



Enrico Serafino Lounge Inaugurated at the “Ennio Tardini” Stadium

Wine, sport and excellence in hospitality at the Tardini Stadium

Parma, 17 January 2026 – The **Enrico Serafino Lounge** was officially inaugurated today at the “Ennio Tardini” Stadium, a new space celebrating the meeting of wine and sport by combining conviviality, quality and excellence in hospitality.

The Lounge is the result of a collaboration between **Parma Calcio 1913** and **Enrico Serafino 1878**, both part of **Krause Group Italia**, and represents a project designed to enhance the synergies between sport, wine culture and hospitality. Conceived as a dedicated welcoming area, it offers guests a refined experience in which wine takes center stage.

Alongside the Lounge, the [Enrico Serafino Wine Club](#) completes the offering, helping to strengthen the sense of community within the stadium.

“Today we are not just inaugurating a Lounge, but celebrating the meeting of two historic Italian brands that share the same vision of excellence and community,” said **Kyle J. Krause**, President of Krause Group and Parma Calcio. *“Enrico Serafino and Parma Calcio are deeply connected to their territories, Piedmont and Parma—places where tradition, identity and a strong work ethic are core values. Football and wine are both integral parts of Italian culture: they bring people together and create shared moments that span generations. The Enrico Serafino Lounge represents our vision for the future of stadiums: not only places of competition, but spaces capable of strengthening cultural connections and delivering high-quality hospitality.”*

“For us,” commented **Giulia Bettagno**, Head of Wine, *“the Lounge represents a unique opportunity to bring the world of wine into a new and dynamic setting. Every detail has been designed to convey the passion and care we put into our wineries, offering guests an authentic and engaging experience.”*



ENRICO SERAFINO

1878

*“The opening of the Enrico Serafino Lounge,” stated **Federico Cherubini**, CEO of Parma Calcio, “further enhances the experience of our fans and guests by offering an elegant and welcoming space that brings together sport and high-level moments of conviviality.”*

The inauguration reflects Krause Group Italia’s commitment to the hospitality sector, made possible by the contribution and professionalism of the people working within the Group. From the **Enrico Serafino** and **Vietti** wineries, to the **Casa di Langa** resort, and the “Ennio Tardini” Stadium, each project is born from the expertise and enthusiasm of the teams involved.

With the opening of the Enrico Serafino Lounge, the “Ennio Tardini” Stadium is enriched with a space that brings together sport, territory and wine culture, offering guests an experience focused on hospitality and conviviality.

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