

BEYOND BUBBLES

Exploring What Makes Conegliano Valdobbiadene Prosecco DOCG
Superiore



I. The Present

Over the past few decades Prosecco has skyrocketed to international fame, becoming (by some counts) the world's most popular sparkling wine.

Everyone knows Prosecco.

But most people have little or no idea what it really is.



II. The Past: Ancient History



- Some people believe the wine 'Prosecco' is actually the same as the wine Pucinum that was praised by the Ancient Romans.
- The first known mention of the name is attributed to an English traveler named Fynes Moryson who visited the region in 1593:

"[In] Histria (Trieste) proper grows the wine Pucinum, now called Prosecho, much celebrated by Pliny".

- The name is thought to be of Slovenian origin, derived from *prosek*, a dialectical term for 'path cut through the woods'. As a wine Prosecco, was named after a former village in the Carso plateau that is now a suburb of Trieste in Friuli, where the grape probably came from or passed through.
- [A sweet passito wine called Prošek has been made in Croatia for millennia. In 2013, the EU banned the use of the name because it considered it to be too similar to the much more popular Italian sparkling wine.]

First written reference of Prosecco is in a long prose poem about Venetian wine by Aureliano Acanti called *// Roccolo Ditirambo* published in 1754:

'And now I would like to wet my mouth with that Prosecco with its apple bouquet'.

IL
ROCCOLO
DITIRAMBO
DI
AURELIANO ACANTI
ACC. OLIMPICO
VICENTINO.



IN VENEZIA, MDCCLIV.

Nella Stamperia Pezzana.

CON LICENZA DE' SUPERIORI, E PRIVILEGIO.

III. The Past: Modern History

CONEGLIANO - R. Scuola Enologica e Agraria



The modern history of Prosecco begins in **1876** when enologist **Giovanni Battista Cerletti** founded the Scuola Enologico in Conegliano (an outgrowth of the Enological Society of the Province of Treviso created in 1868).

Wine maker and enologist **Antonio Carpenè** (1838-1902) played a significant role in the creation and early administration of the school.

Carpenè's groundbreaking work, *La Vite e il Vino nella Provincia di Treviso* (1874), lists a staggering number of different (mostly indigenous) grape varieties being cultivated in the Province of Treviso as well as many different viticultural systems and trellising methods (including training vines up into trees).

LA VITE ED IL VINO

DELLA
PROVINCIA DI TREVISO

PER
ANGELO VIANELLO
Professore di Agricoltura
e
ANTONIO Dott. CARPENE
*Professore di Chimica
e Direttore Teorico della Società Enologica Triestina*

Da 25 Figure illustrate nel testo di una carta topografico-vegetale della Provincia di Treviso.



ROMA TORINO FIRENZE
ERMANN LOESCHER

1874

Fig. 2.



- Over in Piedmont, in 1895 Federico Martinotti, director of the Experimental Institute of Enology in Asti (Italy's *second* oldest enology school) developed and patented the technique of conducting the second fermentation in large pressurized temperature-controlled receptacles.
- In 1910, Eugène Charmat adopted an existing contraption called the autoclave (which was developed by a colleague of Louis Pasteur named Charles Chamberland in 1879) for producing sparkling wine.

- The autoclave technology was adopted by the Enology School and refined for use in the production of sparkling wines in the Conegliano Valdobbiadene area around 1910. Shortly thereafter WW I broke out.
- It was not until the post-war economic resurgence of Italy in the mid-1950s and '60s that the autoclave became diffused throughout the area of Conegliano Valdobbiadene and the modern sparkling wine industry was born.

- Up to this point, most wine produced in Conegliano Valdobbiadene, both still and fizzy, was either consumed within the area or exported to the wine bars of Venice.
- The Bellini cocktail was christened by Harry Cipriani of Harry's Bar in Venice in 1948 and bubbly Prosecco became a symbol of post-war *Bella Vita* in Italy.

