

*Consorzio di Tutela*



PROSECCO SUPERIORE  
DAL 1876

# PRESS KIT

## CONEGLIANO VALDOBBIADENE PROSECCO SUPERIORE DOCG



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DAL 1876

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I.

**CONEGLIANO VALDOBBIADENE:  
HEARTLAND OF PROSECCO  
SUPERIORE D.O.C.G.**



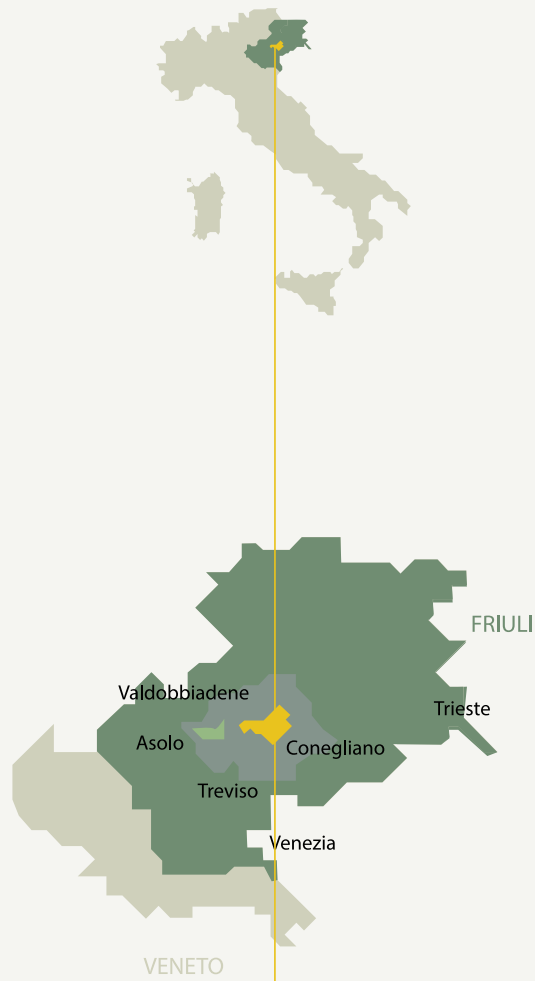
Conegliano Valdobbiadene is a small zone in the Veneto nestling between the world-famous splendour of Venice and the austere beauty of the Dolomites. Here, in the Province of Treviso, in the hills that stretch northwest from Conegliano towards Valdobbiadene, man has cultivated for centuries not only the Glera grape variety, but also the culture of winemaking.

In fact, Italy's first School of Winemaking, the "Istituto Cerletti", opened up in Conegliano in 1876; in 1923 the Institute for Viticultural and Oenological Experimentation was founded, also in Conegliano, and even today the University of Padua has an annexe of its Oenology Faculty there. It is this zone that produces Conegliano Valdobbiadene Prosecco Superiore D.O.C.G., a wine that – still today – can only come from 15 communes: Conegliano, San Vendemiano, Colle Umberto, Vittorio Veneto, Tarzo, Cison di Valmarino, San Pietro di Felleto, Refrontolo, Susegana, Pieve di Soligo, Farra di Soligo, Follina, Miane, Vidor and Valdobbiadene.

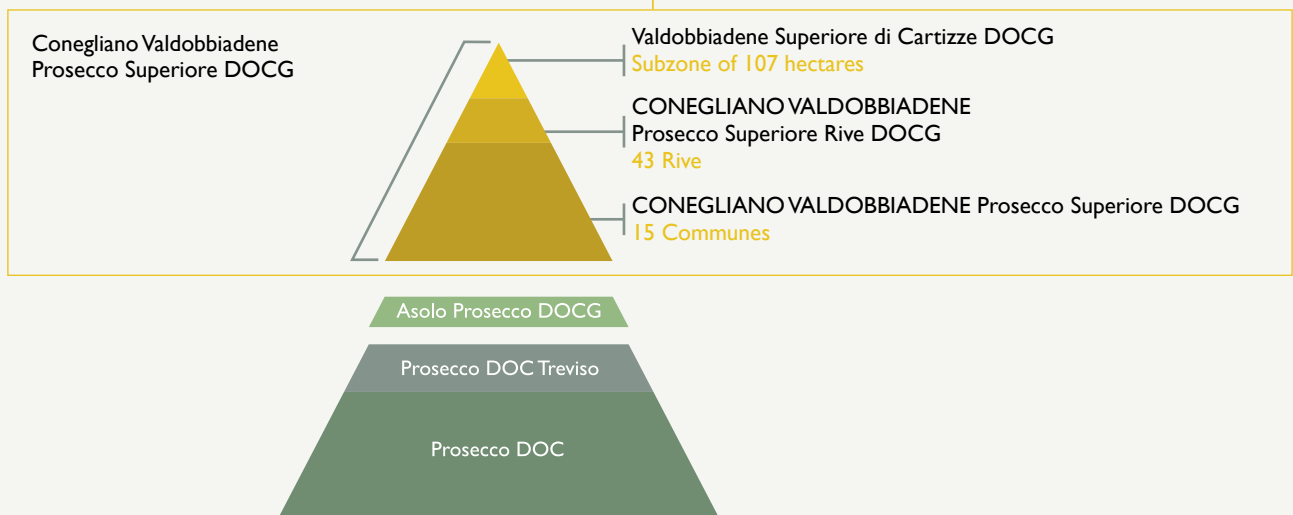
Conegliano Valdobbiadene is the dynamic heartland of a much larger area that represents the entire world of Prosecco, a varied panorama of natural environments and flavours that includes several Denominations: **Conegliano Valdobbiadene Prosecco Superiore D.O.C.G., Asolo Prosecco Superiore D.O.C.G. and Prosecco D.O.C.G.** All three Denominations correspond to areas that are very different in terms of size and landscape. The complexity of production scenario and the differences between the denominations are clearly represented by a theoretical pyramid, at whose base we have Prosecco D.O.C.G., produced in a very large area that includes nine Provinces in the Veneto and Friuli Venezia Giulia Regions. In the central part of the pyramid there is **Prosecco Superiore di Asolo D.O.C.G.** Towards the top of the pyramid we find **Conegliano Valdobbiadene Prosecco Superiore D.O.C.G.**, which is the sparkling wine produced in the hills between Conegliano and Valdobbiadene and represents the top-quality expression of Prosecco; this has its finest interpretations in the refined selections known as "Rive" and, at the summit of the pyramid, there is **Superiore di Cartizze D.O.C.G.**, the "Grand Cru" of Conegliano Valdobbiadene.

