

# PROSECCO DOC CONSORTIUM



CAMPAGNA FINANZIATA AI SENSI DEL REGOLAMENTO CE N. 1308/2013  
CAMPAIGN FINANCED ACCORDING TO (EC) REGULATION NO. 1308/2013





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# Prosecco DOC - Timeline

## July 17, 2009 decree: recognition of Prosecco DOC

Product specification:

- Delimitation of the production area;
- Ampelography;
- Viticulture rules;
- Oenological practice;
- Characteristics;
- Labelling and presentation





# Area of production/terroir





# Variety of grapes



Minimum 85%

- Glera

Maximum 15%

- Verdiso
- Bianchetta trevigiana
- Perera
- Glera lunga
- Chardonnay
- Pinot



# Prosecco DOC - Features

- Freshness (well balanced sugar, sourness and foam)
- Lightness (moderate alcohol concentration)
- Soft scents (floral and fruity)
- Simplicity and elegance





# How to recognize Prosecco DOC



State label of DOC

**Every bottle of Prosecco DOC  
must have the State label**





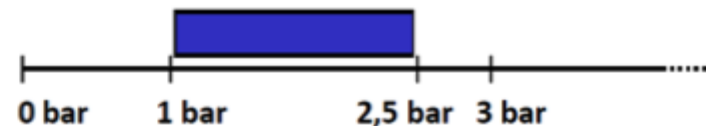
# Prosecco DOC - Types



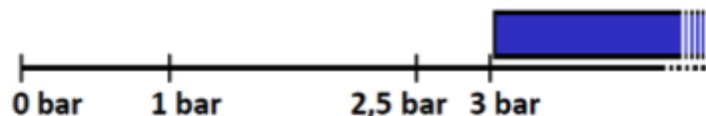
**Still (1%), pressure**



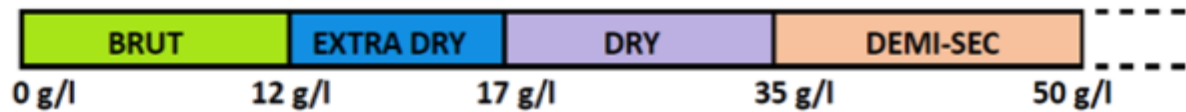
**Frizzante (23%), pressure**



**Spumante (76%), pressure**



**Prosecco DOC**



Sugar residual





# Prosecco DOC - Data



**20.000 hectares**

(16.500 Veneto and 3.500 Friuli Venezia Giulia regions)



