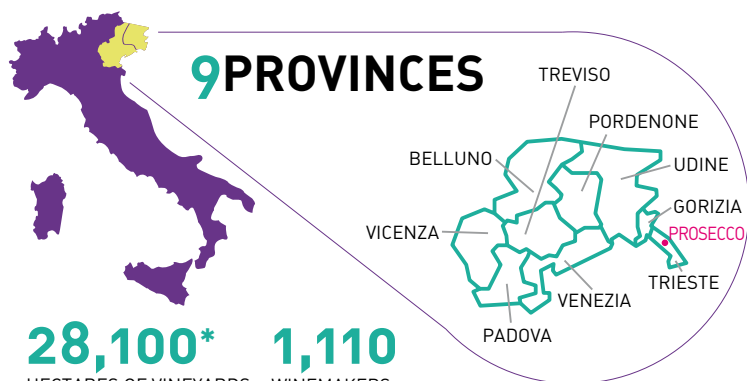


PRODUCTION AREA / CLIMATE

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



28,100* **1,110**
HECTARES OF VINEYARDS WINEMAKERS

12,322 **350**
WINE-GROWING FARMS SPARKLING HOUSES

*: additional 6,900 ha temporarily included in 2025

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 and Sparkling Rosé (>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 DOC, SUSTAINABLE COMMUNITY

The Consortium's aim is to involve all producers within the Denomination, without exception, in an inclusive process, in order to promote and communicate the commitment of its member companies, allowing them to chart their own course, without impositions, in accordance with their own priorities and

capabilities. Through dialogue with stakeholders, it will be possible to define the objectives of the Prosecco Community, thereby responding precisely to the needs of the market and the region.

Governance activities will be managed through a digital platform which, linked to existing databases, will enable the systematic collection of sustainability certificates, associating them with land areas and production volumes, without increasing the administrative burden on companies. Furthermore, by assigning a value to each standard (sustainability rating) and in line with the community's needs, it will be possible to recognise and classify the commitments achieved by companies across the environmental, social and economic pillars.



PROSECCO DOC ITALIAN GENIO

RECOGNIZING PROSECCO D.O.C.

2025

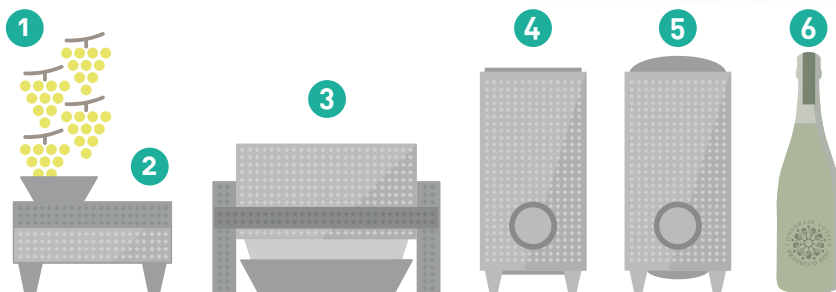


No on-tap
sale

www.prosecco.wine
info@consorzioprosecco.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. Certification, bottling and labelling.



NUMBERS 2025

SOURCE:
Osservatorio Economico di Prosecco

PRODUCTION

3.6 BILLION
€ turnover*

*estimated retail value.

667 MILLION
bottles

77.8% SPARKLING

Brut Nature: 0.2%
Extra Brut: 0.6%
Brut: 33.5%
Extra Dry: 60.8%
Dry: 4.7%
Demi-sec: 0.2%

