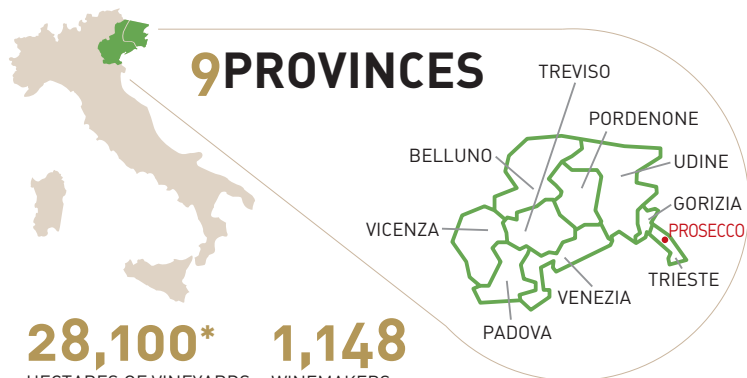


PRODUCTION AREA / CLIMATE

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 human genius, climate and soil.

SINCE 2009 2 REGIONS VENETO
JULY 17 FRIULI VENEZIA GIULIA



28,100* 1,148
HECTARES OF VINEYARDS WINEMAKERS

11,969 355
WINE-GROWING FARMS SPARKLING HOUSES

*: additional 5,800 ha temporarily included in 2023

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

PROSECCO, SUSTAINABLE TERRITORY

a community of companies for a sustainable product: the Consortium, embarked on the path towards the certification of Sustainable Territory (standard Equalitas) and implementation of Social Responsibility (ISO 26000), approving an associative project characterized by the synergy between the Consortium and the companies of the productive system, in order to reach sustainable development targets in line with ESG criteria, embracing environmental- social-ethic- and economic sustainability.

Consortium' Sustainability Management System
Stakeholders engagement
Sustainability Outreach & Culture
Research and Development: Environment Society (employees and community) Economy
Monitoring-Report-Verification System (MRV)
Formulation of practical contents and Transfer to the productive system
Control and Reporting

The Consortium also supports and promotes projects, initiatives and certifications leading to a tangible and verified increment of Sustainability of Prosecco.



PROSECCO DOC ITALIAN GENIO

RECOGNIZING PROSECCO D.O.C.

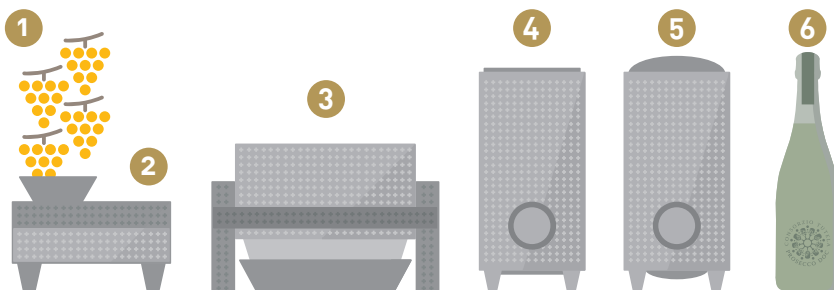
2023



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); for Prosecco DOC Rosé, Pinot Noir is left to macerate in contact with its skins for colour extraction;
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 2023

SOURCE:
Osservatorio Economico di Prosecco

PRODUCTION

3,5 BILLION
€ turnover*

*estimated retail value.

