

PRODUCTION AREA / CLIMATE

The vines from which Prosecco wine is produced should belong exclusively to the area of north east Italy lying between the Dolomites and the Adriatic Sea. Prosecco DOC is unique because of a particular interaction between climate, soil and winemaking tradition.

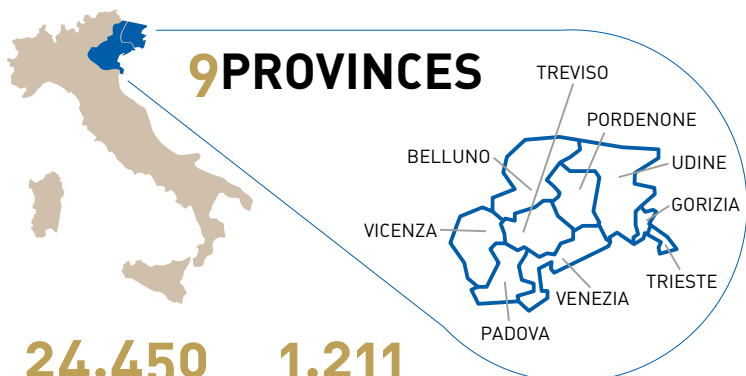
A BRIEF HISTORY

"Ed or ora immolarmi voglio il becco con quel meloaromatico Prosecco" (And just now I wish to sacrifice my mouth to that apple-aromatic Prosecco), said Aureliano Acanti in his "Roccolo Diti Rambo" in 1754. We know that Prosecco was enjoyed even in Roman times because Pliny mentioned it in his "Historia Naturalis", but it was in the late nineteenth century that Prosecco first underwent secondary fermentation to become the sparkling wine that we all know today.

HUMAN FACTORS

The art of cultivating vineyards in the fertile Prosecco area has been developed over the centuries. Although the special technique of producing sparkling wines reach the perfection just in the last years thanks to the passion of the producers who guarantee excellent refined wines.

SINCE JULY 17 **2009** **2** REGIONS VENETO - FRIULI VENEZIA GIULIA



24.450 **1.211**
HECTARES OF VINEYARDS WINEMAKERS

11.102 **348**
WINE-GROWING FARMS SPARKLING HOUSES

PRODUCT SPECIFIC CHARACTER, TYPES

Brilliant straw yellow wine with fine, persistent perlage and aromas of white flowers, apple and pear. It is fresh and elegant on the palate with moderate alcoholic strength.

- Sparkling (>3 atm)
- Sugar content (g/l):



- Semi-sparkling (1 - 2,5 atm)
- Still (<1 atm)

CONSUMPTION

The wine goes well with the great traditional Italian dishes. Its versatile character matches perfectly to explore new culinary horizons of the international cuisine. With its moderate alcoholic strength, Prosecco DOC can be used for aperitifs, toasts and at social gatherings.

HOW TO RECOGNIZE THE REAL PROSECCO DOC?

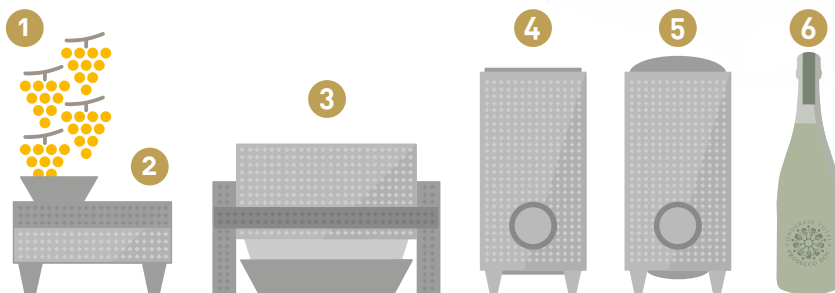
- Indication Prosecco DOC in the label
- State Mark and seal



- Made in Italy

PRODUCTION METHOD

1. Harvest;
2. Destemming (separation of the grapes from the stalks);
3. Pressing (separation of the must from the skin);
4. First fermentation (transformation of the must into wine);
5. Second fermentation in autoclave (the wine becomes sparkling or semi-sparkling);
6. Bottling and labelling;



PROSECCO DOC
ITALIAN GENIO

RECOGNIZING PROSECCO D.O.C.

2018




www.prosecco.wine
info@consorzio.prosecco.it


SUSTAINABILITY IN THE DOC PROSECCO

The Consorzio pursue a continuous improvement in connection with the technological progress and the requirements of the territory and the consumers to enhance the Designation as regards:


- Environment
- Social/Ethical aspects
- Economics

It sustains and promotes:

 Organic Production (new implantations are promoted, 230 ha on 1,200 of growth in 2018).

 Standard Equalitas to reach the **territorial certification** of the Designation (environmental, social and economic sustainability).

 Integrated production (new implantations are promoted, 150 ha on 1,200 of growth in 2018).

 The development of hedges and little woods is promoted, in order to boost the beauty and biodiversity of the Designation (the implantations in 2018 generated 56 ha of certified hedges that could join the Mosaico Verde project).

No on-tap sale

NUMBERS

SOURCE: istituzionali bodies and house sparkling companies

TOTAL PRODUCTION OF PROSECCO DOC 2018

2,4 BILLION € turnover*

*estimated retail value.