**10.452 grape growers**



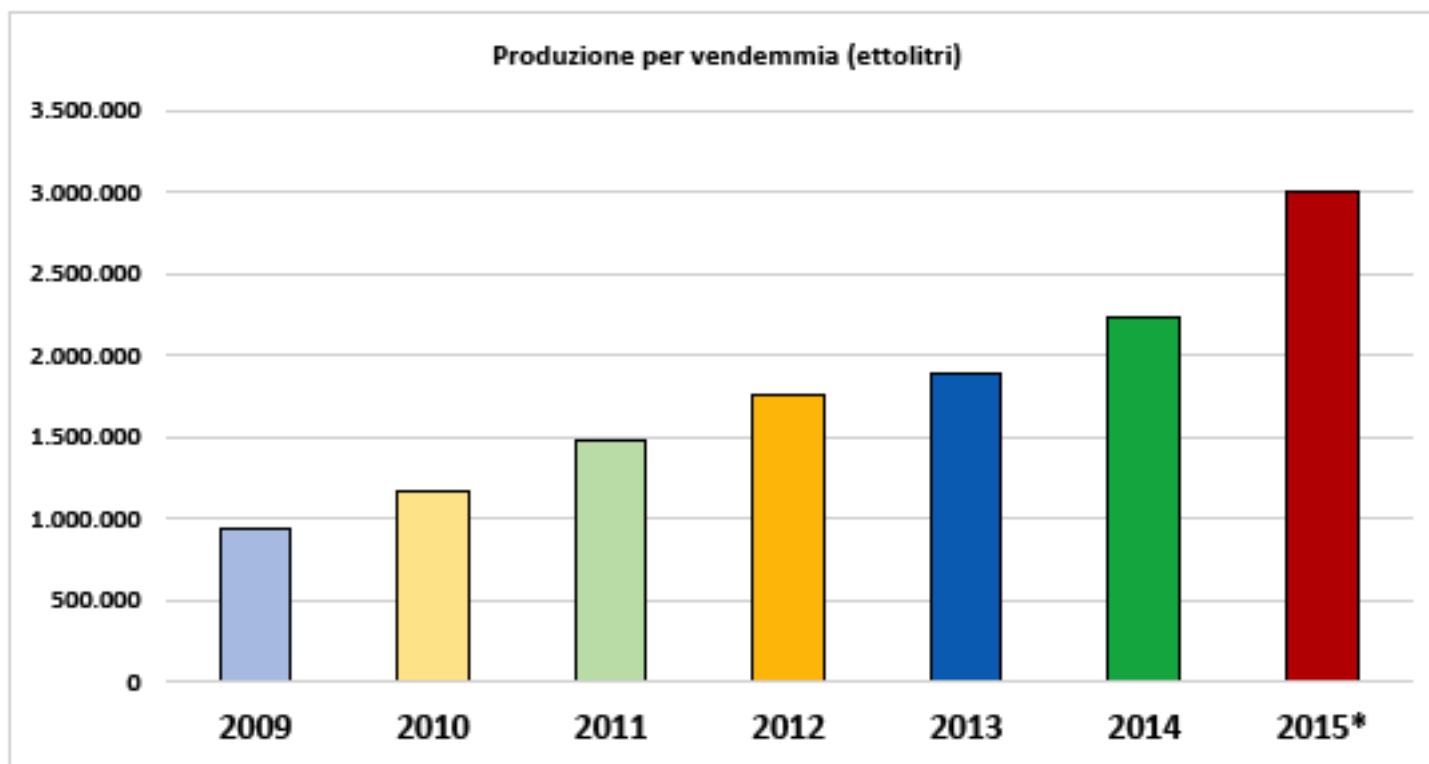
**1.201 wine producers**



**356 sparkling wine producers**

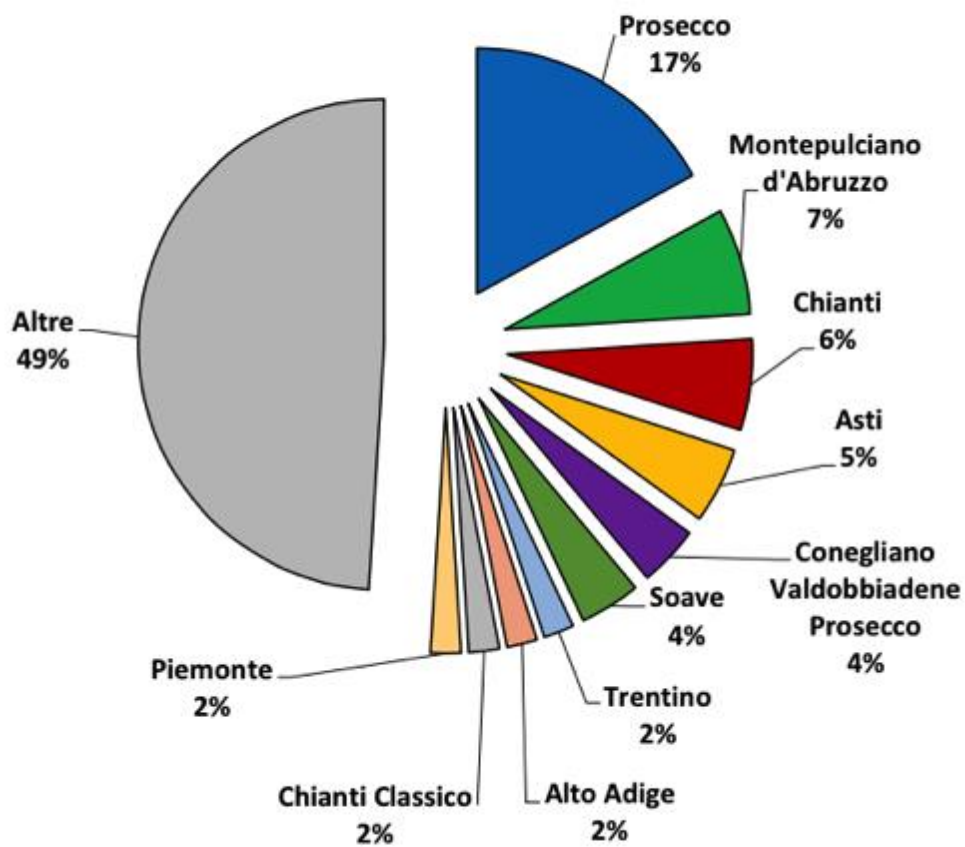


- The graphic shows the trend of Prosecco Doc produced in each grape harvest in hectoliters
- Thanks to this significant growth, Prosecco Doc becomes the mainly produced denomination in Italy





