BellaStoria

*A Nice Story
of friendship
and solidarity*

CIELO E TERRA VINI AND MURIALDO WORLD
TOGETHER TO TELL A NICE STORY

"BellaStoria", the new wine brand that combines business and solidarity, was released in 2020. It is the output of the collaboration between Cielo e Terra S.p.A. and Murialdo World Onlus.

The brand wants to tell a "nice story" of solidarity: **5% of the net sales of these products will be donated to the charity purposes of the non-profit organization Murialdo World.**

Particularly, 14,151 euros were donated last year to the **COVID-19** prevention project in Tena, the city of Napo in Ecuador, in the heart of the Amazon. They are fair and organic wines because, in addition to solidarity goals highlighted, they display the "organic" certification, since they come from vineyards grown according to the strict standards of organic farming.

Ekuò Murialdo is the brand created in Murialdo World Onlus precisely to convey funds from private companies for charitable initiatives. "**Bella Storia**" is intended primarily for the global market and consists of a family of three organic wines: Merlot, Chardonnay and a Spumante Extra Dry.
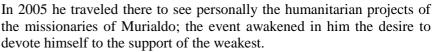
Pierpaolo Cielo is the creator of this label. He is the vice president of Cielo e Terra S.p.A., member of the fourth generation of the historic winery of Montorso Vicentino, founded in 1908; he has been also the promoter of the collaboration with Murialdo World.

This partnership is in perfect agreement with the company's sustainability policies. They aim to develop 360-degree sustainability, meant as environmental, economic and social.

Alessandro Pellizzari has a traditionally managerial career behind him, but today he is the Director of the Murialdo World Onlus.

The transition to the non-profit world occurred after a specific event: a trip to Sierra Leone.

In 2005 he traveled there to see personally the humanitarian projects of the missionaries of Murialdo; the event awakened in him the desire to devote himself to the support of the weakest.

Eventually, the meeting of the two worlds, profit and non-profit, business and solidarity, was made possible by the agreement and by the personal friendship between Pierpaolo Cielo and Alessandro Pellizzari. This connection has already made many seemingly impossible dreams come true: help in favor of the poor young people, the inclusion of the marginalized.

Here are some examples.

"A well for Life" was a project dedicated to the construction of 33 wells of water in Sierra Leone, an area with enormous difficulties of water supply, for the benefit of about 14,400 people.

The choice to take care of water supplies has a particular meaning for Cielo e Terra. In fact, large quantities of water are required for wine production, along the entire supply chain.

The commitment to water wells building was also combined with the reduction of CO_2 emissions, obtained thanks to the choice of lighter and more ecological bottles.

The project **"Add a seat at the table"** was aimed to prevent delinquency and child exploitation in Medellin, Colombia. It secured 1,485 children e their parents a table to eat, play and study, keeping them away from crime, prostitution, violence, drug dealing and drug addiction.

"Beyond the walls" project granted support for 129 fragile young people and their families in Mexico, to offer more life opportunities and reduce the exploitation of migratory flows.

Finally, **"Borsa Lavoro – Work Scholarship"** project helped 172 Italian students in difficulties preventing them to drop out of school, through the promotion of qualified training, of a connection between school and work and of job placement.

Cielo e Terra and Murialdo World share profoundly common values, such as the attention to disadvantaged young people and poor families and the right to work. Such a deep-rooted, profitable partnership in 10 years has led to helping over 16,000 people in difficulty in Italy and the world.

The path of economic, environmental and social sustainability undertaken for years in the company, reveals the deep sense of responsibility of Cielo e Terra towards the world in which, more and more, each company will be called to make its contribution as an inhabitant of a wonderful e common mother earth.