

Albastrele – fantastic mood from Acorex Wine Holding

Once long ago, at early beginnings, Acorex Wine Holding was producing wine of a very high quality in order to obtain collaboration proposals from DirectWine, the wealthiest Britannic company of direct wine distribution, that succeed to create a wine collection for one of the most exacting market - from Great Britain. The wines turned out to be so harmonious and qualitative, that it wins buyers loyalty and were included in top of “the best 1000 world wines”. Also, the wines were appreciated by professionals: during these years, this collection has received in sum 25 prizes at international competitions. The wines name was gave by British themselves, which have visiting Moldova for first time, saw extent and boundless plains, full with blue starlets, called – cornflowers (Albastrele)

But, in September 2010, the long aspirations of Acorex Wine Holding come true: in Moldova, appeared the collection Albastrele. *“It’s time when we can appear on the domestic market with the wine which is selling with success in Great Britain, Canada, Holland and Belgium - said **Serghei Borets**”* executive director of Acorex Wine Holding, - *Moldavian consumers are prepared for transition at another main level of wine choosing: they are searching style, quality, originality. We offer the possibility to consumer to know the most qualitative wines.”*



*Albastrele- is a wine collection of a high quality, which became appreciated and well known without investments in marketing, - said **Ghenadie Culjinschi**, agency owner Enreco Plus, strategic marketing partner and branding of Acorex, - Now, when we have created together the brand and have created the policy of marketing success, now, when the consumer knows us – this product has prospers everywhere, despite geographical or boundaries political situations. “*

At presentation of Albastrele collection in Republic of Moldova, Acorex Wine Holding has organized a costume ball in the white room of hotel Codru. The beautiful hostess, dressed in crinoline, the mimes are gallant, the faces of guests are in half-masks, buttonholes and bouquets of cornflowers ... and Albastrele – Moldavian wines which causes fantastic state of mind:

- **Sauvignon Blanc** – sweet and aromatic white wine, which is filling nature of light and pending playful freshness of a feast.
- **Pinot Grigio** – complex spicy bouquet, which brings peace and righteousness for your thoughts, and for soul - eternity of universal beauty.
- **Blanc de Cabernet** – unique white wine from red grapes, essentially contradictory - leading to discover new worlds, space, possibilities.
- **Lancellotta** – unique single blended red wine of the collection that inspires and gives confidence; red wine with white wine soul.

Albastrele
Trăiește în armonie!

Presentation of collection Albastrele was conducted by mainly ceremony specialist Paul Duganov: accompanied by musical quartet, which managed to create fantastic holiday mood.

Maestro **Umberto Menini**, general production engineer of AWH, has provided degustation lessons for guests. *“The world is very large, the universe is huge, - said Menini, - but for wines made by me in Moldova, I will not be ashamed in any of world country. They are capable to compete with any others wines both New World, as well as in the Old.”*



Masked ball was attended by some famous and invited guests, who received collection gifts: Pavel Cudreavțev, Andrei Untilov, Carolina Iagupov, Andrei Covalenco, Ecaterina Pimenov, Alexandru Guțu, Inna Vieru, Ecaterina Dudorencu, Oxana Șișco-Cozîrșcaia, Ghenadie Braghiș, Elena Găine and others.