464 MILLION bottles

83,32% SPARKLING

Brut: 25%
Extra Dry: 63%
Dry: 10%
Demi-sec: 2%

16,63% SEMI-SPARKLING

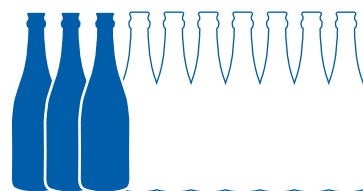
Normal: 99,78%
Second fermentation in the bottle: 0,22%

0,05% STILL



SALES

25%
ITALIAN MARKET



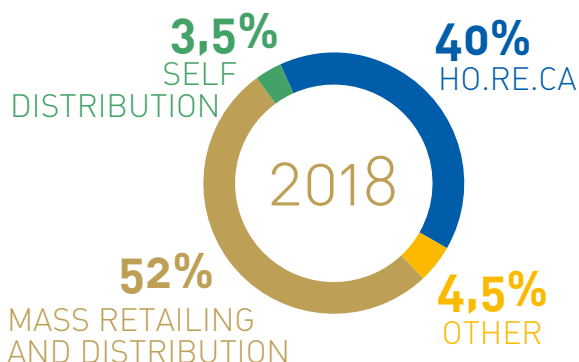
116 MILLION of bottles
600 MILLION euro

75%
FOREIGN MARKET

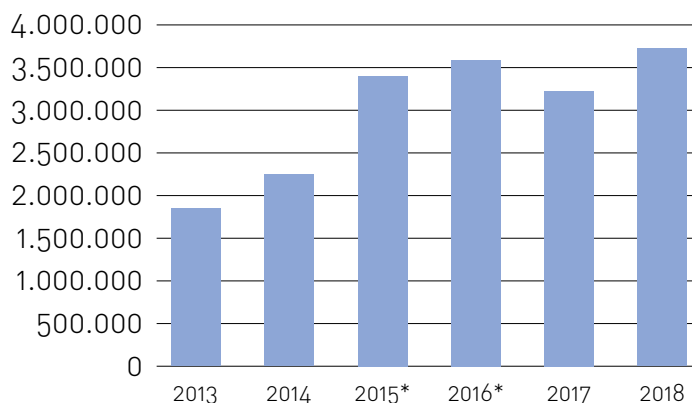


348 MILLION of bottles
1.800 MILLION euro

DISTRIBUTION CHANNELS

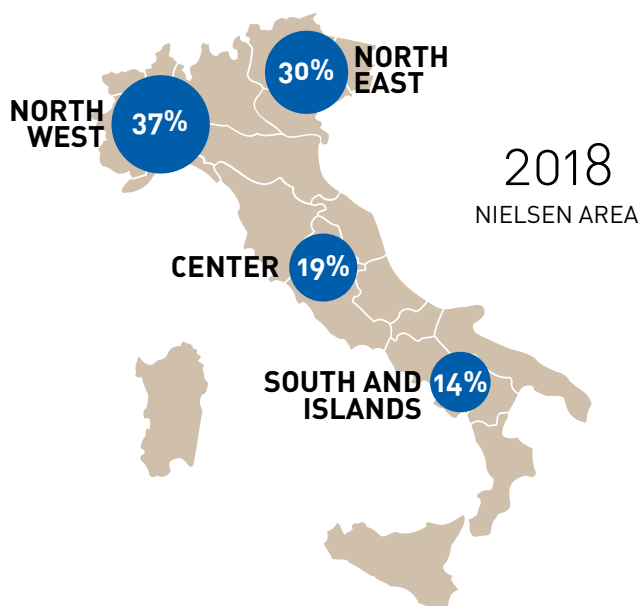


PRODUCTION (in hectoliters)



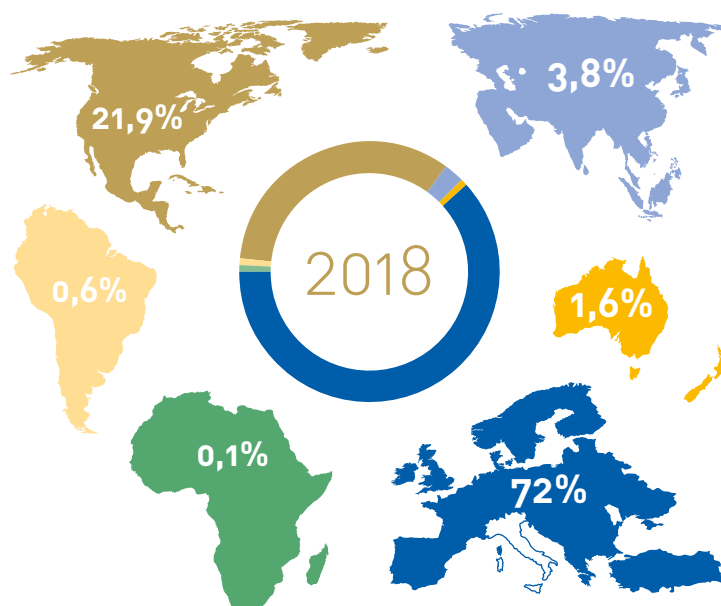
*harvest reserve

DISTRIBUTION IN ITALY



2018
NIELSEN AREA

EXPORT



SOURCE: questionnaire processed c/o producers.

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