{NB: most Italians traditionally preferred their Prosecco unadulterated (and most still do!). The Spritz was created during the Austrian Habsburgs' occupation of Venice (1849 to 1861), and recently revived by young Americans—and young Italians—as a light colorful *aperitivo*.}

- The Bellini arrived in America in the 1970s like a Trojan Horse that took the country by storm. This was how most Americans first tasted Prosecco.
- A *Consorzio Tutela* for Prosecco of Conegliano Valdobbiadene was created in 1962 and a DOC for Prosecco and Cartizze was granted in 1969, one of Italy's first. [The Italian DOC system was created in 1963.]
- International popularity of the wine grew, steadily accelerating, and has skyrocketed over the past decade to the tremendous popularity it enjoys today.
But there was a problem....

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PARIS HILTON
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RICH® Prosecco

IT'S MORE THAN A DRINK. IT'S A FEELING.



IV. 2009

A decisive year for Prosecco.

- By this time the wine was well known throughout the world and still growing rapidly in popularity. But **the name was not officially recognized outside Italy and was not legally tied to its specific area of origin, leaving it wide open to counterfeit and abuse.**
- Another problem: the name “Prosecco” was used to indicate a wine, a grape variety *and* a production area, and **it is not possible to name a wine growing area after a grape variety.**

2009:

A decisive year for Prosecco.

Three major things happened:

1. An entirely new appellation called Prosecco DOC was created covering a vast area spanning 2 regions and 556 townships.
2. The territory of Conegliano Valdobbiadene, birthplace of Prosecco, was upgraded to DOCG status.
3. The name of the principal grape variety—Prosecco—was changed to Glera (an historical synonym) so the name could be used for the growing area.

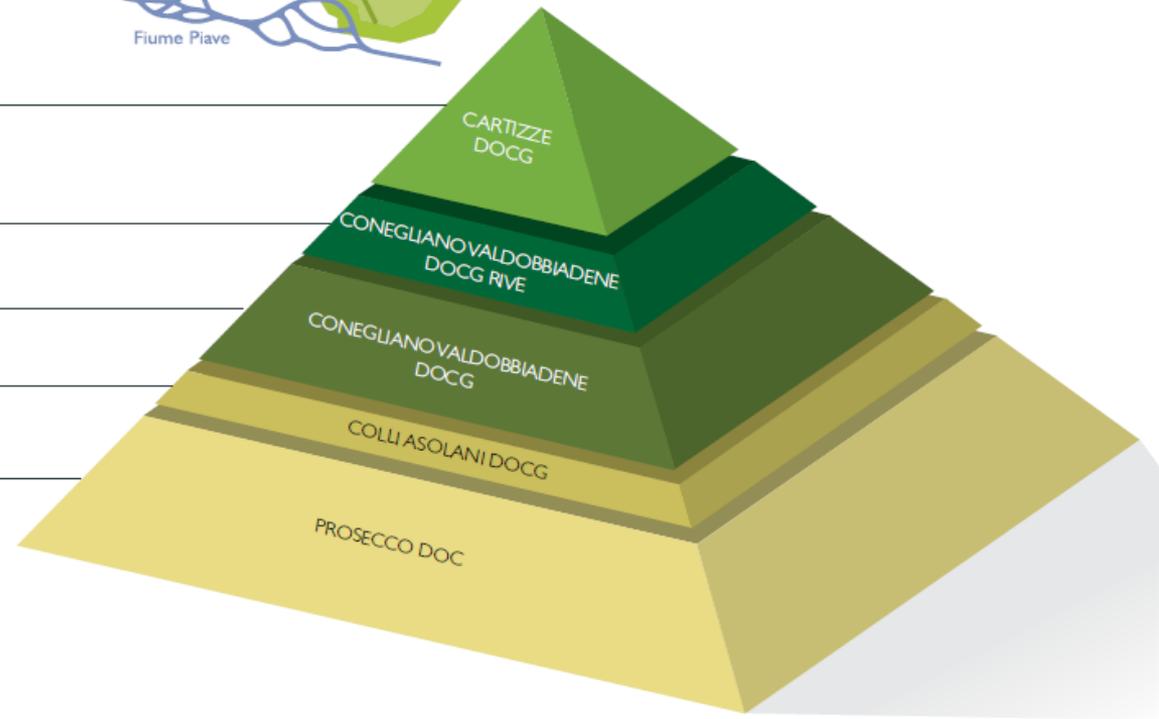
V. The World of Prosecco



THE WORLD OF PROSECCO



- Valdobbiadene Superiore di Cartizze DOCG
107 hectares
- Conegliano Valdobbiadene DOCG Prosecco Superiore Rive **43 "Rive"**
- Conegliano Valdobbiadene DOCG Prosecco Superiore **15 municipalities**
- Colli Asolani DOCG Prosecco Superiore **17 municipalities**
- Prosecco DOC Treviso **95 municipalities**
Prosecco DOC **556 municipalities**