# CONEGLIANO VALDOBBIADENE: HEARTLAND OF PROSECCO SUPERIORE D.O.C.G. I.

PRODUCTION AREAS FOR PROSECCO SUPERIORE D.O.C.G. AND PROSECCO D.O.C.



## THE QUALITY PYRAMID







## CONEGLIANO VALDOBBIADENE: THE HISTORY OF A “SUPERIORE” DENOMINATION

The story of **Prosecco Superiore D.O.C.G.** began in the hills of **Conegliano Valdobbiadene**: a small but high-quality area lying 50 kilometres north of Venice and 100 from the Dolomites.

Here wine production dates back to ancient times, and over the course of the centuries the continuous labour of man has modified the morphology of the countryside, creating unique scenery characterized by vineyards that literally create a patchwork on its hillsides.

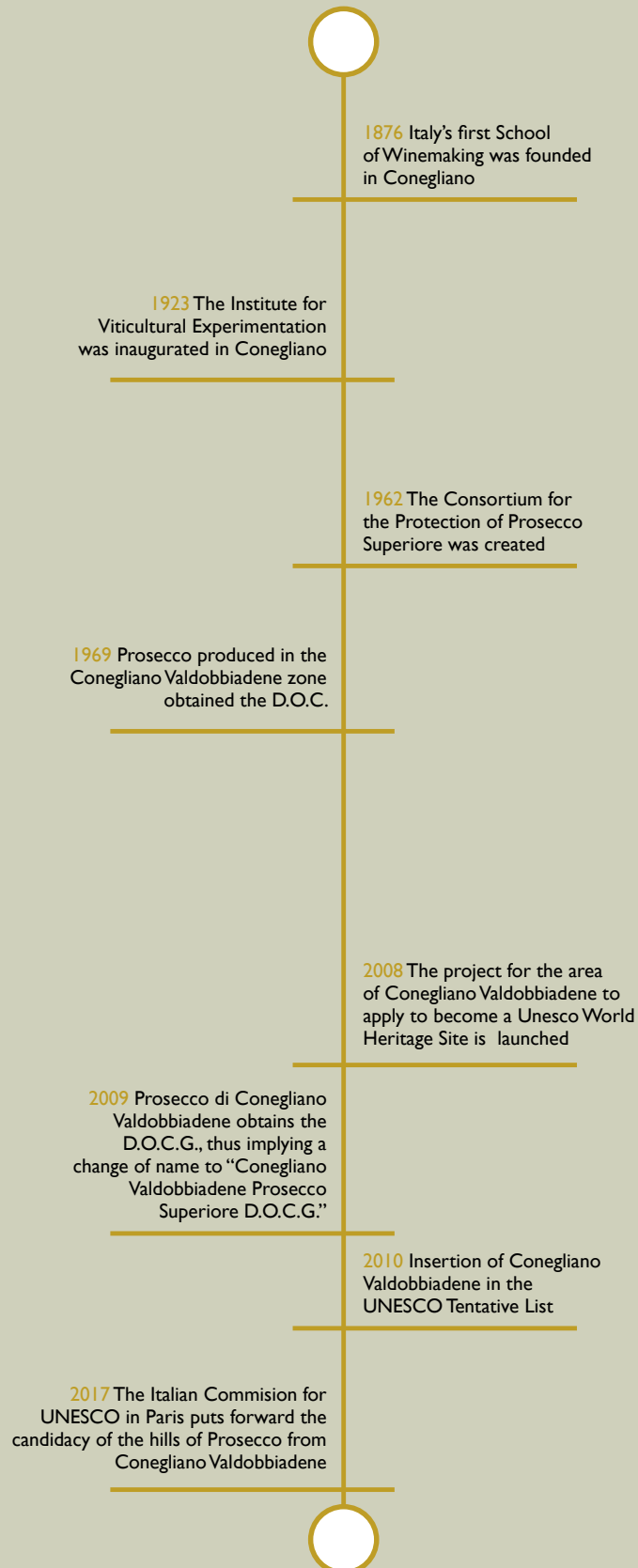
The success story of Prosecco began in **1876**, the year that **Italy's First School of Winemaking** was founded in Conegliano. This was followed in **1923** by the **Institute for Viticultural Experimentation**. Thanks to these centres for study and research, the vine-growers learnt even back then to plant vineyards high up in the hills, in particular around Valdobbiadene, where cultivating vines is defined as “heroic”: here viticulture is exhausting and difficult because of the slopes, some of which have gradients of up to 70% and which force growers to carry out vineyard operations almost exclusively by hand. Indeed, to tend these vineyards up to 800 hours' work is required each year, compared to 150 on the plain. In the cellar, on the other hand, the so-called Italian Method for making sparkling wines was being perfected, which calls for re-fermentation in autoclaves (large pressurized tanks). Thanks to the research of the School of Winemaking, this Italian or Charmat Method was fine-tuned to such a degree as to be defined as a specific technique for producing Conegliano Valdobbiadene Prosecco Superiore. Throughout the 20th century, then, the characteristics of the two towns that embrace the zone became ever more focused: **Conegliano was its “cultural” capital and Valdobbiadene its “production” capital.**

In 1962 a group of 11 producers created the Consortium for the Protection of Prosecco from Conegliano Valdobbiadene, drawing up production regulations designed to safeguard the quality and image of their wines. In 1969 this Consortium obtained Denominazione di Origine Controllata status for Prosecco Superiore and in 2009 that of Denominazione di Origine Controllata e Garantita, the highest recognition of quality for Italian wines.

Even in the past the producers decided to highlight the name of the region, placing before that of “Prosecco” the name of the area's most significant towns: “Conegliano Valdobbiadene Prosecco Superiore”.

The story of the Denomination continues to the present day, urged on by its success on both the national and international markets, and it never shirks caring for the environment. The result of this balance between attention to the market and that for the countryside is the entire zone's candidacy to become a UNESCO World Heritage Site.

