



PROSECCO DOC

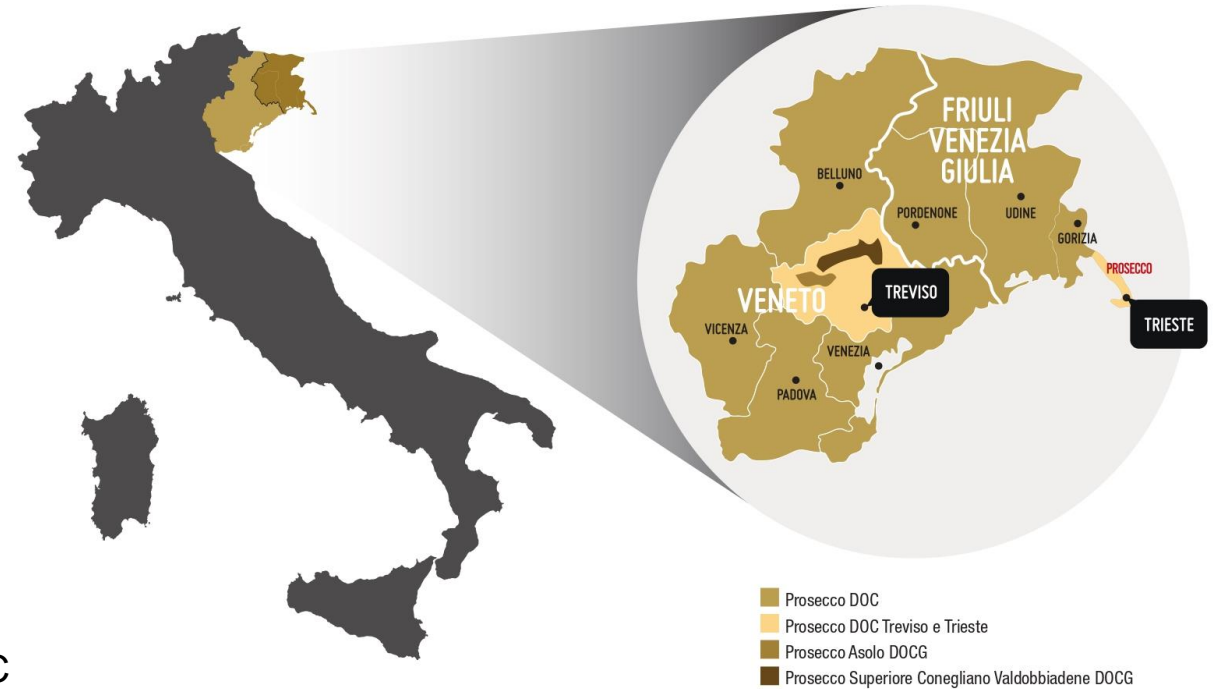


PROSECCO DOC
ITALIAN GENIO



AGENDA:

- History
- Identifying Prosecco DOC
- Geography
- Terroir
- Viticulture & Viniculture
- Styles
- Production
- Export
- Consorzio di Tutela Prosecco DOC
- Protection and surveillance activities
- Sustainability
- Future of Prosecco DOC





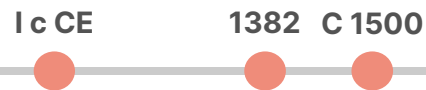
First mention about wine production in the Prosecco area (Roman Empire).

I c CE



1382: First mention of the wine named "Prosecco", produced in the city of Prosecco, district of Trieste.

Turn of 16th Century: Pietro Bonomo studied Pliny's *Naturalis Historia* (23 – 79 CE) & found the mention of a "Pucin" wine, the ancient Prosecco



