

Terre Cortesi Moncaro sells award-winning Italian wines in Korea



Terre Cortesi Moncaro is a company deeply rooted in the Italian landscape, in the territory of Le Marche region.

[The company](#) [1]’s vineyards and winemaking cellars are a celebration of the local soil, exquisite craftsmanship and agricultural tradition.

There are three production sites that produce organic wines, all following the same standards of environmentally friendly practices and rigorous processes to obtain very fine wines.

The quality of Terre Cortesi Moncaro’s wines transcend borders, and, in time, made their way to other markets, including South Korea.

With the help of the EU Gateway | Business Avenues programme, the company **set foot in Korea and started business relationships with local partners** in 2017.

The EU-funded [Organic Food & Beverage](#) [2] business mission had Terre Cortesi Moncaro among its group of selected participant companies.

The Italian company had the opportunity to **interact with prominent local companies and relevant institutions in the sector**.

From the numerous spontaneous and pre-arranged meetings held that week arose **new key contacts** for the company to further exploit.

It didn't take long for the company to make the most of the experience.



Soon after the mission in Korea, we have started a business relationship with two importers. We believe we could grow with them, little by little. - Luigi Gagliardini, Export Sales Director, Terre Cortesi Moncaro (Italy)

The **two importers**, Connex and Le Cellier, **distribute a variety of wines through local restaurants and retailers**, with Connex also supplying wines to Eataly in Seoul.

One type of wine, in particular, enjoys much attention from local buyers.

The Sangiovese IGT Organic with a retro-looking label is a hit among locals. The wine was awarded the Grand Gold Medal at the Seoul International Wine Competition in 2017. Not only Sangiovese is an organic wine, it is also labelled with a [geographical indication \(GI\)](#) [3] to point out that its reputation and qualities are linked to a specific place of origin, the Marche region in Italy, which preserve a traditional, high-quality product.

Through its two new importers, the Italian company has managed to be introduced to the market, but its plans are only beginning to unfold.



Our plan now is to support the actual importers with promotional activities such as tastings, events, etc., and to increase business with them. We would also like to find new business partners, possibly participating in another business mission. - Luigi Gagliardini, Export Sales Director, Terre Cortesi Moncaro (Italy)

The time is right for European companies like Terre Cortesi Moncaro to plan massive expansions on the Korean market.

The local buyers are increasingly interested in buying quality, organic products, and imported goods represent the biggest chunk of the market.

Expected to [grow by 18.73% by 2020](#) [4], the processed organic food & beverage market is ripe and ready for established European brands.

Companies that have an EU organic certification label are recognised locally as certified organic, making them highly competitive and even more sought after.

Having the right partner on the target market and developing a steady, continual presence are crucial when it comes to positioning your brand and selling successfully to new markets.

Here's your opportunity to reach those goals — apply for our next EU-funded business mission.

A weeklong opportunity to meet new clients and business partners in Asia is at your fingertips.

Find the [EU-funded missions that are open for applications](#) [5] and send your expression of interest.



Funded by the
European Union

More info on eu-gateway.eu

Source URL:

<https://www.eu-gateway.eu/success-stories/terre-cortesi-moncaro-sells-award-winning-italian-wines-korea>

Links

[1] <http://www.moncaro.com/>

[2] <https://www.eu-gateway.eu/organic-food-beverage>

[3] <http://ec.europa.eu/trade/policy/accessing-markets/intellectual-property/geographical-indications/>

[4] <https://eu-gateway.eu/news/imports-organic-european-products-rise-korea>

[5] <https://www.eu-gateway.eu/business-missions/missions-calendar>