

# the drinks business

NEWS **PARTNER CONTENT**

## A decade of Italian Wine Brands

23 JUNE 2025

By Louis Thomas

As Italian Wine Brands (IWB) celebrates its 10th anniversary, the group reflects on its journey – from its Milan Stock Exchange listing to its growth in 90 global markets, and especially in the UK.



Alessandro Mutinelli, president and CEO of IWB, reflects on the past decade: "Over the past ten years, Italian Wine Brands has grown from an ambitious idea into one of Europe's leading wine groups, with a global footprint and a commitment to excellence at every level. Our success is built on the passion of our people, the strength of our partnerships, and the ability to combine tradition with innovation. The UK has always been a key market for us, and having a dedicated team on the ground reflects our long-term commitment to serving our customers with agility, quality and care."

"In 2025, Italian Wine Brands (IWB) celebrates its 10th anniversary — a remarkable milestone for a group that, in just a decade, has established itself as one of Europe's leading wine companies," he continues. "With its roots firmly planted in Italy's rich viticultural heritage, IWB has combined tradition and innovation to build a portfolio and business model that is both global in scale and deeply connected to local markets."

Explaining the origins of the company, Mutinelli shares: "Italian Wine Brands was created in 2015 from the merger of two well-established Italian producers, blending generations of winemaking expertise with a modern, forward-thinking vision."