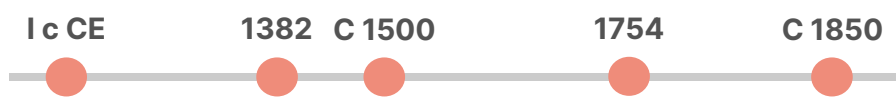
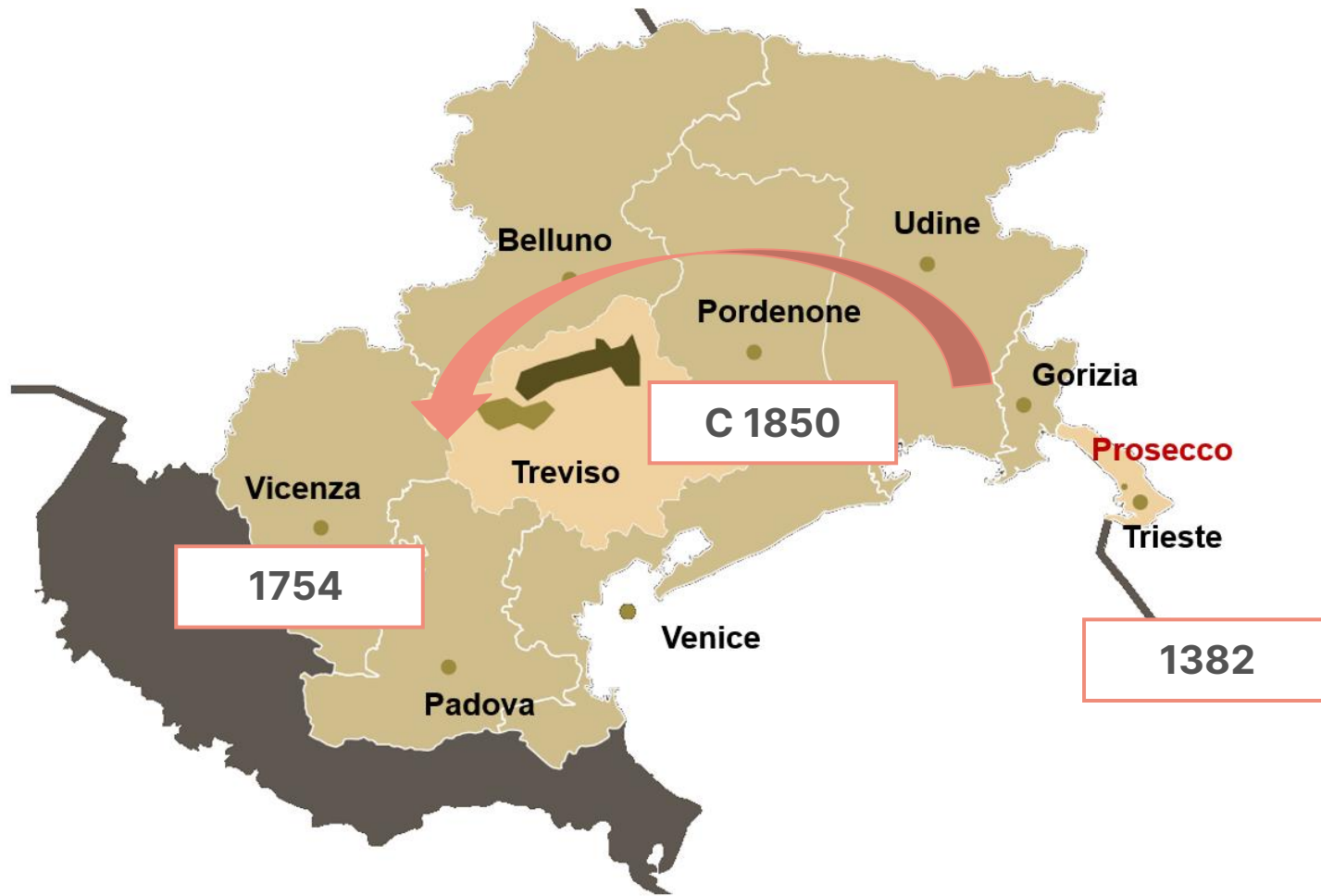


1st written mention of "Prosecco" & of its production in Friuli Venezia Giulia & Veneto.

Poet Aurelian Acanti wrote "Il Roccolo Ditirambo" & praised Prosecco with charming verses

DITIRAMBO.
 Ed or ora immollarmi voglio il becco
 Con quel melaromatico *Prosecco*.
 Di Montebérico questo perfetto
Prosecco eletto ci dà lo splendido
 Nostro Canonico. (4) Io lo conosco
 Egli è un po' fosco, e sembra torbido;





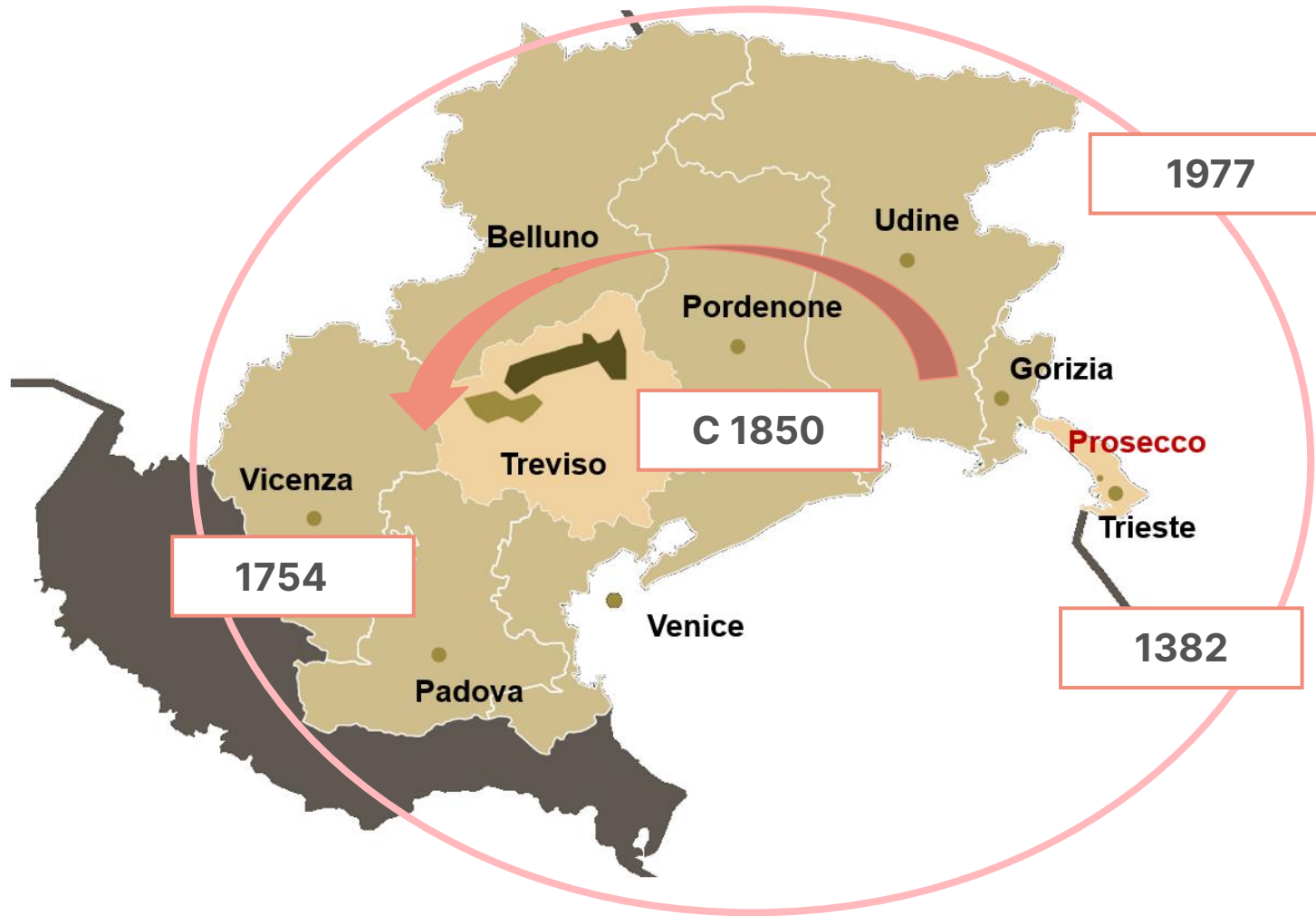
Research on how to improve the production of grapes & sparkling wine for the 2nd fermentation method.