616 MILLION
bottles

76.8% SPARKLING

Brut Nature: 0.3%
Extra Brut: 0.6%
Brut: 29.7%
Extra Dry: 63.8%
Dry: 5.5%
Demi-sec: 0.1%

8.3% SPARKLING ROSÉ

Brut Nature: 0.3%
Extra Brut: 0.6%
Brut: 30.7%
Extra Dry: 68.4%

14.9% SEMI-SPARKLING

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

<0.1% STILL



SALES

20%

**ITALIAN
MARKET**



123.2

MILLION
of bottles

700

MILLION
euro

80%

**FOREIGN
MARKET**



492.8

MILLION
of bottles

2.800

MILLION
euro

DISTRIBUTION CHANNELS

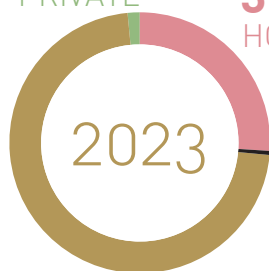
1.5%
PRIVATE

30%
HO.RE.CA

0.5%
E-COMMERCE

68%

MASS RETAILING
AND DISTRIBUTION



VINTAGE: 4.45 MLN hl

85.2%
GLERA

3.7%
PINOT GRIS

6.4%
CHARDONNAY

1.4%
PINOT BLANC

2.3%
PINOT NOIR
vinified in white

1%
PINOT NOIR
vinified in red

< 0.01%
PERERA

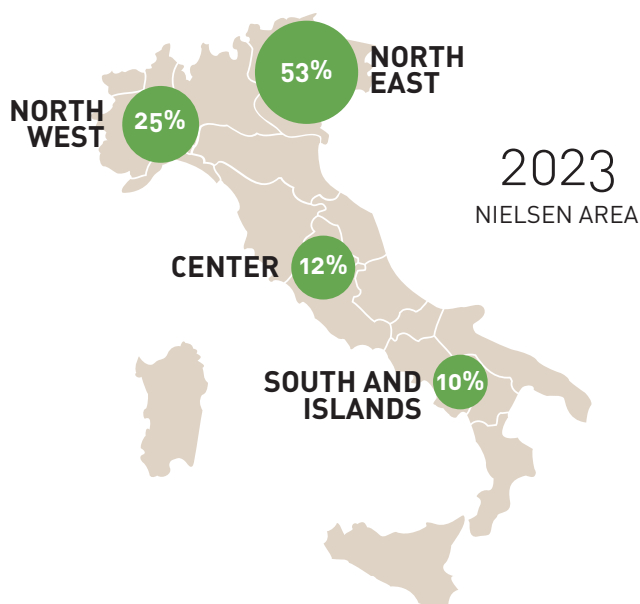
< 0.01%
BIANCHETTA

< 0.1%
VERDISO

< 0.1%
GLERA LUNGA

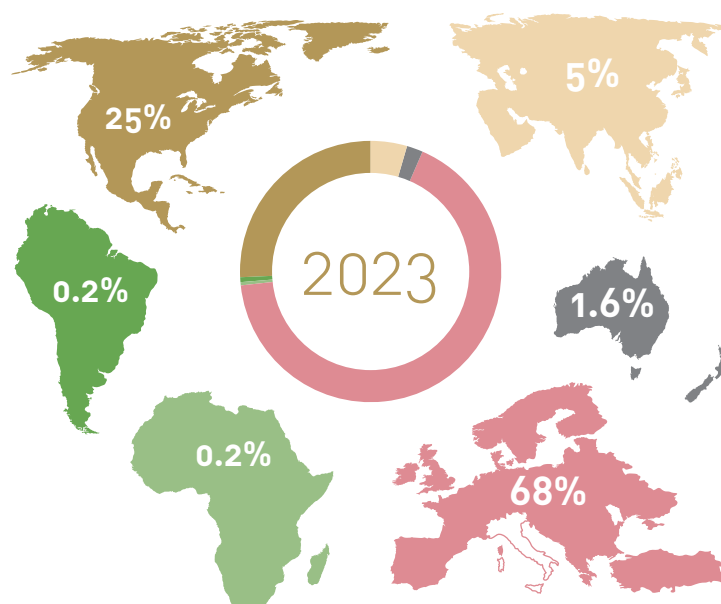


DISTRIBUTION IN ITALY



SOURCE: Osservatorio Economico di Prosecco.

EXPORT



SOURCE: Osservatorio Economico di Prosecco.



CAMPAIGN FINANCED ACCORDING TO UE REGULATION NO. 2021/2115