



PROSECCO ON TAP? THIS IS NOT PROSECCO!

The campaign launched by the Consortium in the UK to combat counterfeiting is causing discussions.

Treviso, 26th January 2024. The Prosecco DOC Consortium launched the 'This is not Prosecco' campaign in the United Kingdom to protect consumers fond of the well-known Denomination. The campaign, being implemented throughout London and specifically in the London Underground with over 880 posters, has clearly touched some raw nerves from the lobby of wine on tap sellers, who consider the Prosecco producers' consortium action an initiative 'out of touch with market demand'.

'The communication campaign launched in the UK in December 2023 was designed and implemented to protect the consumer. It is important to know that Prosecco can only be sold in bottles and that selling wine on tap called Prosecco is a fraudulent act,' says Stefano Zanette, president of the Prosecco DOC Consortium. 'The Consortium's protection office works on a daily basis, in collaboration with the local authorities, to fight the continuing cases regarding the improper use of the term 'Prosecco' in the sale of sparkling wines. The Consortium's commitment, considering the growing seriousness of the problem in the UK, will be more determined in the coming months to ensure British consumers that when they order 'Prosecco' they are served Prosecco DOC.'

"Prosecco on draft doesn't exist" adds Consortium director Luca Giavi, "this idea comes from a lack of knowledge and awareness by both professionals and consumers. The sale of sparkling wine on tap is allowed but it cannot be called Prosecco. Our Prosecco DOC is called such because it respects a specification that determines a series of parameters that make it unique and certified, and for this reason choosing the original is always better than a banal imitation."



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