

## CANTINE FLORIO LAUNCHES A REVAMPED WEBSITE AND TELLS THE BEAUTY OF LIQUID ART AND NEW HOSPITALITY



A compelling story to tell and all the right keys to do so, accompanying the visitor in the discovery of a unique world, one of territory, nature, experience, and time: these are the premises of **Cantine Florio's** communication for **2024**, starting from the **complete restyling** of the **[cantineflorio.it](https://cantineflorio.it)** website, launched at the beginning of the year.

A space rich in content, images, and videos, easily accessible and entirely

dedicated to the world of Florio, born from the desire to tell Marsala and the intimacy of a Winery that is **liquid art in motion** in a clear and simple way.

History, territory, supply chain, types, and methods of production of the **different categories of Marsala**, pairing ideas and consumption occasions, complete Ranges, Awards, and News: the new site offers a **complete guide** to discovering Marsala and the Cantine Florio.

In this communication journey, a new approach to **Hospitality** is also included, with a complete redesign of the tours in **Cantine Florio**, events that welcome over 50,000 new visitors every year: important numbers for wine tourism in Sicily, requiring constant service innovation, with the launch in the coming months of **new thematic and tasting tours**, with increasingly in-depth storytelling and the enhancement of new merchandising, to maximize the **Brand Equity of the Florio brand** in every aspect.





To have a clear and complete idea of the activities to experience and discover the world of **Cantine Florio**, on the new site, you can consult the complete (and constantly expanding) range of tasting experiences, available and directly bookable at:

<https://visit.cantineflorio.it/it>