In XIX Century wine production in North East of Italy was supported by the Oenology School of Conegliano established under the patronage of Antonio Carpenè and Giovanni Battista Cerletti (1876).

During this period, the first vinicultural characterization of grapes (morphological and genome studies and classification) useful to produce sparkling wine in the Prosecco area was carried out by Conte Marco Giulio Balbi Valier.

The creation of Prosecco sparkling wine is the result of the intuition and genius of the Professor Antonio Carpené (1838-1902) with the contribution of Prof. Tullio De Rosa





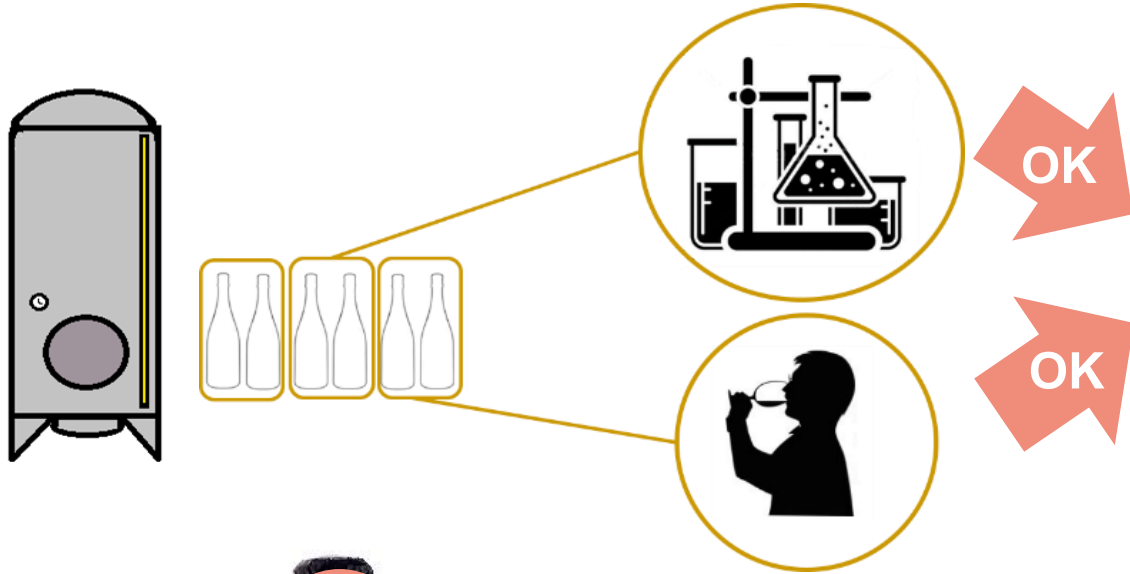
Recognition of the Prosecco IGT.



July 17, 2009 Decree: Recognition of Prosecco DOC

- Delimitation of the production area
- Grape varieties
- Viticulture rules
- Oenological practice
- Wine characteristics
- Labeling & presentation