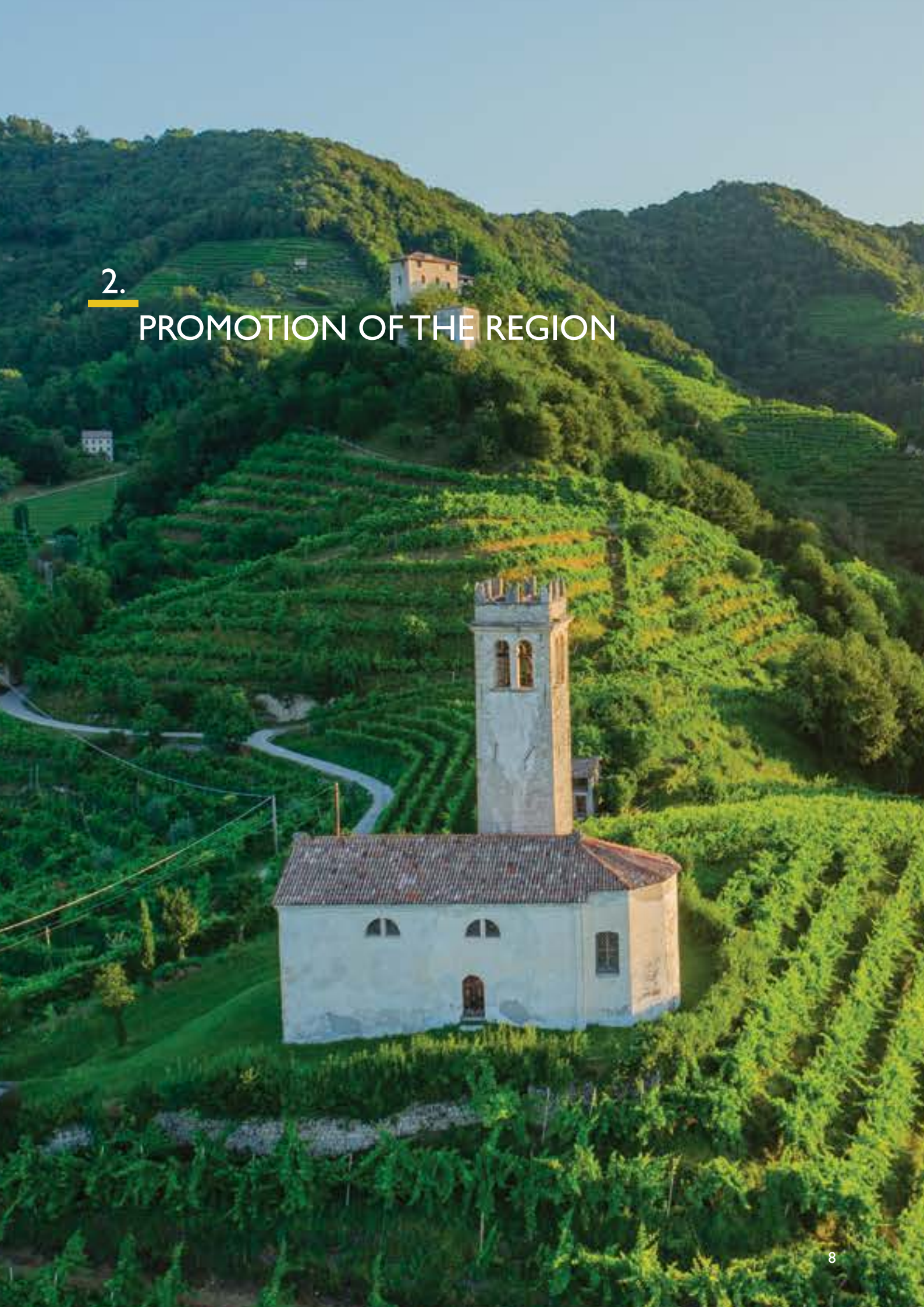
MILESTONES FOR CONEGLIANO VALDOBBIADENE PROSECCO SUPERIORE D.O.C.G.





2.

## PROMOTION OF THE REGION







## THE UNESCO CANDIDACY

The hills of Conegliano Valdobbiadene Prosecco Superiore represent a cultural landscape of unique worth, the expression of manual labour and of an ancient tradition of producing effervescent wine that received a decisive impetus with the foundation, in 1876, of Italy's first School of Winemaking. The most representative product of the zone is Conegliano Valdobbiadene Prosecco Superiore, which has today become an icon of "Made in Italy" and one of the most successful sparkling wines in the world.

In **2008**, the hilly zone between Conegliano and Valdobbiadene began the process of applying to become a UNESCO World Heritage Site; the first milestone was achieved in **2010** with the area's insertion in the Tentative List for Italy. In **2014** the "**Colline di Conegliano Valdobbiadene Patrimonio dell'Umanità**" Association was formed, which finally succeeded in putting forward the zone's candidacy at the end of January 2017. The members of this Association are: the Producers' Consortium for Conegliano Valdobbiadene wine, the Province of Treviso, the Treviso Chamber of Commerce and the commune of Pieve di Soligo, as leader of the "Terre Alte della Marca Trevigiana" Local Planning Group. As decreed under the Association's charter, the current pro-tempore President of the Producers' Consortium, Innocente Nardi, was elected as its Chairman.

These are the six distinctive aspects of the hills of Conegliano Valdobbiadene on which the UNESCO project is based:

**Cultural landscape.** The UNESCO Convention identifies as a cultural landscape a site that originates from the combined activity of man and nature. In particular, the Prosecco Superiore hills belong to the category of a landscape generated by a process that has evolved over a long time and is still taking place, by means of which the local community and its artistic, technical and production-based culture have organised themselves in response to characteristics of the physical environment that are fragile and absolutely distinctive.

**Nature.** The landscape is the result of unique geomorphological and climatic conditions that are particularly favourable for the cultivation of vines. Its distinctive contours are due to the combination between movements of the Earth's crust and geological structures that are present in the area, a process that has been going on for millions of years. This phenomenon is known as hogback and has given rise to an extraordinary succession of hills lying in parallel chains. This highly scenic countryside, combined with the activity of man, has produced a landscape that is totally unique.



**Architecture.** Human settlements here date back in large part to a period between the 11th and 16th centuries. Even today the rural buildings display characteristics and construction materials that are intimately connected with the physical nature of their environment and with history, so that they create a unified picture with the landscape in which they are set. The level of conservation of the countryside is excellent in the hilly zones, characterized by a complex landscape and by types of crops that have remained unchanged since very ancient times. The area is dotted with small villages, castles and fortresses, as well as well-preserved churches and monasteries. All this constitutes a scattered collection of landmarks that remind us of the temporal dimension of the local landscape, which has progressed to its present form through over a thousand years of history.

**Art.** Representations of this historic landscape have been present in the iconography of local artists since the very remote past, but especially in the works of two great Masters of the Italian Renaissance, **Giovanni Battista Cima da Conegliano** and **Giovanni Bellini**. The region is strewn with other works by minor artists, some of which even date back to the 13th century, and they are closely linked with the many places of worship to be found in the area: parish churches and small chapels that are completely frescoed or have series of paintings that are of similar style are striking features of this hilly area.