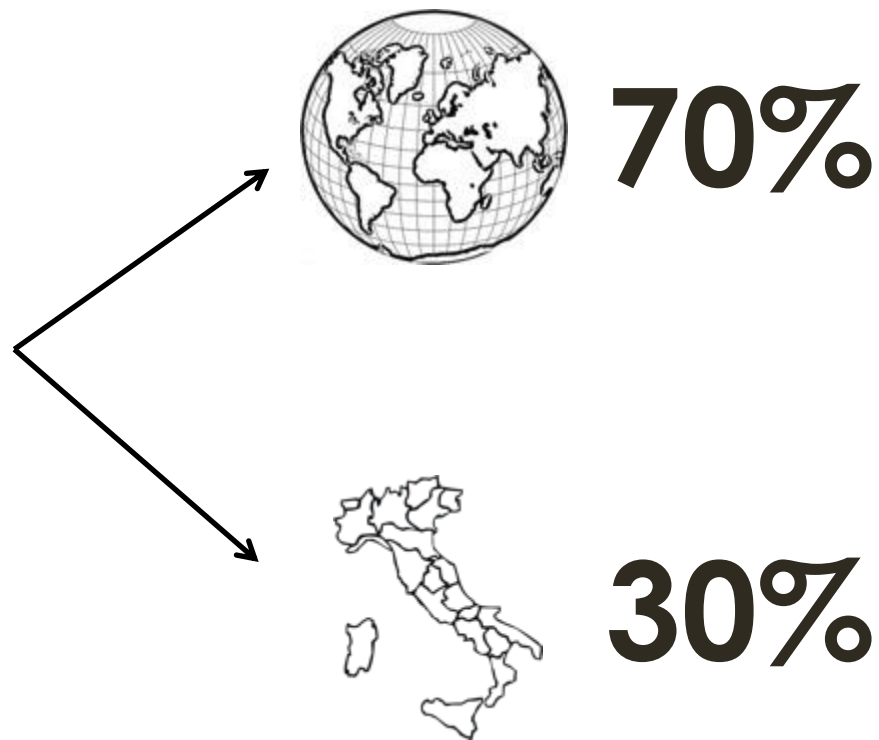
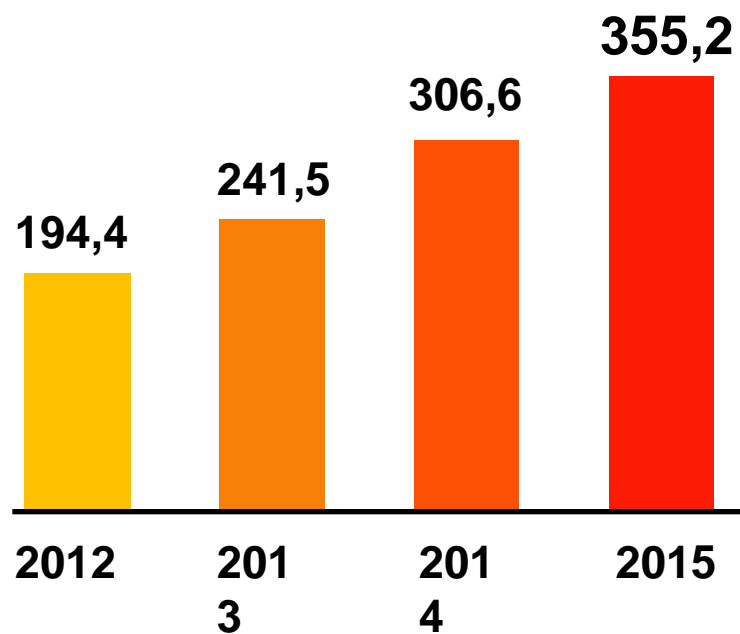
The 70% of the production (1.600.000 hectoliters) is exported, so Prosecco Doc is the Italian wine mainly present on the international markets



