

# Querciabella

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## Exclusive Tesla *Model S* Preview for Biodynamic Wine Lovers in Copenhagen

*Turpino 2010 by Querciabella makes  
Danish debut.*

*The Future of Luxury* was the theme of a Querciabella wine tasting in Copenhagen that broke with convention in more ways than one. On May 30th, a small group of fine wine connoisseurs gathered at Tesla Motors' showroom in the Danish capital for an exclusive sneak peek of the Silicon Valley electric car company's brand new *Model S* – set for release this autumn.

This closed-door VIP event came two years after Querciabella and Tesla Motors partnered in a red-carpet celebration in Milan where Tesla founder Elon Musk and Querciabella owner Sebastiano Cossia Castiglioni toasted the spectacular grand opening of Tesla's first Italian showroom with biodynamic wines by Querciabella.

On this occasion, guests enjoyed guided tastings with members of the winery team of specially selected Querciabella wines, including Turpino 2010 – a recent addition to the Tuscan estate's award-winning lineup, slated for importation to Denmark later this year by Atomwine of Vejle. The private party also offered those in attendance the chance to go behind the wheel or take a chauffeured spin around downtown Copenhagen in one of the most revolutionary vehicles on the planet.

"Given the synergies between an innovator like Tesla and an ecologically minded brand such as Querciabella, a natural partnership has emerged," says Tesla Copenhagen's Store Manager Christian Marcus. "The imminent arrival of the Model S offers the ideal backdrop for an event centered on *The Future of Luxury* and what better way to bring people together than over a beautiful glass of wine?"

In addition to raising the bar for the organic wine industry by pioneering an approach to viticulture known as *cruelty-free biodynamics* – where chemical and animal-derived products are banned from the vineyard and cellar – Querciabella is committed to promoting awareness beyond the fine wine industry about sustainable lifestyle choices among the world's most discriminating consumers. As with an ongoing special events partnership between Querciabella and like-minded fashion designer Stella McCartney, the winery's renewed alliance with Tesla Motors is a powerful testament to the rapidly accelerating demand for ethically crafted luxury goods that produce lasting benefits for tomorrow.

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*Guests attending 'The Future of Luxury' tasting at Tesla Copenhagen on May 30<sup>th</sup> will enjoyed Querciabella's award-winning wines such as Batàr and Camartina in Vinum Extreme grape varietal specific stemware provided by official event sponsor Riedel.*

### ABOUT QUERCIABELLA

Founded in 1974, Querciabella enjoys the acclaim of the world's most discriminating critics and consumers for wines such as Camartina, Batàr, Palafreno and Querciabella Chianti Classico. In its uncompromising pursuit of quality, sustainability and authenticity, Querciabella has continually honed its approach to biodynamic viticulture for over a decade. With vineyards located throughout Tuscany's Chianti Classico and Maremma areas, Querciabella exemplifies the mindful preservation of tradition through forward-thinking, albeit completely natural, winemaking. For the latest winery news and updates, join Querciabella on **Twitter** and **Facebook**.