**Wine.** The region is characterized by high-quality still and sparkling wine production. The flagship products are the D.O.C.G. Conegliano Valdobbiadene Prosecco Superiore and the D.O.C.G. Superiore di Cartizze, to which one can add D.O.C. Refrontolo Passito – Marzemino, D.O.C. Colli di Conegliano Bianco and D.O.C. Colli di Conegliano Rosso, denominations that represent further examples of products that are exclusive to the area.

**Winemaking tradition and innovation.** The centuries-old tradition of viticulture and of making effervescent wines in Conegliano has a technical basis that can boast hundreds of years of research and experimentation in the field, carried out variously by the Agrarian Academies of the 19th century, Italy's first School of Winemaking (founded in 1876) and the Institute for Viticultural Experimentation (now known as CRA), set up in 1923; moreover, Conegliano also hosts the site of the Degree Course in Viticulture and Oenology of the University of Padua. All of these have contributed in a fundamental manner to the development of a Sparkling Wine District that is famous all over the world.



## OTHER ACCOLADES OBTAINED BY CONEGLIANO VALDOBBIADENE

**European Wine City 2016.** The charm, atmosphere and historic and artistic attractions that characterize the area earned it the title of “**European Wine City 2016**”. It is the first time that an **entire region** - and not an individual city - obtained this highly-prized accolade, a precious recognition for the great teamwork that all of the institutions and actors operating in the area have always demonstrated.

**Historic rural landscape.** The national register of historic rural landscapes is starting to fill up with the first star areas of the Italian countryside, among which is: “Conegliano Valdobbiadene – Landscape of Prosecco Superiore”.

The hills between Valdobbiadene and Vittorio Veneto constitute a zone where vine-growing was widespread even in ancient times, and in which the historical landscape has to a large extent been preserved, as can be seen in the pertications dating back to the 17th and 18th centuries and in photos from the early 1900s.







## CONEGLIANO VALDOBBIADENE AT LA CITÉ DU VIN IN BORDEAUX

Since 2016, the Producers' Consortium for Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. has been a partner of the **Cité des Civilisations du Vin** in Bordeaux, the largest cultural centre devoted to the world of wine, which opened its doors to the public on 1st June, 2016.

The exhibition space, designed by architects Nicolas Desmazières and Anouk Legendre, is to be found in a building that is 55 metres high and which reminds one of the sinuous shape of wine as it is being swirled in the glass. Inside, there is a gallery that the visitor can tour, taking a cultural journey through the history of wine, from ancient times to the present day. There is also a panoramic terrace, 35 metres up, which allows one to admire the old city centre and some of the vineyards that have made the wines of Bordeaux famous all over the world.

Conegliano Valdobbiadene has been chosen to be one of the select group of the world's 22 most outstanding wine landscapes, which are presented at the entrance to the museum, where a video shows the terroir of our Denomination. The Consortium is also present in the "Reading Room" with informational material on the Denomination, as well as in the four tasting spaces, in which - in turn - all of the world's wines will be presented. With its 13,000 square metres of permanent, interactive and multisensory exhibition space, the centre is the only international showcase for the world's most attractive viticultural zones, and Conegliano Valdobbiadene is the only Italian region on show

[www.laciteduvin.com](http://www.laciteduvin.com)





## VINO INVILLA 2018

**Vino in Villa** is the most important annual event devoted to **Conegliano Valdobbiadene Prosecco Superiore D.O.C.G.** It is held on the third weekend in May, in the heart of the production zone, and springs from the Producers' Consortium's desire to make the wine known – in its geographical context – to journalists, members of the trade and consumers alike.

In 2018 **Vino in Villa** will have its **21th edition** and confirms its role as an outstanding opportunity to deepen one's knowledge of the latest vintage of Conegliano Valdobbiadene Prosecco Superiore D.O.C.G.: one can do so by tasting the various styles of wine, meeting the producers and so learning the differences between the areas of cultivation, and by visiting the region, which is so enchanting and special as to be in line to join the select group of **UNESCO World Heritage Sites**.



3.

## THE PRODUCTION REGULATIONS, PRODUCTION METHOD AND STYLES OF CONEGLIANO VALDOBBIADENE

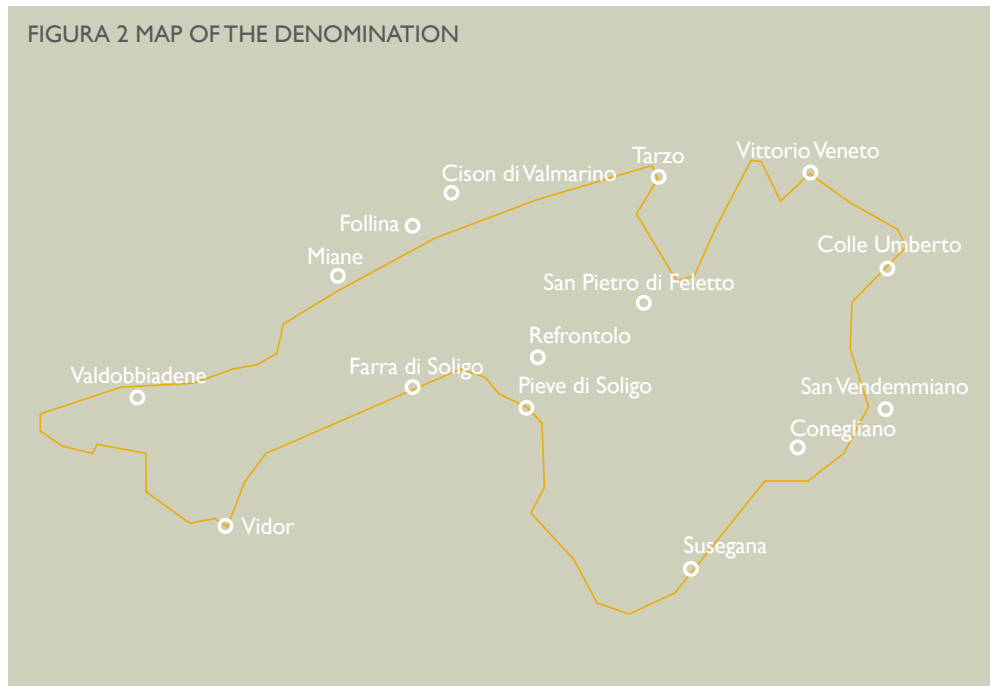






Conegliano Valdobbiadene D.O.C.G. is obtained using the Martinotti (or Italian, or Charmat) Method, further refined by the School of Winemaking in Conegliano, which adapted it for use with the Glera variety.

