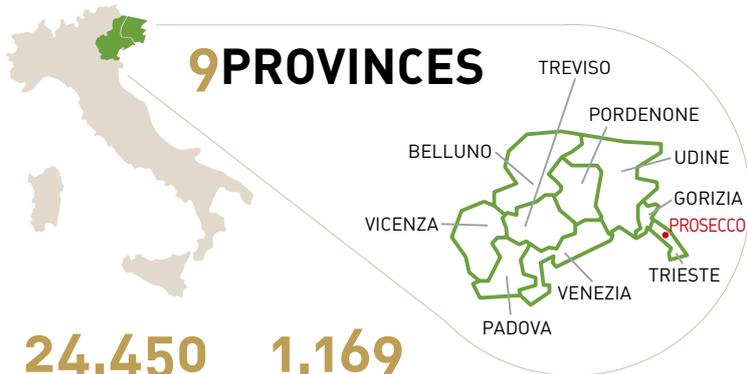


PRODUCTION AREA / CLIMATE

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.

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



24,450 **1,169**
HECTARES OF VINEYARDS WINEMAKERS

11,609 **347**
WINE-GROWING FARMS SPARKLING HOUSES

PRODUCT SPECIFIC CHARACTER, TYPES

Brilliant straw yellow or pale pink wine with fine, persistent perlage and floral and fruity aromas. 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

SUSTAINABILITY IN THE DOC PROSECCO

The Consortium, pursuing continuous improvement in connection with technological progress and with the demand of the territory and the consumers, has undertaken the path toward the Certification of Sustainable Denomination, based on rigorous and recognized standards, embracing environmental-, economical- and social sustainability.

System of sustainability management
Good viticultural practices Integrated/biological production
Environmental indicators: Carbon & Water Footprint Biodiversity
Good socio-economical practices Ethic code Protection of workers Relations with local communities Economical analysis
Good transformation and bottling practices Quality - Traceability - Sustainability
Sustainability report

The Consortium also sustains and promotes certifications and initiatives that significantly increase the level of sustainability of Prosecco.



PROSECCO DOC ITALIAN GENIO

RECOGNIZING PROSECCO D.O.C.

2020

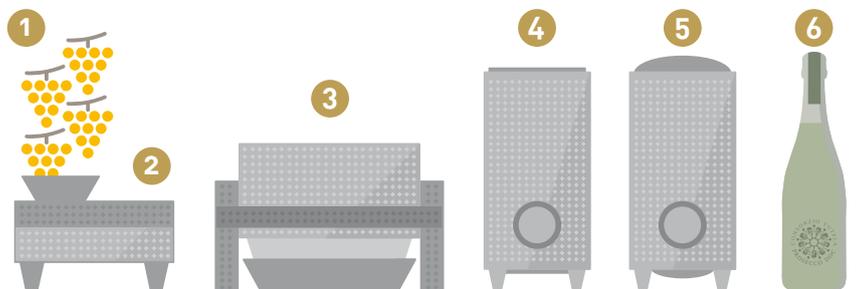


No on-tap sale

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

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;



NUMBERS 2020

SOURCE: istituzionali bodies and house sparkling companies

PRODUCTION

2.4 BILLION € turnover*

*estimated retail value.

500 MILLION bottles

79.9% SPARKLING

Brut Nature: 0.1%
Extra Brut: 0.3%
Brut: 24.1%
Extra Dry: 67.1%
Dry: 8%
Demi-sec: 0.4%

3.4% SPARKLING ROSÉ

Brut Nature: 0.1%
Extra Brut: 0.3%
Brut: 26%
Extra Dry: 73.6%

16.7% SEMI-SPARKLING

Second fermentation in autoclave: 99.8%
Second fermentation in the bottle: 0.2%

<0.1% STILL



SALES

21.5%

ITALIAN MARKET



106 MILLION of bottles

520 MILLION euro

78.5%

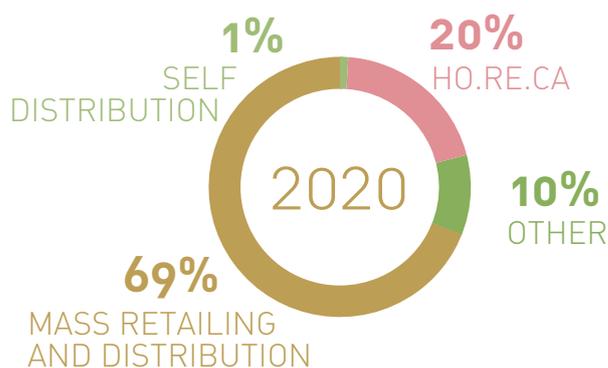
FOREIGN MARKET



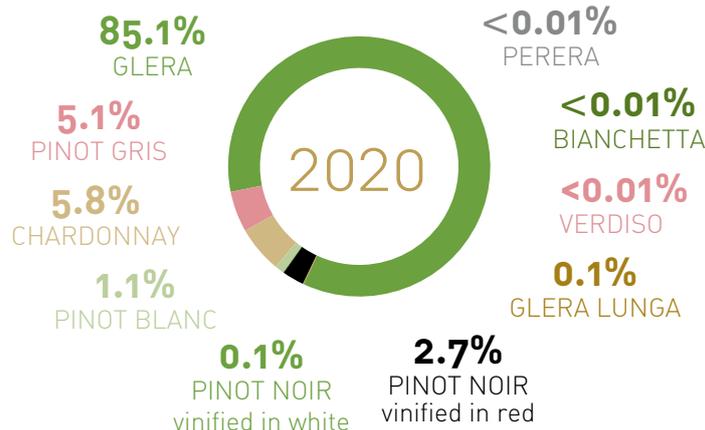
394 MILLION of bottles

1,880 MILLION euro

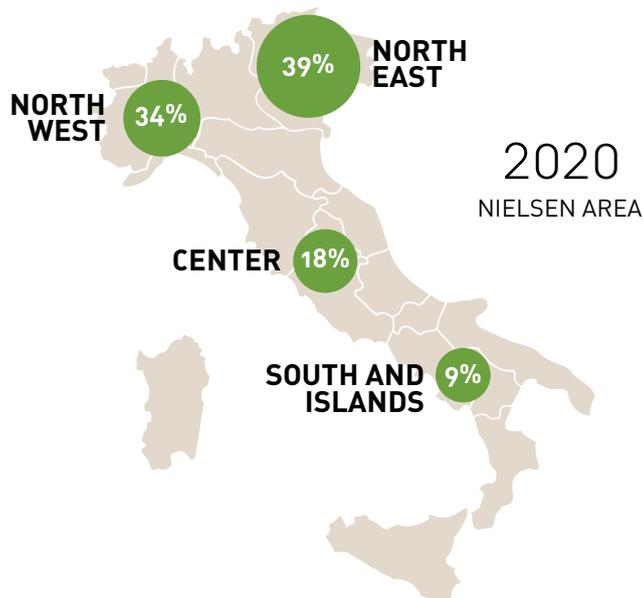
DISTRIBUTION CHANNELS



VINTAGE: 3.83 MLN hl



DISTRIBUTION IN ITALY



EXPORT



SOURCE: questionnaire processed c/o producers.

SOURCE: questionnaire processed c/o producers.



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