Percentage of the Italian certifications in the 2014



# Prosecco DOC - Production





# Principal export markets 2015

1°



UK 35,1% of total export

2°



USA 17,4% of total export

3°



Germany 16,7% of total export

# Export data 2015

Export Prosecco DOP 2015 (fonte elaborazione dati GTA)

	Prosecco DOP Totale (HL)					Prosecco DOP Spumante (HL)					Prosecco DOP Frizzante (HL)				
	2013	2014	2015	Δ% 15/14	% destination	2013	2014	2015	Δ% 15/14	% destination	2013	2014	2015	Δ% 15/14	% destination
Mondo	1.341.693	1.692.621	2.085.475	23,21	100,00	930.585	1.277.634	1.662.129	30,09	100,00	411.108	414.987	423.345	2,01	100,00
Regno Unito	293.304	493.379	732.723	48,51	35,13	283.252	480.589	707.519	47,22	42,57	10.052	12.790	25.204	97,06	5,95
Stati Uniti	229.079	295.628	362.556	22,64	17,38	214.261	278.520	349.421	25,46	21,02	14.818	17.107	13.135	-23,22	3,10
Germania	355.660	346.055	348.972	0,84	16,73	91.000	95.265	103.836	9,00	6,25	264.660	250.790	245.136	-2,25	57,90
Svizzera	75.198	80.468	83.810	4,15	4,02	70.704	74.871	80.281	7,23	4,83	4.494	5.598	3.529	-36,96	0,83
Austria	55.069	60.275	59.563	-1,18	2,86	34.454	38.046	33.743	-11,31	2,03	20.615	22.229	25.820	16,15	6,10
Francia	27.890	37.972	57.671	51,88	2,77	12.128	22.173	41.253	86,05	2,48	15.763	15.799	16.418	3,92	3,88
Belgio	30.954	43.419	51.446	18,49	2,47	28.131	40.720	48.273	18,55	2,90	2.823	2.699	3.174	17,60	0,75
Svezia	22.613	30.972	39.478	27,46	1,89	22.095	30.608	39.111	27,78	2,35	518	365	367	0,65	0,09
Paesi Bassi	45.464	42.245	37.323	-11,65	1,79	11.287	11.890	11.367	-4,40	0,68	34.177	30.355	25.955	-14,49	6,13
Canada	20.645	23.986	29.858	24,48	1,43	20.236	22.841	28.662	25,49	1,72	409	1.145	1.196	4,43	0,28
Norvegia	14.032	21.896	26.110	19,24	1,25	12.883	20.134	25.329	25,80	1,52	1.149	1.762	781	-55,69	0,18
Russia	16.311	25.123	20.987	-16,46	1,01	14.452	22.770	20.121	-11,63	1,21	1.859	2.353	866	-63,20	0,20
Australia	11.480	13.980	18.710	33,83	0,90	10.961	13.494	18.474	36,90	1,11	519	486	236	-51,51	0,06
Irlanda	10.332	14.902	18.428	23,66	0,88	3.943	4.609	5.136	11,44	0,31	6.389	10.293	13.292	29,13	3,14
Polonia	6.146	11.385	16.750	47,12	0,80	3.092	8.728	14.326	64,14	0,86	3.054	2.657	2.424	-8,77	0,57
Giappone	15.568	16.000	16.698	4,36	0,80	14.006	13.112	13.151	0,30	0,79	1.562	2.888	3.547	22,82	0,84
Spagna	13.289	15.624	16.188	3,61	0,78	1.806	2.541	4.174	64,29	0,25	11.482	13.083	12.014	-8,17	2,84
Repubblica Ceca	4.692	7.472	13.596	81,95	0,65	3.159	5.041	7.354	45,88	0,44	1.533	2.431	6.242	156,72	1,47
Cina	8.720	15.511	13.110	-15,48	0,63	7.378	14.410	11.646	-19,18	0,70	1.342	1.101	1.463	32,90	0,35
Messico	3.884	9.257	10.937	18,15	0,52	2.297	2.454	2.884	17,50	0,17	1.587	6.803	8.053	18,38	1,90
Lettonia	11.656	4.454	9.209	106,75	0,44	11.230	3.984	8.786	120,52	0,53	426	470	423	-9,99	0,10
Finlandia	5.692	8.088	8.970	10,90	0,43	4.566	6.996	7.807	11,60	0,47	1.126	1.092	1.163	6,42	0,27
Romania	3.222	4.322	7.069	63,56	0,34	2.045	2.949	5.301	79,76	0,32	1.177	1.373	1.768	28,75	0,42
Danimarca	4.069	5.164	6.537	26,59	0,31	3.329	4.511	5.572	23,51	0,34	740	653	966	47,80	0,23
Estonia	3.424	4.848	4.930	1,67	0,24	2.469	3.786	4.023	6,27	0,24	955	1.062	906	-14,70	0,21
Brasile	9.767	7.679	4.876	-36,50	0,23	7.269	5.679	4.119	-27,47	0,25	2.498	1.999	757	-62,15	0,18
Ucraina	3.503	3.419	4.656	36,20	0,22	3.077	2.857	3.735	30,72	0,22	426	562	922	64,02	0,22