The production regulations state that vinification must be carried out within the communes that coincide with the zone where the grapes are grown: in other words, Conegliano, San Vendemiano, Colle Umberto, Vittorio Veneto, Tarzo, Cison di Valmarino, San Pietro di Feletto, Refrontolo, Susegana, Pieve di Soligo, Farra di Soligo, Follina, Miane, Vidor and Valdobbiadene.



The production regulations allow the sparkling version to be made in three styles: **Brut**, **Extra Dry** and **Dry**. Also, for Conegliano Valdobbiadene D.O.C.G. one may add other grapes to the obligatory base of at least 85% of Glera grapes. The traditional local varieties that can be used (for a maximum of 15% of the blend) are: Verdiso, Bianchetta Trevigiana, Perera and Glera Lunga. Verdiso, for example, is used in the vinification of Cartizze in order to augment its tanginess and salinity; Perera is used to increase the wine's perfumes and fruitiness, while Bianchetta Trevigiana contributes towards making the wine mellower, particularly in cold years. For the sparkling style it is possible to use wines (again for a maximum of 15%) obtained from the vinification of Pinot Bianco, Pinot Grigio, Pinot Nero and Chardonnay grapes, either alone or blended together.



After the harvest, the grapes – **picked by hand in the individual vineyards** - are taken to the winery in order to begin the various stages of the production process. The first step is **pressing**, carried out in special presses that act on the berries in a gentle way, so as to extract only the **free-run juice**. From 100 kg of grapes one can obtain a maximum of 70 litres of wine. At the end of pressing, **clarification** takes place. The cloudy must is left to stand at a low temperature (5-10°C) in stainless steel tanks. After about 10-12 hours, the clear part of the must is separated from the sediment, and fermentation begins. Vinification takes place thanks to natural yeasts which, added to the must, trigger off and carry out the alcoholic fermentation, which takes place in stainless steel vats at a constant temperature of 18-20°C and lasts for 15-20 days. At the end of vinification, a **base wine**, the starting point for making a sparkling wine, is obtained.

The **prise de mousse** takes place once the base wine is clear: The various lots of base wine in the cellar are – after careful tasting – blended together: these wines, which up until now have been kept separate according to their **origin**, **period of harvest** and **taste characteristics**, are mixed together in precise proportions, thus creating the so-called **cuvée**.

The wine is made sparkling using the Italian Method, perfected by the School of Winemaking in Conegliano, thanks to the use of large pressurized tanks called autoclaves, in which the base wine is introduced along with sugar and yeasts. **This method is the best for preserving the varietal aromas of the grapes, keeping their primary scents as unaltered as possible; these are then translated into a wine that is fruity and floral.** Using this production process, during re-fermentation the yeasts use the sugar to produce carbon dioxide, which gives rise to the silky bubbles that are typical of ConeglianoValdobbiadene D.O.C.G.. This technique for making the wine sparkling lasts at least 30 days, but sometimes it is protracted - in order to seek greater complexity due to prolonged yeast contact - even for as long as 60-90 days.

Once this process is completed, bottling finally takes place and, after 30-40 days, the wine is ready to be released onto the market.



## THE STYLES: BRUT, EXTRA DRY AND DRY

The Spumante (“Sparkling”) version is the iconic type of Conegliano Valdobbiadene D.O.C.G.: it is undoubtedly the most modern approach to making this wine. The fully sparkling version is also an ideal expression of Prosecco Superiore’s supple yet sprightly character. It is produced in three fundamental styles: **Brut, Extra Dry and Dry, which are distinguishable essentially due to their residual sugar content.**

**BRUT** - The Brut version is the most **contemporary** one, and the one most in line with international tastes. It offers aromas that are rich in citrus-like hints and vegetal notes, along with an attractive crusty bread note, and has a lively vibrancy on both the nose and palate. The fine perlage ensures that the flavour is long, and leaves your mouth feeling fresh. It is ideally served at 6-8°C, with even quite elaborate fish- and vegetable-based hors d’oeuvres, seafood pasta or rice dishes, oven- baked fish or, as is common in the production zone, throughout a meal. The residual sugar is between 0 and 12 g/l.

**EXTRA DRY** - The Extra Dry version is the most **traditional** one, which combines the aromatic qualities of the variety with a tanginess that is enhanced by the bubbles. Its colour is a bright straw yellow, enlivened by the perlage. Fresh and elegant, it has rich scents of fruit (apples and pears), with a hint of citrus fruit that shades into floral tones. The wine is mellow yet dry, thanks to its crisp acidity. Excellent as an aperitif, it is ideal – served at 6-8°C – with pulse and seafood soups, pasta with delicately-flavoured meat sauces, fresh cheeses and white meats, especially poultry. The residual sugar is between 12 and 17 g/l.

**DRY** - Dry is the least common style, and **highlights the wine’s floral fruitiness.** It has a pale straw yellow colour; a delicate, fruity fragrance, with hints of citrus fruits, white peaches and green apples; and a tangy, fresh, mellow taste on the palate, thanks to its elegant medium-sweet note. To moderate its sweetness, serve it very cool, at around 6°C. This is a style that is suitable for some quite unusual pairings, from dry pastries to the spicy foods of fusion cuisine. The residual sugar varies between 17 and 32 g/l.

In much tinier volumes than for the fully sparkling version, **Conegliano Valdobbiadene is also produced in the Frizzante and Tranquillo styles.** In these cases, the term “Prosecco” is not followed by the adjective Superiore.





**FRIZZANTE (SEMI-SPARKLING)** – The Frizzante version, also produced in autoclaves (so the main difference from the spumante style is the pressure in the bottle, which in this case must be between 1 and 2.5 bar), is very appealing and easy-to-drink. It has a bright straw colour, with greenish highlights. In this category one also finds Frizzantes that have been re-fermented on their lees in bottle. These latter wines are considered authentic ambassadors of the local winemaking tradition, and are still produced today by every family in the zone. Their production calls for a brief re-fermentation in bottle during the spring, and they are then drunk during the summer and autumn following the vintage. They have a characteristic straw colour, but also a slight haziness. Frizzantes are fruity and floral on the nose, with attractive, faintly yeasty hints and great freshness on the palate. Served at 8 °C, they are ideal as an aperitif or with relatively simple hors oeuvres, soups or pasta dishes.