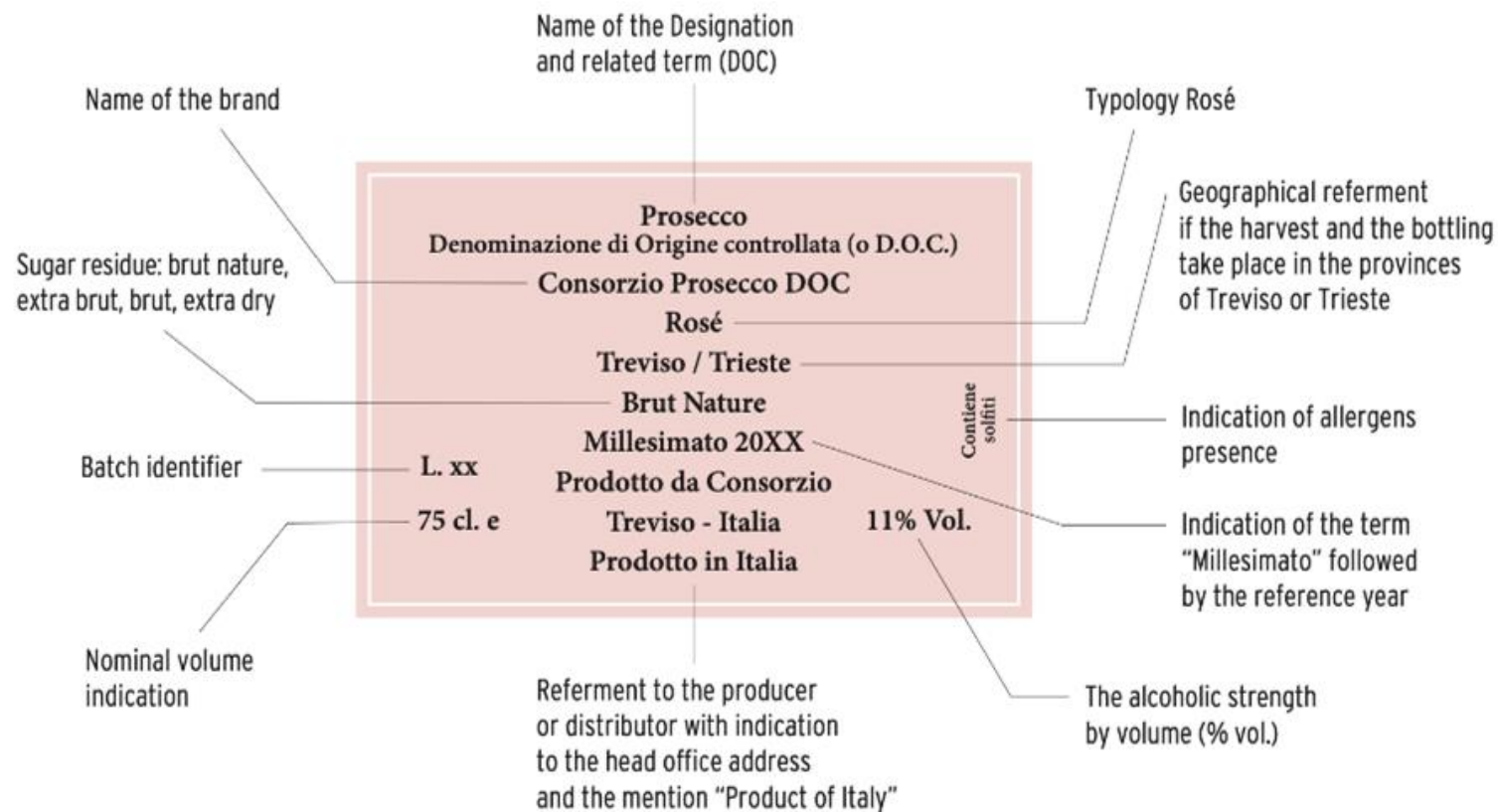
Prosecco DOC government label created in 2012



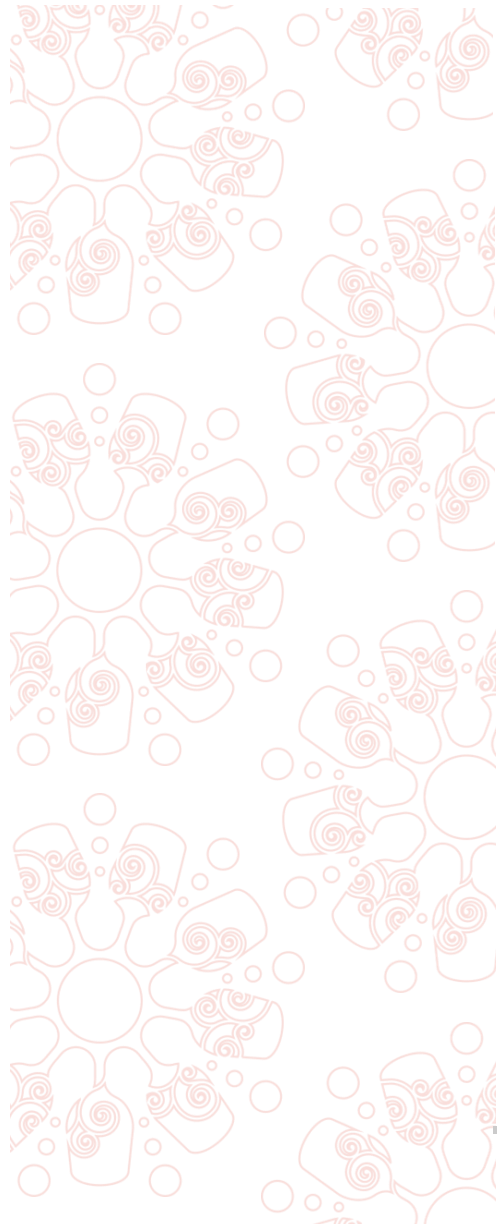
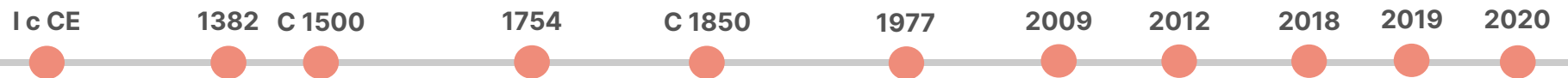
Every bottle of Prosecco DOC and of Prosecco DOC Rosé must have a government label



HOW TO RECOGNIZE PROSECCO DOC AND PROSECCO DOC ROSÉ – THE LABEL:



- **Harvest 2017:** harvest of the grapes for the first experimentations
- **2018:** experimentations on the duration of the second fermentation and the yields for Pinot Nero
- **May 24, 2019:** Prosecco DOC Producers approve the changes to the disciplinary rules and the definition of the Prosecco DOC Rosé quality parameters
- **May 21, 2020:** The National Wine Committee of the Italian Ministry for the Agricultural Policies (MIPAAF) approves the changes to the Prosecco DOC disciplinary rules that include the introduction of Prosecco DOC Rosé
- **August 11, 2020:** Prosecco DOC Rosé Officially Published as an Amendment in the Italian Official Gazette
- **Mid-October, 2020:** Sales of Prosecco DOC Rosé start within Italy
- **October 28, 2020:** Prosecco DOC Rosé Published as an Amendment in Journals of European Authorities allowing exportation





