



*press release 01/04/ 2010*

## Saiagricola: serving Nature

Saiagricola is about to draw open the curtains on Vinitaly 2010. The agricultural arm of Sai Insurance Group will present, during the 44th Vinitaly between April 8th and 12th, the new graphic design concept for this year.

The new stand (**Pavilion 8 Stand C10**) is dedicated to an underlying principle: Saiagricola is an estate which aims to serve Nature and which believes in what man can achieve.

This is why the minimalist look of the stand brings to mind wine cellars and vineyards in the meeting room and nature and the countryside in the lounge area where guests are invited to relax and chat freely.

## Saiagricola and Arte in Tavola The Citadel of Gastronomy

Between April 8th and 12th Saiagricola is to renew its sponsorship of a restaurant service at the fair as a sign of the group's commitment to quality and excellence.

Saiagricola can confirm its intention during Italy's Most Important Wine Fair to tickle the taste buds and satisfy the appetite at the Citadel of Gastronomy in collaboration with the Association Arte in Tavola (**Area H Stand 4**).

This year's slogan "At the table, naturally" aims to reflect excellence of both raw materials and professional application.

This is a place where you can try some outstanding dishes thanks to the Saiagricola products, including rice from Cascina Veneria and olive oils from Tenuta di Montecorona and Fattoria del Cerro. There will be a different menu each day to tie in with the various wines produced by the group.

A great opportunity to escape the bustle of the fair and find a small corner to reflect on the bounty of nature.

Arte in Tavola is a loose association of people involved in the tourist/banqueting/hotel trade which was founded in Desenzano del Garda on January 2nd 1994 with a view to overcoming the vested interests of individual sectors and embracing the idea of an overall professional approach to the trade which spans these divisions and takes the human factor of each into account. This is the only association in Italy which unites the various services that operate in the hospitality sector. It has become the reference point for a field which includes public bodies, professional instruction, tour operators, producers, mass media, tourist complexes etc.

Saiagricola has chosen Arte in Tavola again for its partner after the great success of Vinitaly 2009 when the Saiagricola restaurant was one of the most popular venues in the Citadel of Gastronomy.

[www.saiagricola.it](http://www.saiagricola.it)

tel +39 0578 767722 fax +39 0578 768040

public relations: [marco.castignani@saiagricola.it](mailto:marco.castignani@saiagricola.it)