**TRANQUILLO (STILL)** - This is the least well known version, and is a real niche product. It comes from the most densely planted and low-yielding vineyards, where the grapes are picked very ripe before undergoing classic, temperature –controlled white wine vinification. Its colour is a delicate straw yellow, and it offers scents of apples, pears, almonds and honey. Serve it at 8–10° C with hors d'oeuvres.

All in all, therefore, the world of Conegliano Valdobbiadene offers a whole range of experiences for one's palate – depending on one's taste and on the occasion in question – thanks to the numerous styles and versions that are available:



- Conegliano Valdobbiadene Prosecco Superiore **Brut**
- Conegliano Valdobbiadene Prosecco Superiore **Extra Dry**
- Conegliano Valdobbiadene Prosecco Superiore **Dry**
- Conegliano Valdobbiadene Prosecco Superiore **Rive Brut** (with vintage shown)
- Conegliano Valdobbiadene Prosecco Superiore **Rive Extra Dry** (with vintage shown)
- Conegliano Valdobbiadene Prosecco Superiore **Rive Dry** (with vintage shown)
- Superiore di Cartizze **Brut**
- Superiore di Cartizze **Extra Dry**
- Superiore di Cartizze **Dry**
- Conegliano Valdobbiadene Prosecco **Frizzante**
- Conegliano Valdobbiadene Prosecco **Frizzante with refermentation in bottle**
- Conegliano Valdobbiadene Prosecco **Tranquillo**



## THE SPECIAL SELECTIONS: RIVE AND SUPERIORE DI CARTIZZE

**Il Rive.** In the local dialect, the word “**Rive**” means steep terrains and, by extension, indicates those vineyards lying on the characteristic precipitous slopes of the hills of the Conegliano Valdobbiadene region. The term “Rive” expresses the very essence of a unique zone that, due to its beauty and particular characteristics, is now seeking to become a UNESCO World Heritage Site.

This term, though, not only evokes the image of steep inclines and their patchwork of vineyard sites, but also a wine that expresses the essence of its terroir. **A Rive wine is a Conegliano Valdobbiadene Prosecco Superiore D.O.C.G., obtained from very steep vineyards high up in the hills, which comes from a single subzone.** Rive wines are the true representatives of terroir; in that they highlight the vocation for quality of each individual small area and express the distinctive nature of its soil, exposure and microclimate.

In order to put the word “Rive” on the label, the wines must observe stricter rules compared to the other types of Conegliano Valdobbiadene: the grapes have to come from a single commune or hamlet, which is shown on the label, and the yield must be no higher than 13 tonnes per hectare, instead of 13.5. Also, harvesting must be carried out exclusively by hand; the year of production must always be shown, and Rive can only be produced in the Spumante (“fully sparkling”) version. The Rive are the pride and joy of **Conegliano Valdobbiadene: one of the finest expressions of the combination of the region, the environment, the vine and the work of man.**

**The communes for Rive:** Cison di Valmarino, Colle Umberto, Farra di Soligo, Follina, Miane, Pieve di Soligo, Refrontolo, San Pietro di Feletto, San Vendemiano, Susegana, Tarzo and Vidor.

**The hamlets for Rive:** Arfanta, Bagnolo, Barbino, Bigolino, Campea, Carpesica, Col San Martino, Colbertaldo, Colfosco, Collalto, Combai, Corbanese, Cozzuolo, Farrò, Formeniga, Guia, Manzana, Ogliano, Premaor, Resera, Rolle, Rua, San Giovanni, San Michele, San Pietro di Barbozza, San Vito, Santa Maria, Santo Stefano, Scomigo, Solighetto and Soligo.



**Il Cartizze.** Cartizze comes from a small area of barely 107 hectares, subdivided among more than a hundred growers who, each year, release about one million bottles of “Superiore di Cartizze”, an authentic gem of the Italian wine sector. Half a day is enough to circumnavigate the entire perimeter of this great vineyard, which lies in the hills, interspersed with ash, oak and olive trees.

The production area lies on the steepest hillsides of San Pietro di Barbozza, Santo Stefano and Saccol, in the commune of Valdobbiadene. This small stretch of land was officially defined from a geographical point of view in 1969, when the first Production Regulations were drawn up, and it has now attained definitive consecration with the attainment of the D.O.C.G..

**Cartizze stems from the perfect combination of a mild microclimate with a particular terrain and an agricultural tradition dating back more than a thousand years.** The roots of the vines burrow down into soil originated by the upsurge of the sea bed, characterized by the presence of moraines, sandstones and clays, which allow for rapid drainage of rainfall but, at the same time, constant reserves of water. The secret of Cartizze is enshrined in these multi-coloured soils (green, yellow and brown of the clays, white and grey of the sandstones), and in the alternation of little valleys and hills. These give rise to a microclimate that is particularly favourable for the ripening of the grapes, with an average annual temperature of 12.5°C, and average thermal excursion during the course of the year of some 20-21°C.

To be able to boast the name **Superiore di Cartizze**, apart from its geographical origin, the fully sparkling wine must be produced from the varieties allowed by the Production Regulations: **Glera** (a minimum of 85%), together with traditional cultivars such as **Verdiso**, **Perera** and **Bianchetta Trevigiana**, whose specific characteristics are nowadays fundamental for maintaining a balanced taste profile in the wine. Also, vinification must take place only within the commune of Valdobbiadene, as laid down in the Production Regulations; the prise de mousse and bottling, on the other hand, can only be carried out at wineries in the Province of Treviso.

### The origins of the name Cartizze

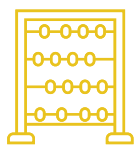
There are no less than three hypotheses as to the origin of the name “Cartizze”. The most popular one makes it take its name from the local expression “gardiz” or “gardizze”, which signifies the racks used for drying grapes. On the other hand, that upheld by Bruno Brunoro of Valdobbiadene, a researcher into local history, has it deriving its name from “cardus”, the cardoon, a spiny flower once very widespread on poor, gravelly and marly soils like those that characterize the hill of Cartizze. Lastly, there is the more refined one of historian Giovanni Tozzato from Treviso who, taking his cue from the oldest document that has come down to us indicating the place-name “Caurige” - from **1362** - has “Cartizze” derive from “carro” (“cart”), or a road for the transit of carriages.



4.

CONEGLIANO VALDOBBIADENE  
PROSECCO SUPERIORE D.O.C.G.  
IN FIGURES 2017





### Our success story in numbers

In the zone, there are **181** wineries producing over **90 million** bottles, with an ex-cellars value of almost **500 million** Euros in 2017. Today more than **40%** of the entire production is exported to some **130** countries all over the world. Overall, **5500** people in the zone are employed in the wine business. These numbers helped earn this area recognition as **Italy's First Sparkling Wine District** in 2003.