24,450 hectares



11,460 grape growers



1,192 wine producers



347 sparkling wine houses



Special Mentions:

1. DOC TREVISO
2. DOC TRIESTE



Tutelary Consortium
based in Treviso

✓ 24,450 hectares *
(19,922 Veneto Region + 4,528 Friuli Venezia Giulia Region)
*additional 6,250 ha temporarily included in 2021: tot 28,100

- ✓ 11,609 Grape Growers
- ✓ 1,169 Wineries
- ✓ 347 Sparkling Wine Houses

✓ 627,5 Million Bottles of Prosecco DOC → **€3 Billion** in Revenue in 2021
✓ +25.4% compared to 2020

✓ 16.8 Million Bottles of Prosecco DOC Rosé in 2020
✓ 71.5 Million Bottles Prosecco DOC Rosé in 2021 → **€354 Million** in Revenue in 2021





Venice



Dolomites
mountains



The vineyards are located at around 18 meters above sea level.

From the Adriatic Sea (2 m a.s.l.) till to the foot of the Dolomites (568 m a.s.l.), there is a great variety of soils and subsoils.

Predominantly calcareous, sometimes mixed with sandy or stony areas, the Prosecco terroirs are mainly flat, but can extend on gentles slopes too (Colli Euganei in Padua, Colli Berici in Vicenza, gentle slopes in Treviso Province in the border between Veneto and FVG).

7% of the total surface of Prosecco DOC are sloping.



Colli Euganei, Padua Province (Veneto)



Belluno Province (Veneto)



Pordenone Province (Friuli Venezia Giulia)



Border Treviso/Pordenone Province (Veneto/FVG)







Prosecco DOC :

- **Glera: with a minimum of 85%** (large, long, loosely-packed and winged bunches; bright yellow grapes)
- Other varieties: up to a maximum of 15%
- Local varieties: Verdiso (acidity and freshness), Bianchetta Trevigiana (more body), Perera (pear notes) and Glera, Lunga (green citrus and sapidity)
- International varieties: Pinot and Chardonnay

Prosecco DOC Rosé:

- **Glera (min 85%) & Pinot Nero** (vinified as red wine, between 10% or 15%)

- ✓ Glera yields **up to 18 tons / ha**
- ✓ Pinot Nero yields **up to 13.5 tons / ha for Rosé**

