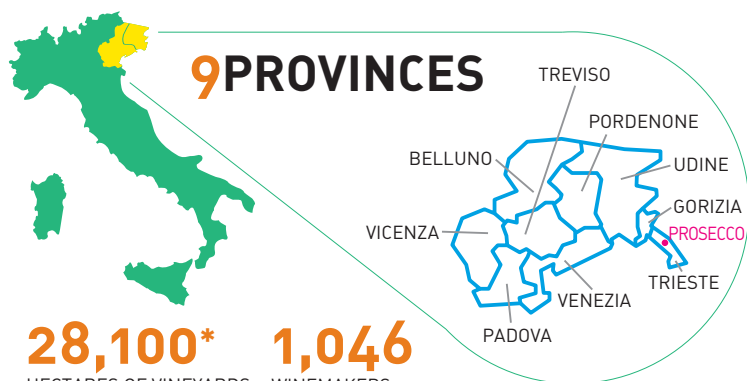


PRODUCTION AREA / CLIMATE

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* **1,046**
HECTARES OF VINEYARDS WINEMAKERS

12,107 **362**
WINE-GROWING FARMS SPARKLING HOUSES

*: additional 3,900 ha temporarily included in 2024

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: A SUSTAINABLE DENOMINATION

Environmental, ethical, social, and economic factors are all essential to the intangible aspect of product quality. The Consortium actively supports these principles through numerous research initiatives, investing €1.3 million in 2024 alone. Key efforts focus on reducing chemical inputs and CO₂ emissions,



improving water resource management, increasing biodiversity, and fostering best practices for employees and local communities. The aim is to make Prosecco a long-lasting and sustainable resource for all stakeholders, both directly and indirectly involved.

Given the significant number of sustainability certification standards, the Consortium is developing an inclusive framework - essentially an information engineering process - that involves a substantial number of producers and clearly defines the certification management method, establishing the Consortium's role as a "Data Orchestrator".

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.

2024

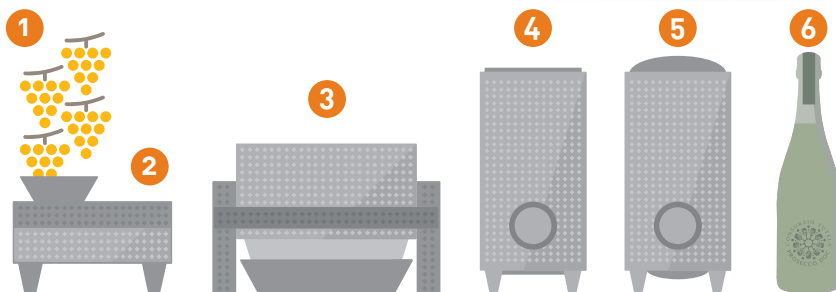


No on-tap
sale

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. Bottling and labelling;



NUMBERS 2024

SOURCE:
Osservatorio Economico di Prosecco

PRODUCTION

3.6 BILLION
€ turnover*

*estimated retail value.

660 MILLION
bottles

76.7% SPARKLING

Brut Nature: 0.3%
Extra Brut: 0.5%
Brut: 33.6%
Extra Dry: 61.1%
Dry: 4.4%
Demi-sec: 0.1%

