

## FLASH NEWS

### **Gruppo UNA is delighted to welcome Relais Villa Grazianella | UNA Esperienze**

*The first franchise hotel after the launch of the new Franchising Project enriches the most valuable collection of Gruppo UNA*

Milan, 29th October 2019 – Only a few weeks away from the **launch of the new Franchising Project**, Gruppo UNA announces the entering of **Relais Villa Grazianella | UNA Esperienze** to its portfolio. The hotel, nestled among the Montepulciano hills, is the first new franchise hotel enhancing the **UNA Esperienze collection**, dedicated to the top-of-the-range offer by the widest Italian hotel chain.

*“We are delighted to welcome Relais Villa Grazianella in the Gruppo UNA family, an ideal partner to enhance our offer and introduce our new franchise project” – says **Fabrizio Gaggio**, General Manager of Gruppo UNA. “This hotel conveys all the values of our brand, which is dedicated to our most demanding guests: deep ties with the territory, in this case Tuscany at its best, an offer in food and wine of outstanding quality by the wine cellars Tenute del Cerro, spaces with a refined elegance and truly Italian experiences available to guests”.*

*“We are excited to start this important partnership with Gruppo UNA and become part of the **UNA Esperienze collection**” – claims **Antonio Donato**, General Manager of Tenute del Cerro. “The franchise project enables us to add value to all assets of Relais Villa Grazianella within the framework of UNA Esperienze, maintaining at the same time our identity as to the facility management, which is the perfect embodiment of the Made in Italy hospitality”.*

Located in Acquaviva di Montepulciano (Siena), Relais Villa Grazianella has **11 rooms**, 2 of them being junior suites, and **3 apartments**, a two-room apartment and two three-room apartments located 4 km away from the main facility, which is provided with a swimming-pool and a restaurant and with a great **view on the tree rows of Fattoria del Cerro**, owned by Tenute del Cerro. The interiors, furnished with refined accessories and fabrics, show the old wooden beams. The living room for our guests is embellished with **wine tasting experiences and bike tours** in the wonderful vineyards belonging to Tenute del Cerro, following the path of the typical white streets of the Tuscan countryside. All of these elements renew the promise of the UNA Esperienze collection and represent a step further by Gruppo UNA in order to offer their guests an even wider selection and high-quality experience.

After the addition of Relais Villa Grazianella, our **portfolio** of 39 facilities features 30 facilities under direct management, 6 affiliated facilities and 3 facilities under management agreements. This partnership introduces officially the new Franchising model, with which Gruppo UNA aims at the consolidation of its reference position on the market and the extension of its portfolio in the main Italian cities and in areas in which there is no facility belonging to the Group yet.

#### **Gruppo UNA S.p.A.**

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Share capital, f.p. 37,817,599 euro, f.p. - Company Register of Milan Tax Code 00849180153 - Chamber of Commerce of Milan 726120 - VAT No. 07410980150 Single-member company subject to the management and coordination of Unipol Gruppo S.p.A.