

Prosecco Superiore DOCG Predicts “Excellent Potential” with “Rich, Aromatic Profile” Developing for 2016 Harvest

-Steep Hillsides must be Hand Harvested-

*-Conegliano Valdobbiadene Prosecco DOCG is a Historic Region
with Profound Ties to Vineyards and Winemaking-*

(Solighetto, Italy) August 23, 2016 – The first harvest predictions from Prosecco Superiore DOCG are in, and the forecast looks promising for another excellent vintage year. Conegliano Valdobbiadene Prosecco DOCG represents Italy's highest quality designation in the Prosecco category. Situated 30 miles north of Venice in a limited geographic area that extends over 15 hillside towns, the distinctive features of the area include steep vineyards and ideal southern exposure, both of which have been cited as contributing factors to this year's positive developments.

“The elements of an ideal harvest are in place,” states Innocente Nardi, President of the Consorzio Tutela del vino Conegliano Valdobbiadene Prosecco DOCG, the official governing body of the region. “Despite considerable rainfall in May and June, the viticultural expertise at work in our extraordinarily hilly area has played a significant role in allowing us to weather conditions and ensure healthy, loosely-clustered bunches with optimal growth.”

The viticultural conditions in the hills of Conegliano Valdobbiadene are in line with 2015, which ranked high as one of the best vintages in recent years. The technical staff of the Consorzio works in close collaboration with local wineries and growers to monitor the maturation of the grape on a constant basis, relying on data from 20 climactic stations positioned throughout the growing region. Ongoing supervision allows the region to perfectly time the harvest, while also accounting for unique considerations such as location and exposure of the distinct vineyard sites.

According to Filippo Taglietti, Consorzio agronomist: “This season has been characterized by spring-summer rainfall and coolness. These conditions favor a longer ripening season and a rich, aromatic quality for our Glera grape variety, which benefits from the excellent drainage and location of our hilly terrain.”

Nardi adds: “Based on our initial technical evaluations and assuming that there are no extraordinary weather factors, we should start the harvest in mid-September, just slightly later than last year.”

The harvest is intensely tracked by the local Conegliano Valdobbiadene community, a historic region which has been dedicated to viticulture for centuries; every family has profound ties to the wine world, and each year is an opportunity to study and drive forward the region's quality focus and hand-harvesting techniques. Defined by centuries of viticultural legacy, the harvest is truly the *Event of the Year*.

Characterized by steep inclines that are not readily accessible by machinery, the manual labor in the vineyard requires an estimated 600 to 800 hours annually per hectare (versus 150 hours per year/per hectare on the valley floor). It has been aptly designated as an “heroic” effort, requiring considerable ingenuity from skilled, vineyard managers. Hand-harvesting always results in an optimal selection and is entirely distinctive and impressive for the uninitiated, including local techniques and inventions such as “monorail-picking baskets” that snake up the slopes with pulleys, and ‘picking lines’ in which crates and baskets are passed from hand-to-hand. The harvest in Conegliano Valdobbiadene is a reminder of the authentic, time-proven traditions which are so prevalent in the region.

About the Consorzio di Tutela Conegliano Valdobbiadene Prosecco Superiore DOCG

The Consorzio di Tutela del Conegliano Vino Valdobbiadene Prosecco DOCG was founded in 1962, and oversees the production of the Conegliano Valdobbiadene Prosecco DOCG growing area. The sparkling wines produced in the hillside area situated between the towns of Conegliano and Valdobbiadene in the province of Treviso were named a DOC in 1969, and elevated to DOCG status in 2009. The territory encompasses 15 municipalities where the grapes are grown, namely: 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 Consorzio is presided over by Innocente Nardi, and is headquartered in the municipality of Solighetto in Pieve di Soligo. There are 183 wineries and all categories of production (growers, winemakers and bottlers). The Consorzio is responsible for the protection of the region from counterfeit and fraud; supervision of production standards; and regional promotion and development efforts in Italy and abroad, including brand education, events and media awareness campaigns. www.prosecco.it