



Since the Merchants of Venice first began exploring the world and bringing home its wonders, Venice has been known as a place for discovery, learning and sharing. In exchange for their precious Murano glass, fine wines and other crafts, the merchants of Venice brought the ideas and joys of other cultures home and incorporated them into their daily lives via celebrations like carnivale, foods, architecture, fabrics, and other delights.

The legacy the merchants left us is the tradition of sharing time with family and close friends over a glass of wine and a cicchetti in a bacaro, enjoying a stroll through a wondrous space like the Piazza San Marco, or exploring one of the intimate gardens sprinkled around the city.

Modello wines celebrate the legacy of the merchants of Venice. No other place in the world is quite like their city, and no other wines are quite like the wines of Modello. Coming from the cradle of the Venetian empire, crafted with centuries of experience, Modello wines are the perfect accompaniments to this unique Venetian tradition we celebrate today.