### The Denomination



**1969**

the year in which D.O.C. was obtained

**2009**

the year in which D.O.C.G. was obtained

**15**

the communes included in the Denomination

**181**

sparkling wine producers working in the zone

### The area under cultivation



**8088**

hectares of which

**7706,2**

hectares are devoted to the production of Conegliano Valdobbiadene Prosecco Superiore

**274**

hectares are devoted to the production of "Rive"

**107,8**

hectares are devoted to the production of Superiore di Cartizze

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## The bottles produced and sold



**94.4 | 3.385**

bottles produced overall



**90.988.177**

bottles of sparkling wine produced overall:

**86.582.825** bottles of Conegliano Valdobbiadene Prosecco Superiore

**3.197.785** bottles of Rive

**1.207.567** bottles of Superiore di Cartizze

**3.292.704** bottles of Frizzante produced

**132.504** bottles of Tranquillo produced

**96,3%** percentage of total production that is sparkling



## Exports

over 130 Countries

**42%** of bottles are exported\*

Including:

- **Germany** 7.396.241 di bottiglie (20,66%)
- **Switzerland** 7.116.722 di bottiglie (19,88%)
- **United Kingdom** 5.504.127 di bottiglie (15,37%)
- **Benelux** 2.871.244 di bottiglie (8,02%)
- **United States** 2.756.365 di bottiglie (7,70%)

\*Data source: Valorialta, 2017, C.I.R.V.E., 2017



An aerial photograph of a lush green vineyard in a valley. The vineyard is terraced and covers most of the foreground and middle ground. In the background, there are rolling hills and mountains under a hazy sky. A small white house with a red roof is visible in the lower right, and another white house is on the left. The overall scene is peaceful and scenic.

5.

## THE 2017 VITICULTURAL PROTOCOL ENVIRONMENTAL SUSTAINABILITY





The Viticultural Protocol is a document of which the Consorzio di Tutela del Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. has availed itself since 2011, with the objective **of guiding, guaranteeing and monitoring the process of change in the use of products that ensure plant health towards greater environmental and sanitary compatibility and sustainability.** The goal is, by increasing the sensibility of the vine-growers, to minimise the impact and risk in the use of plant health products for the benefit of man and of the environment.

In particular, the update for 2017 focuses to an ever-greater extent on the elimination of chemical weeding in favour of working the soil in order to improve the health of the vineyard. The Viticultural Protocol of the Consorzio di Tutela del Conegliano Valdobbiadene Prosecco Superiore has been adopted as part of the municipal by-laws by 13 communal administrations out of the 15 in the Denomination. This goes to show the zone's ability for concerted action and to "create a system", as well as the great validity of the actions put into effect by the Consortium with regard to the protection of the environment and of the area as a whole.

Traditionally, the Viticultural Protocol, first published by the Consortium seven years ago (in 2011), is a document that is ahead of its time, anticipating in the guidelines it gives to the Consortium's members the implementation of the complex series of European and national laws regarding the use of agrochemicals.

The 2017 version of the document, apart from eliminating some of the chemical products normally authorized, explains in detail what agronomical practices can be used in the vineyard to obtain results that are equally successful, if not indeed better. As regards flatter areas, in particular, it indicates that growers should proceed with operations at the base of the vines, using specific equipment such as baring and ridging machines with disks, or with small ploughs. This allows one to get rid of weeds and also bury fertilizer (mature compost or its derivatives) at a depth of around 15 cm. Also recommended are the practices of growing grass and seeds between the vines and green manuring, in order to conserve and enrich the soil with organic matter and protect it from weeds. In hilly areas, on the other hand, growers should have mow and have recourse to alternative instruments such as organic mulching.



This technical and regulatory instrument starts off from an assumption of responsibility on the part of the whole of the production chain, which has become aware of the strength generated by unity of intention among the various actors involved.

Application of the Viticultural Protocol depends on constant monitoring, aimed at gauging the evolution of plant diseases and analysing the efficacy and appropriateness to the local situation of the interventions that are recommended from time to time. The vineyard defence system proposed by the Viticultural Protocol forms part of the general picture of possible alternatives and plant defence methods that are now permitted, and is classified at a higher, more restrictive level compared to the guidelines issued by the Veneto Region. The 2017 Viticultural Protocol was drawn up with the assistance of the Council for Agricultural Research and the Veneto Environmental Agency.

Browse here using this link

<http://www.prosecco.it/en/consortium/prosecco-superiore-for-the-environment/>





6.

## THE WINE ROAD OF PROSECCO AND THE WINES OF THE CONEGLIANO VALDOBBIADENE HILLS





The Prosecco Road, created in 1966, was **Italy's first wine-based artery**. Its route includes both tours in the midst of the vineyards and itineraries of historical and artistic interest that highlight the beauty and culture of the entire region.

The hills of the Prosecco Superiore D.O.C.G. wind their way through the pre-Alpine territory of the Province of Treviso, to the north of Venice and south of the Dolomites, along the natural amphitheatre that opens up between Conegliano and Valdobbiadene.

The landscape here is characterized by evocative views of steep slopes that alternate with gentler inclines, and whose common denominator are the vineyards: one hundred and twenty kilometres that allow the visitor to traverse vineyards and villages, enjoying the area's countryside and rich patrimony of art. Here wine is a deep-rooted culture, handed down from generation to generation, and vine-growing sculpts panoramas and landscapes of authentic beauty, whose appeal is enriched by the artistic creations of man: mediaeval remains, hermitages, centuries-old chapels and other traces of the local peoples' rural, civic and religious history. And one must not overlook the chance to sample – in the many restaurants disseminated along the route - the area's traditional cuisine and typical food products.

To immerse oneself in the timeless atmosphere of the zone, one can plan weekends visiting the wineries. The area's wine producers in fact organise the so-called "Week end in cantina", ideal opportunities to get to know the local product par excellence: Conegliano Valdobbiadene Prosecco Superiore D.O.C.G..

Also, for lovers of the countryside, the Wine Road Association proposes hiking routes such as the Anello del Prosecco ("Prosecco Ring"), a nature walk that takes one through some of the renowned hillside villages of the commune of Valdobbiadene – like San Pietro di Barbozza, Santo Stefano and Saccol – to explore the winemaking and gastronomic traditions and culture of this area. The itineraries suggested by the Prosecco Wine Road and other associations that promote the zone can be found on the following website:  
<http://www.coneglianovaldobbiadene.it/>



THE WINE ROAD OF PROSECCO AND THE WINES OF THE CONEGLIANO VALDOBBIADENE HILLS 6.