# Export data 2015

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	2013	2014	2015	Δ% 15/14	% destination	2013	2014	2015	Δ% 15/14	% destination	2013	2014	2015	Δ% 15/14	% destination
Grecia	1.829	3.337	4.608	38,11	0,22	1.646	2.972	4.245	42,81	0,26	183	364	364	-0,21	0,09
Emirati Arabi Uniti	1.721	2.601	3.717	42,88	0,18	1.715	2.464	3.426	39,01	0,21	6	137	291	112,37	0,07
Thailandia	3.016	1.797	3.439	91,41	0,16	2.915	1.762	2.134	21,11	0,13	101	35	1.305	3633,71	0,31
Lituania	2.311	3.142	3.270	4,08	0,16	1.869	2.732	2.817	3,11	0,17	442	410	453	10,59	0,11
Hong Kong	2.275	2.618	3.062	16,96	0,15	1.948	2.156	2.713	25,82	0,16	327	462	349	-24,39	0,08
Slovacchia	1.461	2.545	2.674	5,07	0,13	771	1.562	1.496	-4,22	0,09	690	983	1.178	19,82	0,28
Singapore	2.140	2.162	2.471	14,31	0,12	2.056	1.992	2.407	20,87	0,14	84	170	64	-62,45	0,02
Cipro	1.381	1.106	2.432	119,81	0,12	961	822	2.164	163,39	0,13	419	285	267	-6,05	0,06
Malta	1.147	1.632	2.311	41,62	0,11	1.077	1.547	2.148	38,83	0,13	70	85	163	92,79	0,04
Croazia	765	1.210	2.117	74,99	0,10	611	946	1.794	89,56	0,11	154	263	323	22,63	0,08
Nuova Zelanda	513	1.239	2.005	61,87	0,10	408	1.175	1.925	63,90	0,12	104	64	80	24,70	0,02
Bulgaria	785	1.488	1.958	31,55	0,09	613	1.317	1.751	32,94	0,11	172	171	207	20,84	0,05
Ungheria	1.006	1.262	1.780	41,05	0,09	625	831	1.315	58,29	0,08	381	431	465	7,83	0,11
Israele	2.514	2.057	1.572	-23,59	0,08	2.376	2.037	1.563	-23,30	0,09	137	20	9	-53,50	0,00
Nigeria	455	1.223	1.551	26,80	0,07	210	1.060	1.538	45,10	0,09	245	164	14	-91,66	0,00
Rep. dominicana	424	535	1.333	148,90	0,06	387	500	1.122	124,30	0,07	37	35	211	498,25	0,05
Portogallo	583	1.195	1.324	10,84	0,06	360	1.020	1.225	20,18	0,07	223	175	99	-43,53	0,02
Serbia	653	853	1.188	39,34	0,06	631	837	1.159	38,54	0,07	22	16	29	81,45	0,01
Corea del Sud	422	1.026	1.168	13,88	0,06	410	995	1.152	15,73	0,07	12	31	16	-46,58	0,00
Lussemburgo	977	1.068	1.167	9,25	0,06	924	1.029	1.119	8,72	0,07	53	40	49	22,93	0,01
Turchia	528	864	979	13,32	0,05	439	839	864	2,99	0,05	89	25	115	356,86	0,03
Slovenia	446	676	915	35,31	0,04	378	573	802	40,13	0,05	69	103	112	8,60	0,03
Albania	394	401	912	127,15	0,04	355	314	398	26,59	0,02	38	87	514	490,55	0,12
Taiwan	1.099	930	891	-4,26	0,04	996	916	879	-4,10	0,05	103	14	12	-14,39	0,00
Vietnam	188	303	752	148,63	0,04	188	303	519	71,47	0,03	0	0	234		0,06
Sudafrica	690	469	724	54,28	0,03	609	464	672	44,80	0,04	81	6	52	851,65	0,01
India	383	552	712	28,99	0,03	294	510	712	39,54	0,04	89	42	0	-100,00	0,00



