

Providing the best solution for Italy's wine industry



Background

La Grazia, an Italian winery based in the northern region of Valtellina, was founded in 2012 and has been run by the Oberti family for the past eight years. The region is renowned for its high-quality product because of the alpine vine-growing conditions. The winery has diversified its production in the last few years by adding a Pinot Bianco grape to the typical red vines of the Lombardy Alpine region. La Grazia produces more than 30,000 bottles a year and its vineyard extends over three hectares. The Oberti family operates a "heroic winemaking tradition", which is growing technique unique to mountainous regions. The winery needed a reliable logistic partner who could meet its expectations and those of its customers.

The brief

The Oberti family was looking for a fast and efficient logistics service able to preserve the quality of its product and deliver it safely and efficiently to its customers. La Grazia believes that an efficient logistics chain, from storage to delivery – through HORECA channels, specialised wine shops and direct to the end consumer – is key to success. The winery's partnership with Palletways Italy, which started in 2012, has allowed the business to access palletised collection and delivery services through the network's three hubs and 127 members across the country.

Our solution

Paolo Oberti, owner of La Grazia, said: "As a winery owner it is essential to have the right logistics provider as this ensures we have a competitive advantage. We turned to Palletways for the high-quality standards guaranteed by its network as we were confident, they would handle our wine with the utmost care and consideration".

Bruno Oliana, director of Palletways' Italian Network added: "Palletways has a great experience in transporting wine. We offer a range of Premium services for deliveries throughout Italy within 24 hours. We also provide our customers with delivery services within 48/72 hours at extremely competitive rates, always ensuring the highest level of quality and safety. The optimized goods distribution among our members along with the widespread presence of the network throughout Italy allow us to offer an excellent service to wine producers and to all our customers".

Palletways supports the wineries and winemakers who want to stand out from their competitors in a highly competitive sector, offering personalised services created by a thorough analysis of customer needs. The relationship between Palletways and La Grazia is proof of that. The winery particularly appreciated the option of transporting its bottles using the "mini quarter pallet", a specific variety designed for the beverage industry to efficiently manage the weight and volume of goods.

Through Palletways solutions, La Grazia's customers will receive all the information on their shipments through the Palletways Portal, an advanced online track and trace service tool that allows them to monitor the route of goods in real time.

for more information

Palletways

☎ 051 3171311

✉ info_italia@palletways.com

🌐 www.it.palletways.com