## WINETOURISM

The Conegliano Valdobbiadene hills offer ideal itineraries for the tourist looking for outstanding wines and food products who also wishes to discover historic villages and attractions of amazing natural beauty. We are located in a fascinating region that can be visited at any time of the year; and which combines tradition, culture, art, wine, food and hospitality. Its landscape is a patchwork of vineyards, framed by dramatically steep hills, along with picturesque towns and hamlets, farms and wineries.

The starting point for a possible route is the city of **Conegliano**, birthplace of the painter **Cima da Conegliano** (1459-1518), considered to be one of the great Masters of the Renaissance. In its historic centre the **Duomo** (Cathedral) is well worth a visit: it contains one of the artist's most famous works, the "Madonna and Child Enthroned with Angels and Saints". Of the façade of the Duomo one can only glimpse a cross that rises from the roof, because the rest is covered by the building known as the **Scuola dei Battuti**, which is to all intents and purposes an integral part of the ecclesiastical complex: together they constitute a centre for art that boasts some of the most important paintings in the whole of the Conegliano area.



The point of reference for the history of winemaking in the zone is the **School of Oenology in Conegliano**, which has been declared a national monument. Together with the adjacent **Bottega del Vino**, a venue dedicated to tasting built in 1927 according to the plans of engineer Bernardo Carpené, and the **Manzoni Museum**, it constitutes a place where wine enthusiasts and visitors to the area can learn more about the local product.

Another stop of particular interest is **Susegana**, site of the **Castello di San Salvatore**, an ancient fortress from the **14th century**, standing on a hill with a panoramic view. In May of every year, the rooms of this historic building host the most important event devoted to the wines of the Conegliano Valdobbiadene D.O.C.G.: "**Vino in Villa**".

At **San Pietro di Feletto** there is one of Italy's oldest parish churches: its architecture is simple and austere, but it has a large frescoed portico and a mediaeval bell-tower. Refined frescoes also decorate the three-naved interior:



Around the commune of **Refrontolo** one finds picturesque views of the hills and vineyards. As well as Conegliano Valdobbiadene D.O.C.G., in this particular zone another high-quality wine is produced: **Refrontolo Passito D.O.C.G.**, which has a ruby red colour with purplish highlights. Of particular interest here is the **Molinetto della Croda**, built in the early 1600s, whose impressive millwheel is still preserved today. At **Farra di Soligo** a visit to the **Church of San Virgilio**, surrounded by vineyards on the hill of Col San Martino, allows one to enjoy the beauty of all the neighbouring countryside. Built around the year 1100, it has two large external clocks and a sturdy Romanesque campanile. The single nave inside is embellished with a series of wooden trusses and frescoes from the 15th century.

In the commune of **Vidor**, particularly worthy of note is the abbey dating back to the beginning of the 12th century: it was destroyed during the Second World War, but has now been partly restored. On the site where the Castle used to be, an event takes place every year in September called the "Palio di Vidor", which commemorates the many assaults suffered by the fortress.

An important centre in the zone is **Valdobbiadene**, a town of ancient origins, full of interesting religious buildings as well as typical Venetian-style villas. These include the parish church of Guia, attributed to Canova; the 15th century Church of San Gregorio; Villa Piva, also known as Villa dei Cedri, a former factory in the 19th century.

Carrying on along our route, one arrives in the "Cru" sub-zone of the Conegliano Valdobbiadene D.O.C.G.: the area of **Cartizze**, with its 107 hectares of vineyards, that gives its name to the celebrated sparkling wine produced on the most precipitous slopes of **Santo Stefano**, **Saccol** and **San Pietro di Barbozza**, where the Prosecco Wine Brotherhood also has its headquarters.

From Valdobbiadene one enters into one of the most atmospheric parts of the D.O.C.G.: the northernmost hills of the Denomination, where the vineyards offer particularly striking scenery. At **Miane** and **Campea** one finds another zone with a particularly appealing landscape.

At **Follina** there is the **Cistercian Abbey of Santa Maria di Follina**, constructed on top of a previous Benedictine monastery from the 12th century.

Continuing along the valley, one arrives finally in **Vittorio Veneto**: the "city of victory" against the Austrians in the Great War, to which the "Museo della Battaglia" is devoted.



7.

## THE PRODUCERS' CONSORTIUM





*Consortio di Tutela*



In 1962 a group of 11 producers, representing the principal cooperatives of vine-growers and the large sparkling wine producing companies, founded the *Consortio di Tutela del Prosecco di Conegliano Valdobbiadene* (“Consortium for the Protection of Prosecco from Conegliano Valdobbiadene”), proposing a set of regulations to safeguard the quality and image of their wine. Seven years later, on 2nd April 1969, their efforts were rewarded with recognition, on the part of the Ministry of Agriculture, of the area between Conegliano and Valdobbiadene as the only D.O.C. zone for the production of Prosecco and Superiore di Cartize. Today the *Consortio di Tutela* includes nearly all the producers in the zone and its role of tutelage has become increasingly important; it was indeed crucial for obtaining D.O.C.G. status for the Conegliano Valdobbiadene area in August 2009.

**The Consortium is a private body of public interest and groups together all the categories of producers: vine-growers as well as vinifying and bottling companies.** Thanks to its technical departments and its collaboration with research institutions, it carries out important work for improving methods in the vineyard and in the winery, as well as providing services of assistance and training. The Consortium oversees every stage of production from planting to pruning, as well as deciding when to start picking and exercising control over vinification practices.

Apart from fostering the development of viticultural and winemaking methods, the work of the Consortium is geared towards guaranteeing and improving the quality of Conegliano Valdobbiadene wines; for this reason it collaborates with Valoritalia, a foundation set up in 2005 by the Ministry of Agriculture to control product quality and traceability. As an attentive observer of the market and of the evolution of tastes and lifestyles, the Consortium is an important point of reference and its role is also to make known and protect the image of Conegliano Valdobbiadene wine both in Italy and abroad, thanks to the organisation of events and the preparation of communication plans.

Lastly, at the time the D.O.C.G. was granted in 2009, the Consortium launched a programme to analyse and develop the values of the Conegliano Valdobbiadene Brand, so as to orient its attention towards the growth of the region and its environmental sustainability, towards underlining history as a blueprint for designing the future, and towards a commitment to preserve the superior quality of this wine over the years to come.

*Consorzio di Tutela*



PROSECCO SUPERIORE  
DAL 1876

[www.prosecco.it](http://www.prosecco.it)