THE WORLD OF PROSECCO (2015 FIGURES)



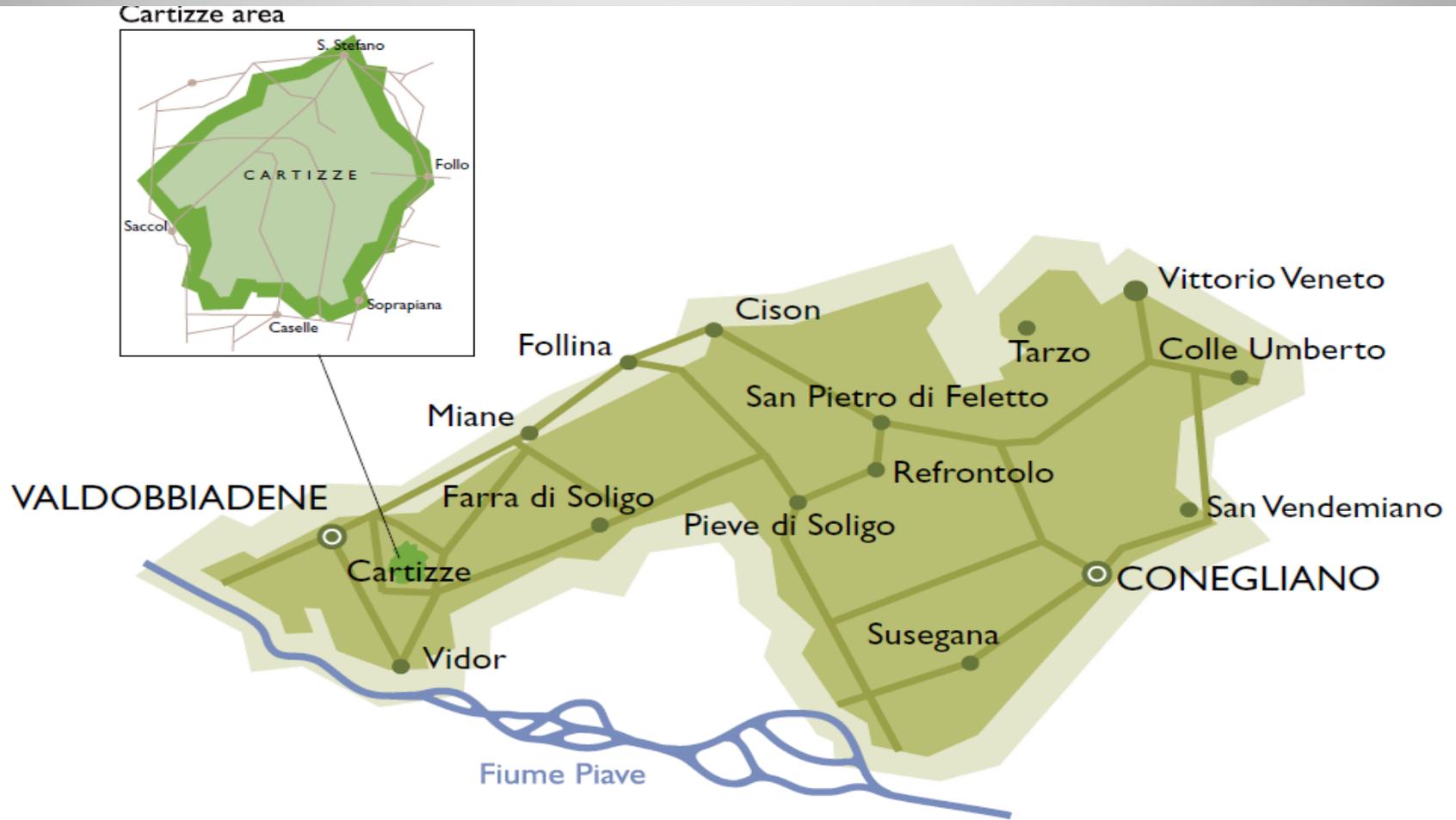
	Conegliano Valdobbiadene DOCG	Prosecco DOC
Production (in bottles)	83.698.000	355.000.000
Production area (ha)	7.191	20.000
Sparkling wine producers	183	356

