

Release blocked until September 10th 2019

AGRIMENT ITALIA LAUNCHES GRAPERROADS STORIES WEB SERIES

Agriment Italia launches its own wine web series

On September 17th 2019 Agriment Italia will launch on all its social media (Facebook, Instagram, Wechat and Youtube) its new project, "*Graperoads stories*" a web series about the reality of Italian wineries.

All the episodes of *Graperoads stories* are related by a fil rouge, the story of a Chinese girl, Lei, became wine importer thanks to one of the producers of Agriment Italia group. The first season of this web series is turned around 8 Italian regions and through this trip the protagonist, Lei, is looking for the man who changed her life. What will be the final?

Graperoads stories obviously aims to talk about wine, to show the great and complex reality of Italian wineries and wine producers in a very simple and daily way. Above all, this web series aims to talk about everyday life, how wine is a companion always present on Italian tables. *Graperoads stories* wants to explain to the foreign world how strong the tradition of drinking a glass of wine is in Italy, silent, true, never arrogant and never the main actor in our daily life.

The plus value of the web series *Graperoads stories* is to show what really means a bottle of wine among Italian people, which stories are behind a family who produces wine, through which over the centuries people have continued to enjoy a bottle of wine in company. *Graperoads stories* is therefore a mix of fun, knowledge of wine, a melting pot of different cultures, breathtaking landscapes and friendship.

Graperoads stories is part of a bigger project of Agriment Italia called Graperoads thanks to it was born the idea of the wine web series. Graperoads aim's is to plan, to book and to do Italian wine tours for all the wine lovers in the world. Each itinerary of tours is tailor made on the wishes of our customers in order to really meet their needs.

Agriment Italia is a company whose main business is exporting Italian wines all over the world, introducing many wineries located in different regions of Italy and using different ways to educate consumer, promoting the Italian wine culture. Agriment Italia aims to give value, voice, visibility to small and medium wineries and to develop business relationship all over the world.

A project developed by

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