



Gruppo Montenegro targets new markets on the e-commerce platform Alibaba.com

Zola Predosa (BO), March, 9th 2021 – Gruppo Montenegro announced the launch of its spirits portfolio on the e-commerce platform Alibaba.com. The aim is to increase visibility and create new business opportunities in countries where its iconic spirits brands are not yet distributed.

Alibaba.com is the world's largest B2B e-commerce platform by number of active buyers present on the platform. It is a tradeshow open 24/7 where demand and supply meet every day to create new business opportunity.

With the support of the WebiExport team, from Webidoo, Gruppo Montenegro is now live on Alibaba.com with their premium spirits portfolio, including Amaro Montenegro, Select Aperitivo, Vecchia Romagna, Rosso Antico, as well as their heritage brands – that consist of Oro Pilla, Coca Buton, Grappa Libarna, Nocino Benvenuti, Rabarbaro Bergia and Buton Maraschino. This portfolio will do justice in representing “Made in Italy” at its best in the spirits world.

Francesco Scaglione, Director International Business Unit, commented the launch as follows: *“We are really looking forward to making the most out of this new e-commerce opportunity on Alibaba.com and unleashing the full potential of our iconic Italian spirits portfolio in new countries.”*

Gruppo Montenegro

Founded in 1885, Gruppo Montenegro is a leading Italian Food and Spirits manufacturer. The Group's brands have developed into icons of the “Made in Italy” with strong brand equity and significant top of mind: Amaro Montenegro, Vecchia Romagna, Bonomelli infusions, Infrè decaf tea, Olio Cuore, Cannamela spices, Polenta Valsugana, Pizza Catari. Their success is the result of constant pursuit of excellence, respect for tradition and attention to product quality and sustainability, all values that have defined the Group since its foundation. Thanks to a solid national and international distribution network, the brands are true ambassadors of the Italian way of life. For more information about the company, please visit <http://www.gruppomontenegro.com/>.

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