Pologne? In recent years, we've learned that the passion for this sport unites our two countries: there is a widespread attention and a contagious enthusiasm we all definitely need."*

*"We are really happy to have renewed the collaboration with Astoria. We don't only love and appreciate their wines, but over time we have created a wonderful understanding with the company through a strong and shared passion for cycling."* says Czeslaw Lang, general manager of the Tour de Pologne. *"Through our organization and the race route of this new edition we will do everything to give the teams an ideal place to achieve memorable successes of which Astoria will be able to be part, allowing the athletes to raise and cheer with excellent bottles of Prosecco from a land with a unique and important wine tradition. We can't wait to get started."*