# Association Cantine di Marca

## THE PROJECT OF CANTINE DI MARCA

Technology
and tradition come together in the innovative web portal dedicated to
Wine and Cuisine of the Veneto and in particular of the Treviso

Cantine di Marca was born as a project for the dissemination of many varieties of wine from the Treviso area.

Cantinedimarca.it
aims to collect and make public as much information regarding all the
cellars, wine farms and restaurants, wine bars, wine products and major
events related to the production, sale and consumption of wine in the
Province of Treviso and the Veneto.

## WHY A PORTAL DEDICATED TO THE WORLD OF VENETIAN WINE

The
landscape of the Internet still does not collect adequate provision of
information about the market and the activities related to wine, and
not many companies that have among their primary purposes the
communication on the web ol'e-commerce. The vast majority of sites online today are not always efficient and
comprehensive and often not easily track.

The
decision to create the portal Cantinedimarca.it therefore arises from
the need to set a starting point, which facilitates the task of
environmental information in the search of food and wine and wine by
the increasing number of Internet users: a structure informative
and interactive, highly-focused wine world Treviso, full of
information, insights, news, notices of events (fairs, exhibitions,
conferences, studies, courses and much more).

## HISTORY PROJECT

Cantine di Marca is the brainchild of Robert Cavasin in September 2007 and is expressed in January 2008 with the online publication www.cantinedimarca.it.

The success is manifested immediately with an increasing number of visitors and actions on the site. Meanwhile created a partnership with two major media partners to broadcast Trevigiane Chronicles, of which the portal provides streaming exclusive of bets el'emittente Veneto A radio Radio, also in srtreaming on the site. To date, in a few months, the portal already has over 1,000 unique hits a day, not "random", but taken directly to the content of cantinedimarca.it.

A study of marketing has also proved the effectiveness of the project for its vision: cantinedimarca.it, in fact, covers all the major positions in the Italian search engines like Google, Yahoo, MSN, but also in the video portals like YouTube, VideoGoogle, YouReporter and communities like Facebook, Twitter and Wikipedia.

In January 2009 the Cultural Association was founded Enogastronomica Cantine di Marca, once sponsored by the City and the province of Treviso, in addition to the Ministry of Agriculture Forestry and Food, with the aim of promoting the area both from the standpoint of cultural recipes.