# Prosecco DOC Consortium - Activities

- DOC management
- Protection and surveillance
- Promotional activities







# Promotional Activities



**Ermitage and  
Master Bashmet**

# Promotional Activities



**SUPERBIKE World Championship**



# International Protection Activities

GI protection

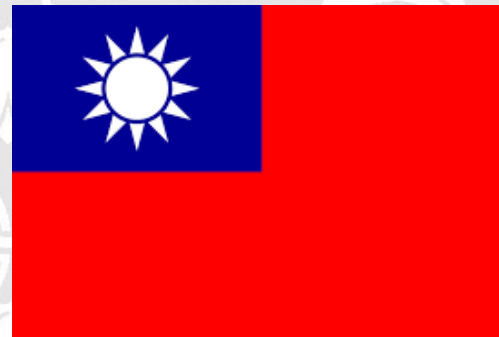


Mark protection





# **STRATEGY AND EVOLUTION OF THE PROSECCO DOC CONSORTIUM IN CHINA and TAIWAN**



# 2016 Prosecco Doc Consortium Area of reference





# Activities

## **TRAINING ACTIVITY**

Masterclass

Classes at Universities and Wine Institutes

## **COMMUNICATION**

Newsletter and Wechat

## **EVENTS**

Wine Tastings, Media Events, Incoming in Italy

## **CASA PROSECCO**



# TRAINING ACTIVITIES

In **2014, 2015, 2016** Prosecco DOC Consortium has developed a strategy in **China**, with the aim of spreading the **culture of Prosecco Doc**, through the development of:

- A network of  **TRAINING INSTITUTES**  
**UNIVERSITIES**  
**WINE EDUCATORS**
- A network of **200 BRAND AMBASSADOR**



# TRAINING ACTIVITIES

**SHANGHAI > 9 Luglio 2016**

TASTE SPIRIT WINE ACADEMY

**BEIJING > 15 Maggio 2016**

PECHINO UNIVERSITY - China Agricultural University

**NANJING > 24 Aprile 2016**

NANJING UNIVERSITY

**XI'AN > 9 Aprile e 4 Giugno 2016**

NORTH WEST AGRICULTURE UNIVERSITY

**XIAMEN > 27 giugno -2 Luglio 2016**

XUNWEI WINE & HOSPITALITY SCHOOL

**TAIPEI > Dicembre 2016**

TAIWAN WINE ACADEMY





# TEACHING MODULE \* Index

TRAINING MODULE	TOPICS	N.° HOURS
A	INTRODUCTION ON SPARKLING WINES MARKET DATA PRODUCTION METHODS	4
B	VARIETIES OF GRAPES FOR SPARKLING WINES ENOGRAPHY - WINEMAKING REGIONS	4
C	PROSECCO DOC - FEATURES PROSECCO DOC - HISTORY AND PRODUCTION AREA	2
D	PROSECCO DOC WINE TASTING	1
E	STORING AND SERVING PROSECCO DOC PAIRING PROSECCO DOC WITH CHINESE CUISINE	2
F	PROSECCO DOC WINE TASTING	1



# SHANGHAI 2014 \* MASTERCLASS





# SHANGHAI 2015

## PROSECCO DOC PROFESSIONAL CLASS





# TAIPEI 2015 \* MASTERCLASS



Wine Region	2013	2012	2011
Prosecco	1,234,567	1,123,456	1,012,345
Other Regions	987,654	876,543	765,432
Total	2,222,221	2,000,000	1,777,777



PROSECCO DOC PRODUCTION  
ARTICLE 3 GRAPE GROWING

普羅塞克DOC法定產區程序指導方針  
第三章葡萄種植區域

Grapes destined for the production of DOC (Controlled Designation of Origin) Prosecco wines must be grown in the area which includes the provinces of Treviso, Udine, Gorizia, Pordenone, and Trieste.