9.4% SPARKLING ROSÉ

Brut Nature: 0.3%
Extra Brut: 0.7%
Brut: 40.5%
Extra Dry: 58.5%

13.8% SEMI-SPARKLING

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

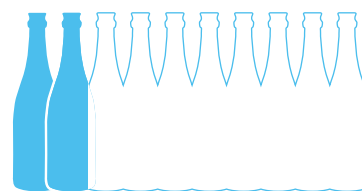
0.1% STILL



SALES

18%

**ITALIAN
MARKET**



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

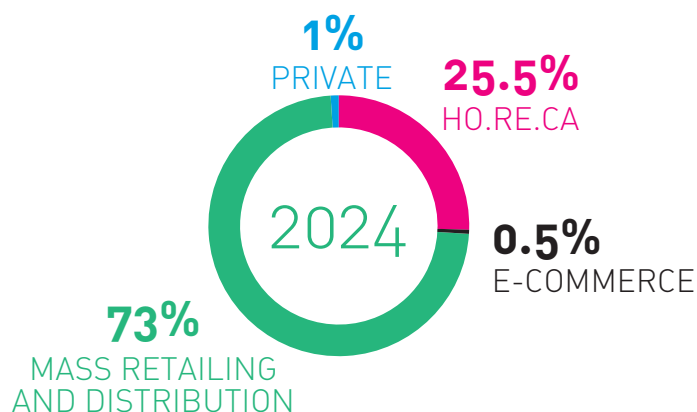
82%

**FOREIGN
MARKET**

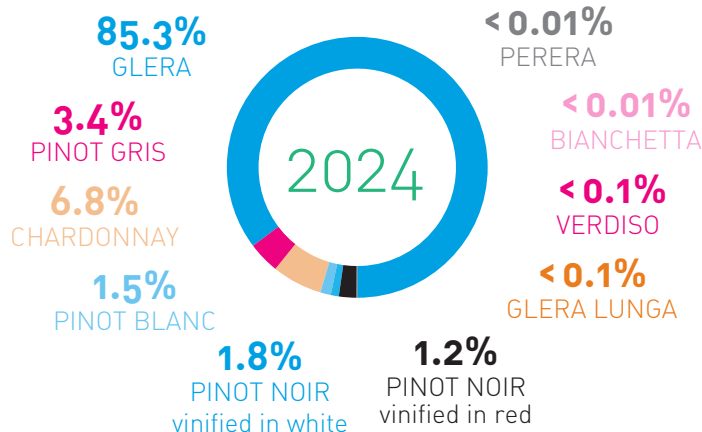


**540
MILLION**
of bottles
**2,950
MILLION**
euro

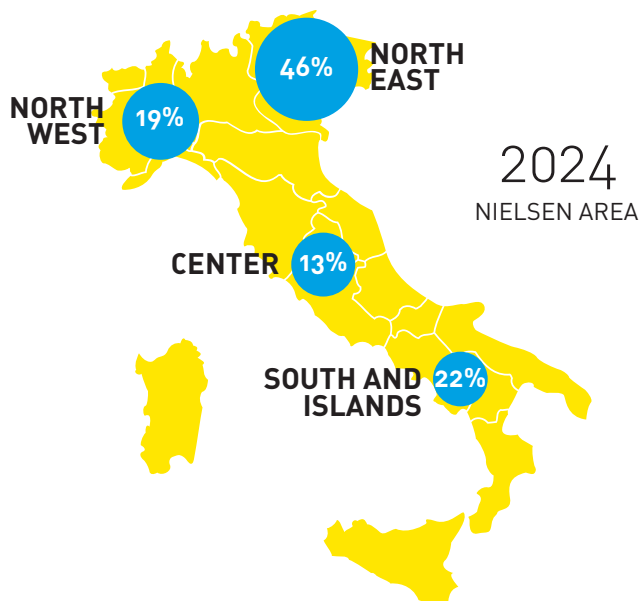
DISTRIBUTION CHANNELS



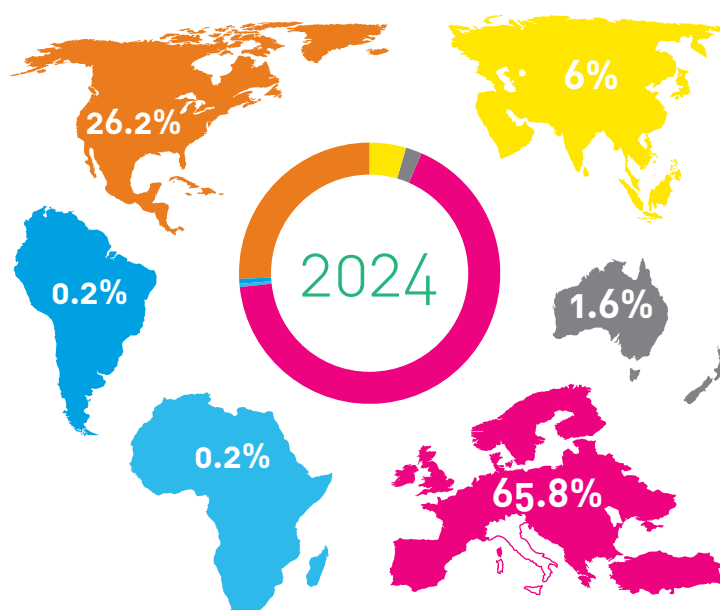
VINTAGE: 4.32 MLN hl



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