Pinot Nero



Glera



Perera

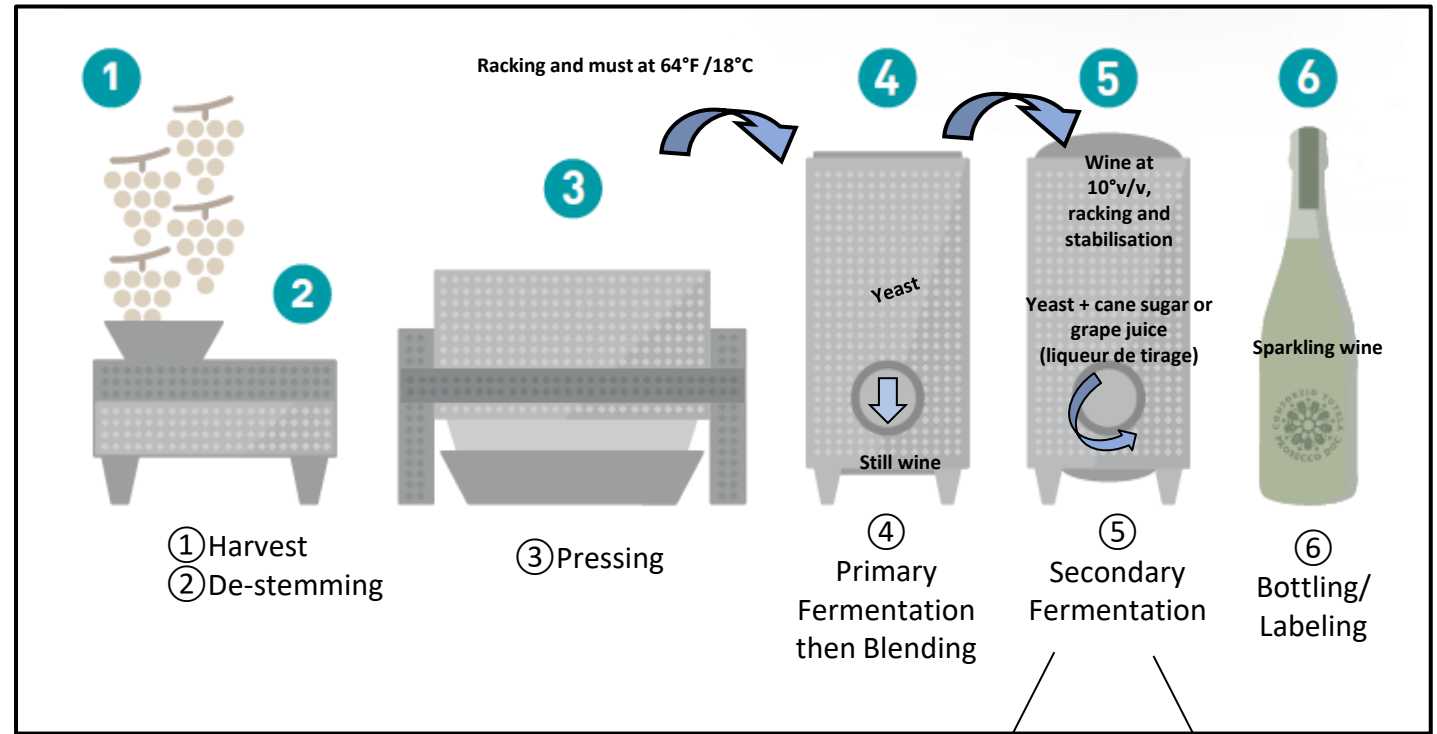


Verdiso



Bianchetta Trevigiana





Minimum 30 Days for
Prosecco DOC

Minimum 60 Days for
Prosecco DOC Rosé



• **Still** (tranquillo) <1 bar, >10,50% vol. alcohol

0,1% of total production

• **Semisparkling** (frizzante and rifermentato in bottiglia)

13,4% of total production

1><2,5 bar; >10,50% vol. alcohol

Frizzante 99,8%

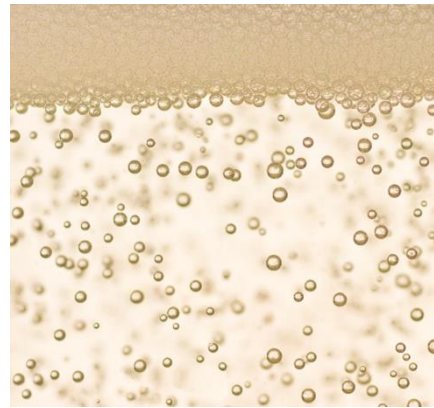
• **Sparkling** (spumante) >3 bar, >11,00 % vol. alcohol

75,2% of total production

Second fermentation in the bottle 0,2%

Three styles of Prosecco, which are distinguished by the quantity of residual sugar in each:

• Brut Nature	0,2%
• Extra Brut	0,3%
• Brut	24,9%
• Extra Dry Most famous	66,2%
• Dry	8,1%
• Demi sec	0,3%



- **Compulsory:** “Millesimato” + vintage (minimum 85% of the grapes from stated year)

1 style of Prosecco DOC Rosé:

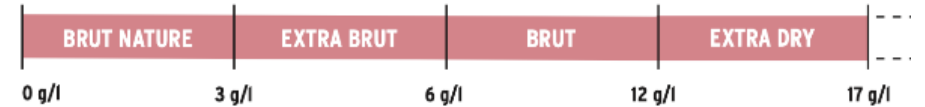
- Sparkling (Spumante) >3 bar, >11,00 % abv

