



Press Release

The Marini's Group Partners With Fashion Icon Anna Fendi

- *Exclusively Distributes Her Wine Label AFV In Malaysia*
- *Hosts premiere wine tasting party to raise funds for charity*

Kuala Lumpur, Malaysia, 7 April 2015 – The Marini's Group announced its partnership with fashion icon Anna Fendi to exclusively distribute her wine label; AFV in Malaysia yesterday. The exclusive relationship was celebrated with a dinner and wine pairing party hosted by the Marini's Group at Marini's on 57. The event was graced by Anna Fendi, dignitaries from the Italian Embassy and the crème de la crème of Malaysian society.

Invited guests indulged in delectable classic Italian cuisine paired with the fine array of wines courtesy of Marini's whilst also contributing to a worthy cause in the form of a fundraiser. Each guest was given a pledge card to donate to Make A Wish® Malaysia which is an affiliate of the Make A Wish Foundation International; an organisation that enriches the lives of children with life-threatening medical conditions through wish granting. This is one of the pillars on corporate social responsibility efforts carried out by The Marini's Group annually to contribute to the betterment of society.

Anna's wine label, AFV, is a selection of wines, developed with her husband Pino Tedesco in collaboration with wine taster Michelangelo di Toma and includes a series of renowned vine varieties from Italy. Red wines, white wines, a rosé wine, prosecco, sparkling wine and spirits complete her selection.

The range includes Twill (Amarone della Valpolicella Superior), Bolero (Baloro), Negligè (Brunello di Montalcino), Velvet (Classic Chianti), Voile (Gavi), Spina di Pesce (Soave), Lamé (Prosecco), Decolleté (Sparkling Wine) are some of the wines' names that talk about textures, elegance and an enchanting experience. She personally selects wines from all over Italy and her range has been very well received. These selections will be available at all of The Marini's Group's outlets.

This announcement officially marks Anna Fendi's expansion into the Asian market. "Today marks a momentous milestone for AFV as we expand our range of wines into Asia. I believe I have found the right partner to work with here in Asia. Modesto Marini has proven his acumen in building brands in Asia, especially here in Malaysia and this will be the perfect platform for us to begin our expansion," said Anna Fendi.



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For four decades, Anna lived and breathed fashion at the helm of Fendi. She was instrumental in the brand's partnership with Karl Lagerfeld, its expansion beyond Europe, and she was responsible for the creation of Fendi Casa. Though she no longer has an active role in running the show, Anna still makes appearances and attends showings in support of her daughter, Silvia Venturini, the only Fendi still involved in the business and herself the inventor of the famous 'Baguette'.

Speaking on the partnership; Modesto Marini said, "I am proud to announce our distribution partnership with Anna Fendi for AFV. I believe our customers will be privy to some of the best tasting wines AFV has to offer. When I founded The Marini's Group, I wanted to bring amazing experiences through food and wine. We began our humble journey with just one outlet; and have since grown and expanded the Group, which now consist of multiple outlets. Needless to say, we have not strayed from bringing the very best to our customers and the addition of Anna Fendi's range of wines will be another jewel in our crown."

The event also saw the Group raising funds for Make A Wish® Malaysia in conjunction with the announcement.

Irene Tan, CEO of Make A Wish® Malaysia said, "We are proud to once again garner the kind support of The Marini's Group, who have helped create awareness of our mission of granting the wishes of children with life-threatening medical conditions. Together, we will make many more life-changing wishes come true, bringing the much needed hope, strength and joy to Wish Children in Malaysia."

The Malaysian affiliate of the Make A Wish Foundation was launched in 2010 and beginning 2013, they grant an average of 5 to 6 wishes every month. They constantly receive new referrals and with only two staff members, they rely on their dedicated volunteers to help them grant wishes and raise funding for their mission. They currently have more than 30 regular volunteers and the majority of them are trained as WishGranters.



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“All of us at The Marini’s Group would like to thank our patrons and guests for their continuous support. Since our opening in 2012, we have not forgotten those in need, and each year, we strive to contribute back to the community in hopes of making a difference and touching lives,” added Modesto.

Founder of The Marini’s Group, Modesto Marini, a recipient of the Hospitality Asia Platinum Awards’ Icon of the Year award, is also known as the King of Italian Cuisine in Asia. Modesto graduated with high honours in culinary arts in Italy in 1986.

For more information, visit www.marinigroup.com.

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ABOUT THE MARINI'S GROUP

International brand, The Marini’s Group, founded in 2012 by dining and entertainment entrepreneur Modesto Marini, has carved its own niche in the luxury, entertainment and fine dining industry through its outlets, the iconic Marini’s on 57, Marble 8, M8 Bar and M Marini Caffé since its inception. The Group has gone on to produce its own music album, Sunset Hours Vol. One compiled by the legendary Jose Padilla and successfully organising the annual F1 weekend celebrations attended by the who’s who of society and entertainment circuit regionally. The Group believes in offering only the best experience when it comes food, beverage or music. It is the epitome of life at the top!

www.marinigroup.com

ABOUT ARCIS COMMUNICATIONS

Arcis Communications is one of Malaysia’s leading solutions and communications agencies and growing fast in South East Asia. Critically acclaimed for work done in Malaysia and Singapore, it consults with businesses across the region. The company is organised around areas of consulting that include: Public Relations; Digital and Relationship Marketing; Issues and Communications Management; Advertising; Public Affairs; Branding and Identity Management; Health Care Communications; Direct and Promotion Marketing; Branded Content and Entertainment; and Specialist Communications. Arcis Communications services Fortune Global 500 Companies, leading multinational corporations, fast growing Small and Medium Sized Businesses and start-ups across South East Asia. For more information, visit www.arciscommunications.com or get the latest updates on the firm at www.facebook.com/arciscommunications.