

New Wine Program in Italy Alleviates Worry and Hassle of Shipping Wine

Milan, Italy, October 12, 2015 –

UPS Capital[®], a subsidiary of UPS[®] (NYSE:UPS), which provides supply chain financial, insurance and payment services, announced today that the Customized Declared Value for Wine program is now available to vintners and wine shippers in Italy*. The new program provides wine shippers in Italy everything they need to ship and protect their product, including packaging consulting and custom pricing for shipping and protecting wine against loss or damage.

“In the past, businesses have faced many challenges when shipping wine, including cork push, seepage, temperature issues and breakage,” stated Jim Fortsch, vice president of UPS Capital Europe. “Customized Declared Value for Wine will change the way businesses approach shipping their wine, reducing their risk all in one stop.”

With Customized Declared Value for Wine, UPS employs its in-house packaging consultants and pre-approved packaging vendors to work with customers to ensure their wine shipments are adequately packed. By using pre-approved packaging, UPS is able to offer wine shippers bundled shipping and protection up to 500 Euros. If the shipment is valued higher, customers can purchase additional protection up to the full retail cost. Now, customers will have peace of mind that their wine will arrive to their destination safely. And, if for some reason the wine is damaged during shipment, they will be reimbursed.

Despite an overly rainy summer in 2014, Italy exported nearly 226 million cases of wine last year, with the majority being shipped to Germany, the United Kingdom and the United States, according to Italian Wine Central.¹

“Italy is hard to beat when it comes to wine production in Europe and local winemakers are interested in possibilities to access international markets and position their products,” stated Iulia Nartea, Italy country manager for UPS.

“Italy will be the first to have access to Customized Declared Value for Wine, and we believe it will provide the winemakers with the tools they need to protect their product more than ever before. If the program is successful, it will be expanded to other areas of Europe, including France, Spain and Germany, as Europe produces more than half of all the world’s wine”² added Fortsch.

For more information about Customized Declared Value for Wine in Italy, call +39 02 4527 9099.

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¹ Italian Wine Central, Top 20 Destinations for Italian Wine Exports, 2014

² Italian Wine Central, Top 15 Wine-Producing Countries, 2014