Ca' del Principe – Quality is a sign of Distinction

INTRODUCTION OF THE FIRST BRAILLE LABEL FOR MOSCATO D'ASTI BY CA' DEL PRINCIPE



At the Asti branch of the Italian Union of the Blind and Visually Impaired, a new label for the Moscato d'Asti wine produced by the Ca' del Principe winery was officially unveiled. The label features Braille text, designed to enable blind individuals to read the information independently.
This initiative stems from the desire of Ugo Borello, the young owner of the winery, located in Santo Stefano Belbo (Cuneo), to provide a practical response to the needs of the visually impaired and the blind. The project was developed in response to a proposal by the Union's president, Adriano Capitolo, and Professor Angelo d'Albano, which was put forward during a series of "dinners in the dark", events organized under the patronage of the Municipality of Asti and in collaboration with the Produttori Moscato d'Asti Associati (Associated Producers of Moscato d'Asti).

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