

# Pizzini Wine's new Care & Share packs are like sending a 'hug from Nonna'.

Generous hospitality has always been front and centre at Pizzini Wines, the King Valley winery in North East Victoria, owned and run by the Pizzini family who have farmed the land there for three generations.

Before the COVID pandemic hit, that often started with a true Italian-style, warm welcome to cellar door that could sometimes feel like a hug from Nonna.

During these crazy times a big hug from Nonna is exactly what many of us crave. So today, Pizzini have launched a series of carefully curated 'Care & Share' packs designed to encourage people all over Australia to send some warm Pizzini hospitality to those who might need a little boost. You might even need it yourself.

Natalie Pizzini, third generation family member and Marketing Director of Pizzini Wines says that being kind and generous right now – both to others and to ourselves – is a powerful antidote to everything that's going on. And it's exactly this type of care that her grandparents famously modelled.

"Nonna and Nonno's kindness and generosity was legendary and still to this day we have people drop into cellar door to tell us stories of when their mum and dad worked on our farm in the 60s and 70s alongside our family. They were told the stories of how Rosetta and Roberto Pizzini helped them during tough times whilst they were working hard share farming to establish a new life in Australia" said Ms. Pizzini.

"We wanted to create an easy way for people to send some of this Pizzini hospitality to those who might really appreciate it right now," continued Ms. Pizzini. "So, we gathered some of our favourite products from our cooking school and our cellars and packaged them together for the first time."

Pizzini's range of Care & Share packs start from \$68.00 which includes delivery anywhere in Australia, and you can have a personal message included so your recipient knows you are thinking of them. You might even want to treat yourself!

To spread the Pizzini hospitality even further, Pizzini are also offering you the chance to tag a friend and use the hashtag #pizzinicareandshare which will automatically put them in the weekly draw for a special 'care and share' pack from the Pizzini family.

## Contacts

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