Missing numbers:

- There are only 183 wineries in the DOCG area, but 3,423 registered grape farmers who supply them. This creates a close synergy and mutual interdependence between growers and bottlers.
- Work Hours per Hectare per year:
 - 150 hours per hectare per year in in the DOC
 - 600-800 Hours/hectare/year in ConVal DOCG
- Growing Area:

The available surface area in ConVal DOCG is strictly limited by the extreme topography, whereas the DOC territory is expandable. (3,000 hectares were added to the DOC appellation last year.)

VI. The Conegliano Valdobbiadene Territory



- The Conegliano Valdobbiadene area consists of an east-west running chain of hills deriving from the collision of tectonic plates that created the Alps and caused the raising of areas formerly under water.
- Altitude ranges from about 50 to 550 meters above sea level, and the hills increase in both altitude and steepness from the eastern section to the west.
- Behind the hills (to the north) are the Dolomite Mountains, which create a rocky barrier for harsh northern temperatures, while in front is the Piave River valley and a flat plain to the Adriatic Sea, bringing sea breezes and a semi-marine climate.
- Rainfall, at about 50 inches/year, is fairly high. But due to the loose and/or shallow soil and slope, as well as nearly constant light breezes, this creates no problems.

- Vines are planted only on the south-facing side of the hill chain though, given the contours of the hills and deeply etched ravines, there is a great variation of expositions and micro-climates.
- Vines have been custom-tailored to the shape of the hills by hand over millennia in total symbiosis with nature. Many areas consist of steep earthen terraces where all vineyard work must be done exclusively by hand. Many sites are inaccessible to vehicles and grapes must often be transported out by hand.
- The meeting of Alpine and Mediterranean climates, along with the topography of the hills, creates a very interesting and complex growing region.



Consorzio di Tutela



PROSECCO SUPERIORE
DAL 1876

Mosaic of Microclimates



The eastern (Conegliano) section of the hills was re-molded millions of years ago by glacial activity of the Dolomites. Gently sloping hills with gradients of 40-50%. Predominantly **alluvial and morainic soils** are relatively deep and consist of small rocks, sand, and clay in different combinations. Some areas are particularly rich in iron oxides giving the earth a rust-red color.

Conegliano



The western section (Valdobbiadene) was much less affected by glacial activity and consists of very steep hills with extreme contours that have been further defined by erosion and ravines. The largely shallow soils of marine origin are composed primarily of **marls, sandstone, compressed clay, and conglomerates** with marine deposits.

Rive di Farra di Soligo (Valdobbiadene)



Vidor



VII. The ConVal Prosecco DOCG Appellation

3 Types:

- 1. Spumante ('Foamy'). Minimum 3.5 bar of pressure. Accounts for 95% of current production.
- 2. Frizzante ('Fizzy'). 1 to 2.5 (max) bar of pressure
- 3. Tranquillo ('Still')

The ConVal Prosecco DOCG Appellation

3 Categories of Residual Sugar:

- 1. Dry—17-32 grams of residual sugar
- 2. Extra-Dry—12-17 grams
- 3. Brut—0-12 grams of residual sugar

(The terms 'extra-brut' and 'nature' are not permitted.)

The ConVal Prosecco DOCG Appellation

'Taking the foam' (spumantizzazione)

Two basic ways to make it sparkle:

1. Autoclave (Charmat, Martinotti, “Italian Method”)
2. Second fermentation in bottle (“Rifermentato in Bottiglia”):
 - A. Traditional Method (Col Fondo, Sul lievito) without disgorgement.
 - B. Classic Method with disgorgement

The ConVal Prosecco DOCG Appellation

Grape Varieties:

Prosecco must consist of at least 85% Glera.

Up to 15% of other authorized grape varieties may be added. Four indigenous varieties:



Four International varieties may also be used for Spumante only: Chardonnay, Pinot Grigio, Pinot Bianco and Pino Nero (vinified in white).

