



## FRANCIACORTA CHOSEN AS OFFICIAL SPARKLING WINE OF THE 73<sup>RD</sup> EMMY<sup>®</sup> AWARDS,

Italian excellence and style will be showcased at the 73rd Emmy<sup>®</sup> Awards, as the Television Academy, organizer of this prestigious event, has chosen Franciacorta as their Official Partner, bringing their renowned sparkling wine to this Emmy season.

Following the July announcement of this year's Emmy nominations, the 73<sup>rd</sup> Emmy Awards includes a full calendar of events to celebrate the nominees in the various categories including actors, directors, writers and producers. Throughout the Emmy season, Franciacorta is providing numerous varietals of wines from the region's finest wineries allowing international stars and television creators to discover and taste Franciacorta wines.

The official awards ceremony will take place at 5:00 PM PT/8:00 PM ET on Sunday, September 19, 2021 at the L.A. LIVE Event Deck in Downtown Los Angeles and will be broadcast live worldwide.

The Emmy Awards is the most prestigious event of the year for American television, and celebrates the most important achievements and most talented artists throughout the industry. The growing success of television in recent years as an important entertainment outlet for families, especially during this difficult period of the global pandemic, has attracted international actors from cinema and theater and has created an increasingly loyal global audience.

The Franciacorta Consortium is proud to be able to include the Emmy Awards in the prestigious list of collaborations with partners who represent and celebrate excellence in various fields, from Milan Fashion Week through the partnership with The National Chamber for Italian Fashion, to 1000 Miglia - the most beautiful race in the world - to important new collaborations that will be announced in the coming months.

To find out more about Franciacorta: [www.franciacorta.net](http://www.franciacorta.net)

*The Consorzio Franciacorta is the body that guarantees and monitors respect for the production rulebook of Franciacorta, the first wine in Italy produced exclusively by secondary fermentation in the bottle to win, in 1995, the status of Denominazione di Origine Controllata e Garantita (Controlled and Guaranteed Designation of Origin). The activities of the Consorzio include protection of the brand and of the growing area, continuing perfection through constant improvements to the production rulebook and related regulations, providing information to consumers, and promoting Franciacorta as the expression of a*



*growing area, a wine, and a production method. Founded on 5 March 1990, and headquartered in Erbusco, in the heart of Franciacorta, the Consorzio is comprised of 121 wineries, with Silvano Brescianini as its President.*