9.0% SPARKLING ROSÉ

Brut Nature: 0.2%
Extra Brut: 0.4%
Brut: 45.3%
Extra Dry: 54.1%

12.3% SEMI-SPARKLING

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

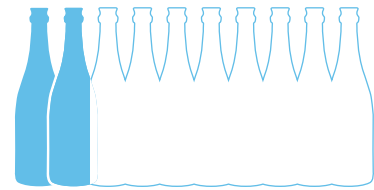
0.1% STILL



SALES

18%

**ITALIAN
MARKET**



**120
MILLION**
of bottles
**650
MILLION**
euro

82%

**FOREIGN
MARKET**



**547
MILLION**
of bottles
**2,950
MILLION**
euro

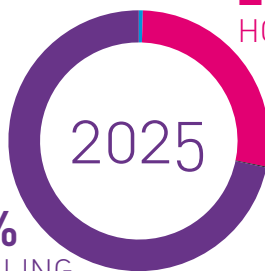
DISTRIBUTION CHANNELS

0.5%
PRIVATE

27.7%
HO.RE.CA

0.1%
E-COMMERCE

71.7%
MASS RETAILING
AND DISTRIBUTION



VINTAGE: 4.95 MLN hl

85.8%
GLERA

2.9%
PINOT GRIS

7.1%
CHARDONNAY

1.2%
PINOT BLANC

1.9%
PINOT NOIR
vinified in white

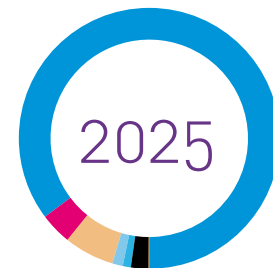
1.1%
PINOT NOIR
vinified in red

< 0.01%
PERERA

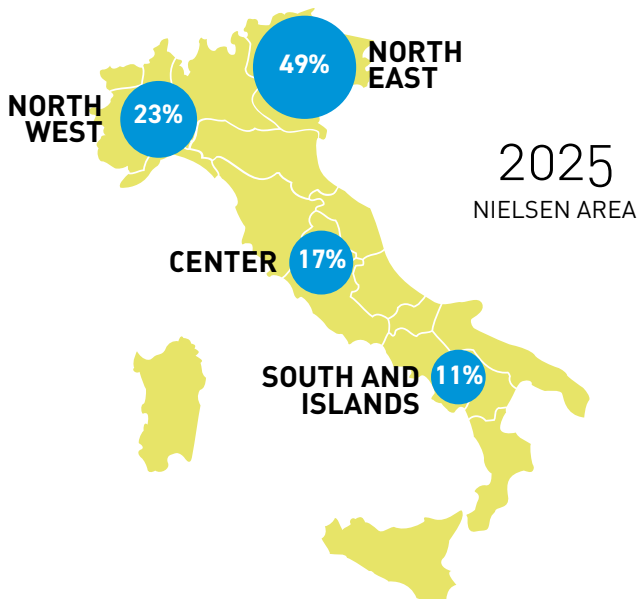
< 0.01%
BIANCHETTA

< 0.1%
VERDISO

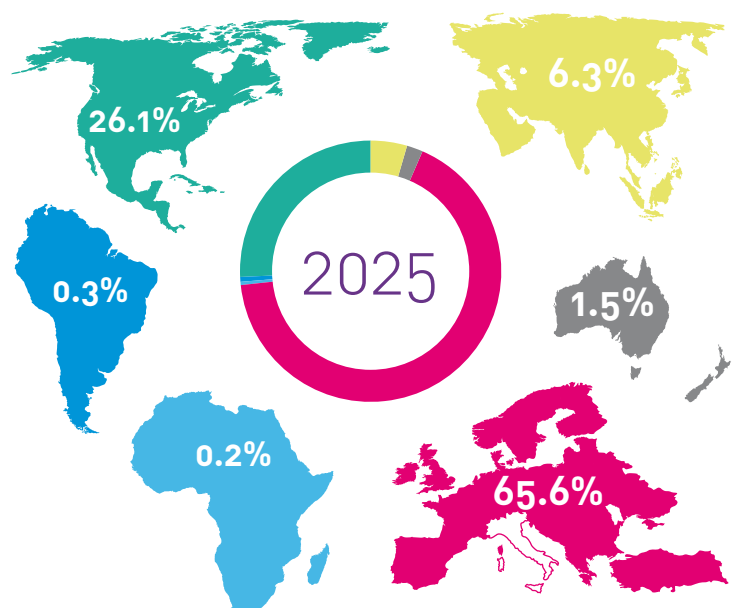
< 0.1%
GLERA LUNGA



DISTRIBUTION IN ITALY



EXPORT



SOURCE: Osservatorio Economico di Prosecco.

SOURCE: Osservatorio Economico di Prosecco.



CAMPAIGN FINANCED ACCORDING
TO EU REG. NO. 2021/2115



MINISTRY OF AGRICULTURE,
FOOD SOVEREIGNTY
AND FORESTS