Labeling

- Prosecco DOCG may be labeled as “Conegliano Valdobbiadene” or “Conegliano” or “Valdobbiadene” Prosecco (according to provenance of grapes).
- The term “***Superiore***” applies ONLY to the Spumante version of ConVal DOCG.
- **Rifermentato in Bottiglia** (Re-Fermented in Bottle) is the term officially used to indicate a sparkling Prosecco that has undergone its second fermentation in bottle.
- **Millesimato** indicates a wine made from a single vintage (85% minimum), which is listed on the bottle.

Labeling

RIVE: In 2009 a system of single village (or hamlet) designations was created. The word '**Rive**' on the label (followed by the name of the particular designation) indicates a Prosecco Superiore made entirely of grapes from one of the designated Rive. Rive must be vintage dated and hand-harvested, and the yield is lower (max 13,000 kilos per hectare instead of 13,500). There are currently 43 Rive.

VIII. THE WINES





VETTORI

VETTORI



VALDOBBIADENE
Denominazione di Origine Controllata e Garantita
EXTRA DRY



Valdobbiadene Prosecco Superiore DOCG Extra Dry

Naturale eleganza di un piacere sottile e delicato.

VITIGNI

Glera e una piccola percentuale di vecchie varietà

ZONA DI PRODUZIONE

Colline di Col San Martino

ALTITUDINE

Da 250 m a 315 m slm

VINIFICAZIONE

Base spumante ottenuta da una vinificazione in bianco, pressatura soffice e fermentazione a temperatura controllata. Rifermentazione col metodo Martinotti in autoclave per 40 giorni.

CARATTERISTICHE ORGANOLETTICHE

Colore: giallo paglierino con riflessi verdognoli.
Profumo: armonico e delicato con sentori floreali di acacia e glicine, e frutati, in particolare mela golden, pera e pesca.

Sapore: fresco e armonico accompagnato da un perlage cremoso.

DATI ANALITICI

Alcol:	11% vol.
Residuo zuccherino:	14 gr/l
Acidità:	6,3 gr/l

TIPO DI CONSUMO

Ideale per il momento dell'aperitivo, accompagna molto bene anche antipasti e primi di pesce e verdure. L'effervescenza abbinata ad una buona amabilità permette di assaporare al meglio dolci di pasticceria a fine pasto.

Va servito su calici alla temperatura di 8-10 °C.

Conegliano Valdobbiadene Prosecco Superiore DOCG Extra Dry "Annozero"



Grape Varieties:

90% Glera, 10% Bianchetta and Verdiso

Vineyards:

Crode and Pecol, from 200 to 300 meters above sea level

Harvest Time:

the last ten days of September

Technology applied:

primary fermentation occurs in stainless steel tanks for 10 days. The secondary fermentation occurs in stainless steel pressure tanks at a temperature of about 14-15° C. The duration of the entire cycle is about 50 days.

Alcohol Content:

11,5% vol.

Total acidity:

6 g/l

pH:

3,20

Residual sugar:

14 g/

BRUNEI BRUT

Valdobbiadene Prosecco Superiore DOCG



The grapes from this wine come from the hamlet of Colbertaldo in Vidor.

It is the lower portion of a hillside vineyard with strata of alluvial sediment. The area's microclimate is dominated by higher than normal temperature excursions which lead to a later flower period and ripening time. The grapes picked from this vineyard are noted for their green apple acidity.

VINEYARD LOCATION "Brunei" in the hamlet of Colbertaldo in Vidor.

VARIETALS 85% Glera, 10% Bianchetta, 5% Verdiso.

TRELLISING Double-arched cane.

HARVEST TIME 10-15 September.

ALCOHOL 11,5%

RESIDUAL SUGAR 9.5 g/l.

TOTAL ACIDITY 5,9 g/l.

TOTAL SULFUR 95 mg/l.

COLOR Light straw yellow.

PERLAGE Fine and persistent.

AROMAS fragrant balance of floral and fruity notes; unripe pear, green apple, lychee, thyme, jasmine flower.

TASTE Golden apple; fresh and harmonious; savory; the acidity is noticeable.

SERVING SUGGESTIONS A friend of ours invented "scampi Mojito", raw shrimp drenched in olive oil with some lime and mint; the dishes should be clean, fresh and light, or, like all Prosecco, just drink it alone.

SERVICE 8- 9° C (46°- 48° F).