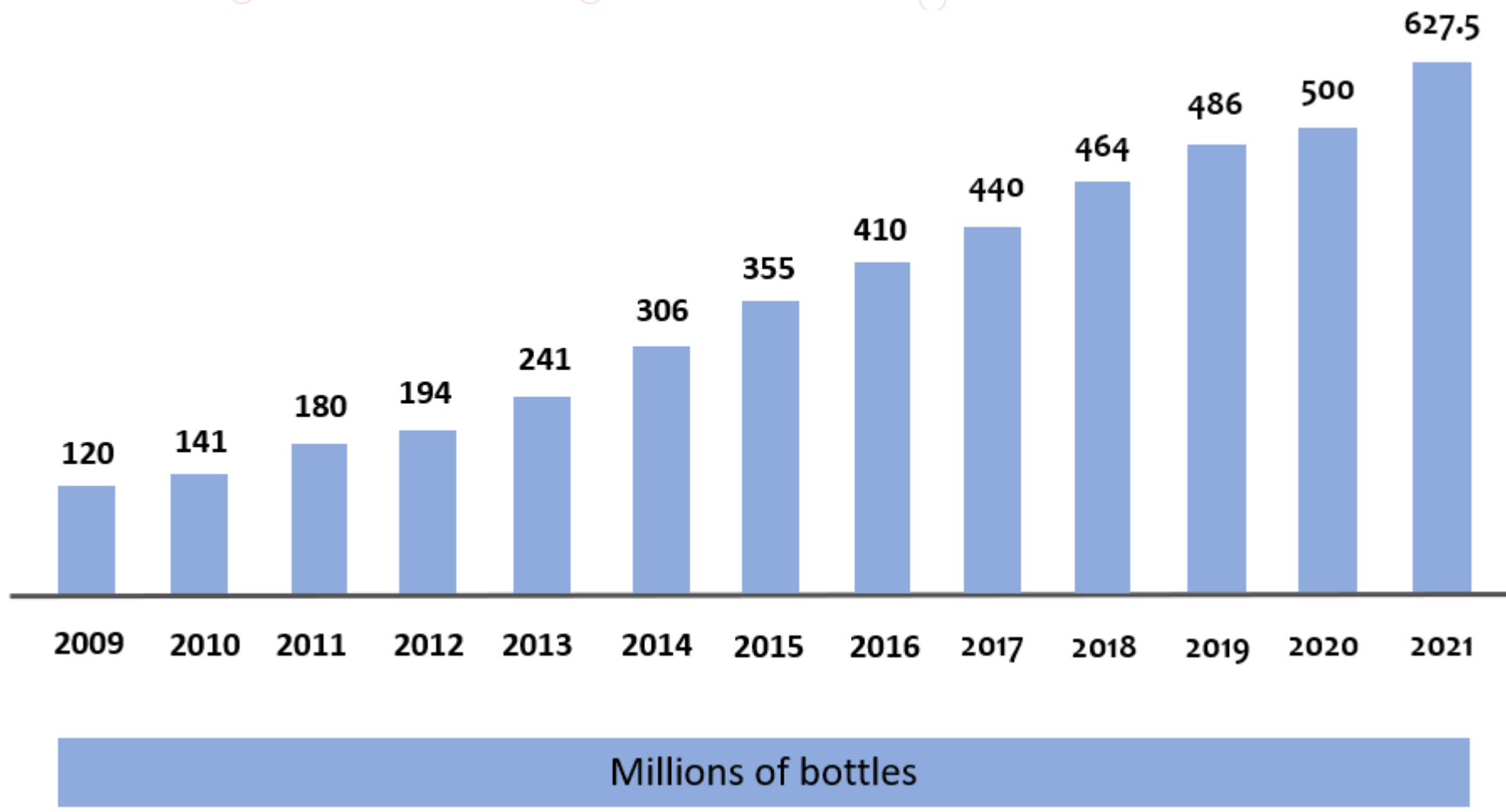
11,4% of total production

4 levels of Prosecco DOC Rosé, residual sugar:

- Brut Nature
- Extra Brut
- Brut
- Extra Dry -> Most Famous

0,2%
0,7%
30,1%
69%







77,8%

1° UK 32,3% of total export

2° USA 21,90%

3° Germany 10,9%

4° France 4,84 %



65,1%



22,2%

36,7% northwest

44,6% northeast

11,6% center

7,1% south and islands

PROSECCO DOC	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
EXPORT JP Volume (bott.)	1,202,491	1,496,463	1,737,835	1,939,665	1,992,907	2,609,010	1,924,705	1,818,555	1,283,155	2,001,604	2,494,400





2020

16.8 Million Bottles of Prosecco DOC Rosé \rightarrow €81.9 Million in Revenue

2021

71.5 Million Bottles Prosecco DOC Rosé \rightarrow €354 Million in Revenue



80-85%

USA, UK, Canada,
Scandinavia, Francia, Est-Asia



15-20%

Distribution channels:

- Large-scale distribution: 55-60%
- Horeca: 30-35%
- At the winery: 1%
- Other (on-line...): 10-15%



COLOR: Pale yellow color with greenish shades

AROMAS: Acacia, wisteria & jasmine; green apple, citrus, grapefruit, pear, banana & exotic fruits

TASTE: Crisp & fresh taste; liveliness recalls youth & spring

TEXTURE: soft & refined structure

BALANCE: RS (if any), high acidity & lower alcohol well-balanced for easy-drinking

VERSATILITY: Perfect any time of day for any occasion. Thanks to different RS levels, easily combines with different cuisines & in mixology.

Cocktails: <https://www.prosecco.wine/en/cocktails>

Recipes: <https://www.prosecco.wine/en/recipes>

DEMOCRATIC APPEAL: Certified quality with a very reasonable price

PROSECCO NAME: Easy to pronounce

PROSECCO DOC ROSÉ IS ENRICHED IN:

COLOR: Pale Pink color more or less intense

AROMAS: violet shades, strawberry & raspberry from Pinot Nero

TEXTURE: softer & more refined bubble structure provided by extended aging on the lees

Storage temperature: 8-12 C. degrees (46-53 F.) maximum

Serving temperature: 6-8 C. degrees (42-46 F.) preferable





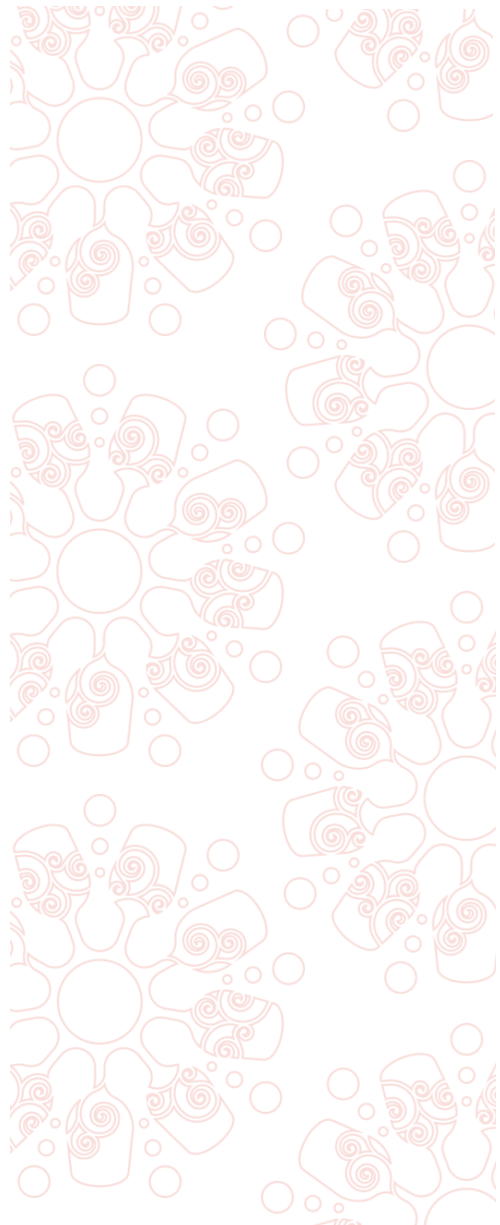


- Management of the Controlled Designation of Origin (DOC);
- National and International GI and Mark protection and surveillance activities;
- National and International Promotional activities.