Rive di Colbertaldo





Rive di San Pietro Barbozza





CONTRADA GRANDA BRUT

Rive di Ogliano - Conegliano Valdobbiadene Prosecco Superiore Docg

Type: Spumante Brut

Variety: 100 % Glera

Alcohol content: 11.50% vol.

Analysis: pH 3.25 – total acidity 5.70 g/l - sugar 7.0 g/l

Physical characteristics: (carbon dioxide pressure at 20°C Bar): 5.0 ± 0.5

Production area: Conegliano - Ogliano

Type of terrain: hilly, morainic – alluvial with Würm glaciation deposits, medium texture containing chalk

Elevation: approx. 170 m.a.s.l.

Harvest: end of August/beginning of September

Fermentation: primary fermentation takes place at controlled temperature on selected yeasts

Prise de mousse: at low temperature in tanks

Ageing in bottle: approx. 1 month

Serving temperature: 6 - 8 °C

Serve preferably in: Conegliano Valdobbiadene wine glass

Indicate in wine list:

Masottina "Contrada Granda Brut" - Rive di Ogliano

Conegliano Valdobbiadene Prosecco Superiore Docg

Conegliano - Treviso

Tasting Notes

Foam: crystalline with incredibly fine persistent perlage.

Colour: pale straw.

Nose: fresh and clean, it immediately charms our senses with a mix of citrus fruit: grapefruit, limes and lemons, continuing with fragrances of crisp green apples, white flowers, white peaches and slight spicy hints.

Palate: good structure and persistence, soft and silky with an elegant hint of fresh citrus fruit. Extraordinary balance of aroma and flavour, which recalls the notes of citrus fruit and green apples, enhanced by elegant minerals and a hint of spices. Low residual sugar exalts the flavour. The end taste is dry and aromatic.

Characteristics: a very refined wine full of exquisite character. Typical of the Ogliano micro-zone, it incorporates aromatic intensity, balanced structure and excellent persistency.

Serving suggestions... and more besides: Its elegance alone is enough. Excellent as an aperitif, it can be served with different types of dishes: raw fish, shellfish first courses, but also with a refined meat or fish tartare on lightly toasted bread with a drizzle of extra virgin olive oil. Appeals to those with a refined personality who go beyond fashion fads.

Rive di Ogliano (Conegliano)





VALDOBBIADENE SUPERIORE DI CARTIZZE DOCG

Zona di produzione: Cartize e' una piccola area collinare di 106 ettari di vigneto compresa tra le frazioni di Santo Stefano e S. Pietro di Barbozza del comune di Valdobbiadene, all'interno della quale si trova il vigneto 'La Rivetta' di proprieta' di Villa Sandi. Un vero e proprio cru che nasce da una perfetta combinazione fra un microclima dolce ed un terreno antichissimo con arenarie calcaree ed argille.

Gradazione: 11,5% vol

Tenore zuccherino: 12 g/l

Colore: ha un colore giallo paglierino scarico, perlage intenso, fine e persistente.

Bouquet: intensamente fruttato con evidenti note di mela golden, macedonia di frutta esotica e agrumi; persistente la nota floreale che ricorda i fiori d'acacia e il glicine.

Gusto: fresco, asciutto, secco ed austero, ma allo stesso tempo piacevolmente morbido; sviluppa in bocca una sottile spuma che libera delicate sensazioni fruttate.

Servire a: 6-8°C

IL CARTIZZE LA RIVETTA HA RICEVUTO L'AMBITISSIMO RICONOSCIMENTO 'TRE BICCHIERI' DEL GAMBERO ROSSO.

The Cartizze Sub-Zone

- Legendary site long known as the “Grand Cru” of Prosecco; actually a subzone of 107 hectares with 140 proprietors. An entire south-facing hillside amidst the hamlets of San Pietro di Barbozza, Santo Stefano and Saccol in the township of Valdobbiadene. Very steep slope from 300 meters down to the valley floor. Many different facets & micro-terroirs: **ancient soils comprised of marls, moraines, and sandstone**. Floral, mineral, aromatic herbs.
- Part of its fame came from the fact that, due to exceptional exposition, buds tended to open here first and be picked last, resulting in exceptional ripeness = lots of residual sugar after fermentation. Even after the diffusion of the autoclave, wines from Cartizze are typically made in the dry (17-32 g/l) style.



8. Conegliano Valdobbiadene Prosecco DOCG “A Fondo”

Le Vigne Di Alice

A Fondo - Prosecco DOCG frizzante

origin

Is made with Glera grapes from our hills, the traditional “sur lie”

how we make

After the primary fermentation, which malolactic fermentation, the wine is racked and decanted from the gross lees. It remain *sur lie* for four months: the final assemblage is made adding native yeasts and must before *tirage* (bottling). The wine undergoes its second fermentation. then given a further 3 months’ ageing before release.

Soil and vineyard

Soil type: mixed clayed, chalky soil of varying depths. The Carpesica hillsides have a surface layer rich in morainic residues of the ancient Piave glacier. Vineyard altitude is 180 m above sea level. Training system: Sylvoz. Planting density: 3500 vines per hectare. Harvest period: second half of September. Yield: around 70 hectolitres per hectare. Climate: temperate - cold winters and warm, well-ventilated, non-muggy summers. Considerable day/night temperature shifts, particularly during summer.

see

pale straw yellow with a light cloudiness

smell

green apple, white peach, litchi, peppermint, forsythia, honeysuckle

taste

savory with minerals, persistent

drink

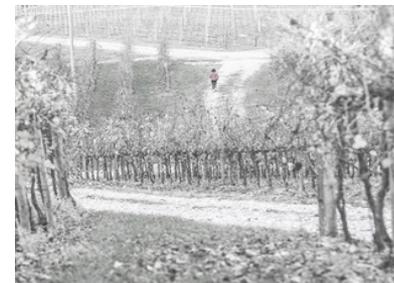
Alcohol 11% vol.; Sugar 0 g/l

Total acidity: 6 g/l

Pressure: 2,5 bar; Net Extract 21,60 g/l Sulfites: 2 mg/l

drink it with

a dinner with your best friend



“Primo Franco” Valdobbiadene Prosecco Superiore

DOCG 1992 Dry

Nino Franco

- 100% glera. 10.5% alc, 30 g/l sugar
- Winery founded in 1919 by Antonio Franco. Grandson Primo began working full-time in the winery along with his father Nino in 1992.
- “Primo Franco” debuted in 1983 and was one of the first vintage-dated proseccos.
- The 1992 Primo Franco was made native yeast fermentation.
- Golden Yellow color; some oxidation. Caramel aroma; baked apple, dried apricot. Flower petals, hint lacquer. Very subtle delicate but persistent mousse. Unfolds very slowly on palate. Almost creamy. Candied lemon peel acidity. Toasted hazelnut finish. Holding strong.
- Note: Primo stresses that this wine was not made with the intention to age it. But clearly disproves the notion that Prosecco must be drunk within a year or two.
- Importer: Terlato Wines

IX.The Future



The future is always hard to predict—one could have scarcely imagined that the little bubbly wine from the hills of Conegliano Valdobbiadene would go on to conquer the world. But in many ways Prosecco is a victim of its own success: Most everyone who drinks wine knows it, but most have developed well-defined ideas of what it is—and isn't—without really having had a chance to discover the classic area is capable of. The legislative changes of 2009 were absolutely necessary to protect and preserve Prosecco, but they created some difficulties too, especially for producers in Conegliano Valdobbiadene.

The biggest problem is the fact that most consumers are not aware there is more than one Prosecco, much less what the critical differences between them are. And most salespeople and even many wine professionals are not adequately equipped to explain it to them.

Inevitably, the hand-crafted DOCG Prosecco that comes from the steep hills with the unpronounceable name, and usually costs a few dollars more suffers. But there may be a silver lining:

Because DOCG producers—with limited growing area, lower yields and extremely high cost of production—cannot compete with DOC on price (not to mention profit margins), more and more of them are seeking to explore the particularities of their diverse growing area and long viticultural tradition, and find new ways of expressing them in their wines. Only by focusing on what is truly unique to the ConVal area can they hope to survive and prosper in today's marketplace.

It's an exciting time in the hills of Conegliano Valdobbiadene and everyone who loves wine stands to benefit by their successful efforts.

Please help spread the word about what makes
Conegliano Valdobbiadene Prosecco DOCG special.

GRAZIE!



PROSECCO SUPERIORE
DAL 1876