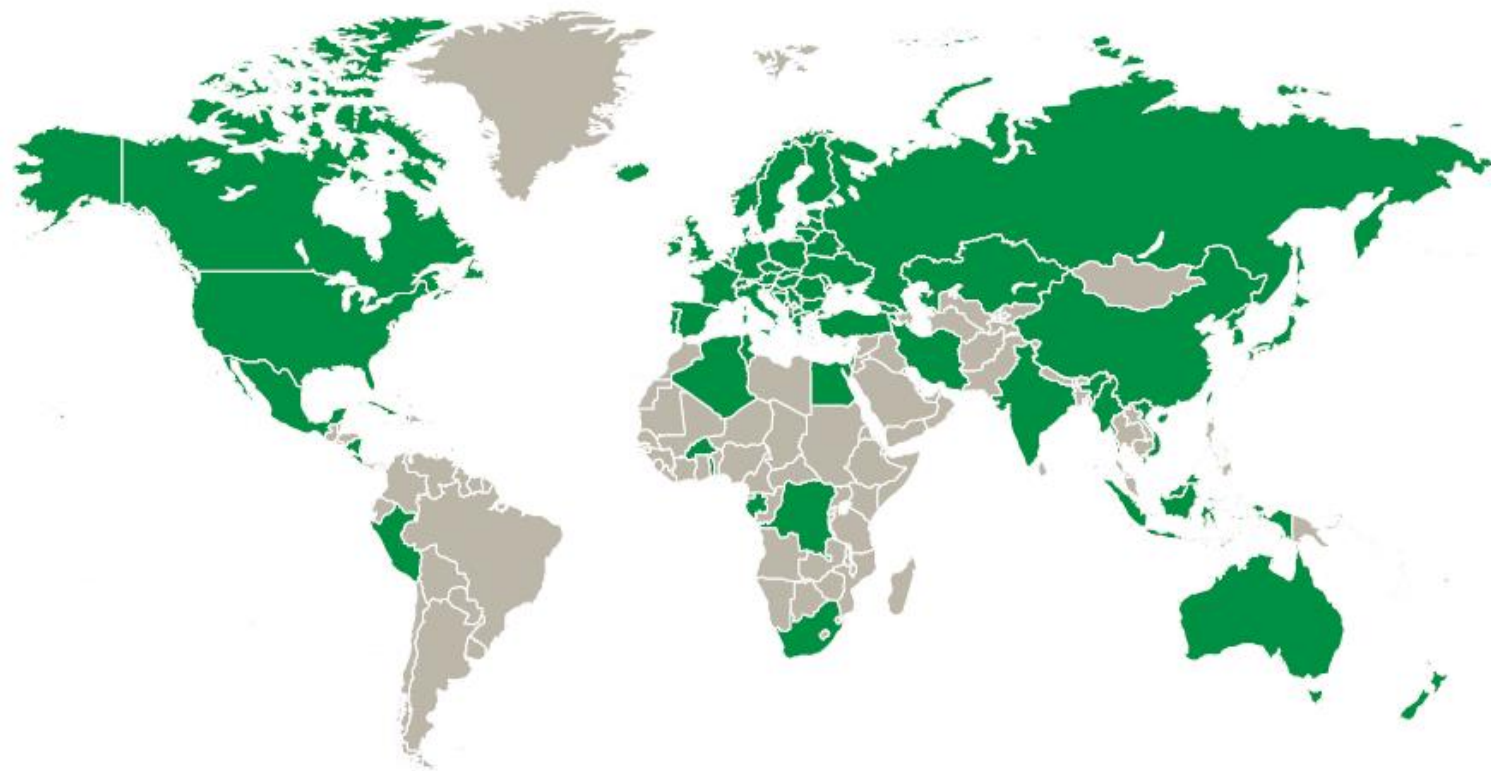
Prosecco DOC is the **Italian “genius”** that embodies all the emotional values connected to the Italian lifestyle (joy of life) and its excellences.

**Italian genius is to be understood in its dual meaning:
- the "Italian genius" who knows how to fully enjoy life - Italian fine living;
- the "genius loci" with all its excellences: beauty, style, talent, art, history and creativity/inspiration.





PROTECTION OF PROSECCO IN THE WORLD.





Organic Production

(4-6% of production)



Environmental Sustainability

(territorial certification in terms of environment/social/economic sustainability)



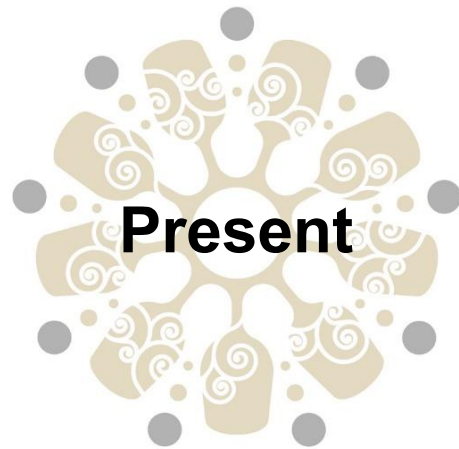
Integrated Production

(Prohibition mancozeb, folpet, glyphosate)



Biodiversity Protection

(Plantings of 300.000 km of hedges & preservation of 30.000 ha of woodlands)



On-Going & Future Activities:

- Quality
- Environmental sustainability
- Social sustainability
- Economic sustainability
- Protection of Prosecco name
- Promotion in new markets



THANK YOU!

www.prosecco.wine

#ProseccoDOC #ProseccoDOCRosé #ItalianGenio



PROSECCO DOC
ITALIAN GENIO



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AND DON'T FORGET TO TAG AND FOLLOW



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PROSECCO DOC
ITALIAN GENIO



CAMPAGNA FINANZIATA AI SENSI DEL REG. UE N. 1308/2013
CAMPAIGN FINANCED ACCORDING TO UE REGULATION NO. 1308/2013