普羅塞克DOC法定產區所採用的葡萄必須在以下所列的幾個省區種植。

- Treviso 特雷維索
- Udine 烏迪內
- Gorizia 戈里齊亞
- Pordenone 波爾登諾內
- Trieste 特利耶斯泰





# XI'AN 2016 \* PROSECCO DOC COURSE

COLLEGE OF ENOLOGY

NORTHWEST AGRICULTURE & FORESTRY UNIVERSITY





# NANJING 2016 \* PROSECCO DOC COURSE

NANJING TECH UNIVERSITY PUJIANG INSTITUTE  
INTERNATIONAL HOSPITALITY & DIETARY CULTURE COLLEGE





# BEIJING 2016 \* PROSECCO DOC COURSE

CHINA AGRICULTURAL UNIVERSITY - BEIJING





# SHANGHAI 2016 \* PROSECCO DOC COURSE

## TASTE SPRIT WINE ACADEMY







# XIAMEN 2016 \* PROSECCO DOC COURSE

## XUNWEI WINE & HOSPITALITY SCHOOL





# COMMUNICATION

- Periodical **newsletter** and **wechat news** on the Prosecco Doc Consortium, wines, activities
- Database of about **3000 professional in the wine sector**:
  - ✓ Importers
  - ✓ Media
  - ✓ Wine educators
  - ✓ Sommelier
  - ✓ Associated wineries
  - ✓ Food&Beverage Professionals

# NEWSLETTER

**PROSECCO DOC**  
普罗塞克DOC法定产区葡萄酒  
e-NEWSLETTER

Issue NO. 1 / 2014 / EN

Italian / 中文

**PROSECCO DOC**  
普罗塞克DOC法定产区葡萄酒

**TERRITORY OF ORIGIN**  
原产地范围

Prosecco DOC is an Italian sparkling dry wine, produced from Glera grapes grown in the Prosecco region of Italy.

The number of Italy and more specifically, the territories of its provinces of Veneto region.

普罗塞克DOC法定产区葡萄酒是意大利十年生葡萄藤上生产的一种起泡酒，由意大利威尼托大区普罗塞克法定产区种植的格拉葡萄所酿成。

意大利威尼托大区，普罗塞克法定产区，是意大利起泡酒的主要产区。

**CONSORZIO DI TUTELA DELLA DOC PROSECCO**  
普罗塞克DOC协会

The Consorzio di Tutela della DOC Prosecco is an institution aimed at promoting, safeguarding and enhancing the reputation of Prosecco.

普罗塞克DOC协会旨在推广、保护和提升普罗塞克DOC的声誉。

**MAIN PURPOSES OF THE CONSORZIO DI TUTELA DELLA DOC PROSECCO**  
普罗塞克DOC协会的主要目的

To protect and safeguard the quality of the product.

保护产品质量。

CAMPAGNA FINANZIATA AI SENSI DEL REGOLAMENTO CE N. 1308/2013  
CAMPAIGN SUPPORTED BY REGULATION EC N. 1308/2013

意大利国旗 欧盟标志

**PROSECCO DOC**  
e-NEWSLETTER!

The Prosecco Doc Consortium has organized in 2014 a project of communication and training/education in China. It included many activities like the Prosecco Doc communication system, promotional events and wine tastings, the launch of the partnership with the best Chinese cooking schools and a three-day training course: the Prosecco Doc Certification Program, which was attended by 40 key wine operators active in the Chinese market, including other cities in China. The participants have taken a final exam and during the graduation ceremony, attended by the President and the Director of the Prosecco Doc Consortium, they have got the prestigious Prosecco Doc Professional Certificate. In 2015 the Prosecco Doc Consortium continues the activities undertaken in the Chinese market, of multiple levels and through different actions.

**TRAINING/EDUCATION**

**COMMUNICATION**

**PROMOTION**

**PARTNERSHIP COOKING SCHOOLS**

**PROSECCO DOC IN THE WORLD**

CAMPAGNA FINANZIATA AI SENSI DEL REGOLAMENTO CE N. 1308/2013  
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意大利国旗 欧盟标志

**PROSECCO DOC**  
e-NEWSLETTER!

**EXPO 2015**  
PADIGLIONE DEL VINO (WINE PAVILION)  
PROSECCO DOC AT EXPO 2015  
AQUAE VENEZIA 2015

**PADIGLIONE DEL VINO**

**PROSECCO DOC AT EXPO 2015**

**AQUAE VENEZIA 2015**

CAMPAGNA FINANZIATA AI SENSI DEL REGOLAMENTO CE N. 1308/2013  
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**PROSECCO DOC**  
普罗塞克DOC法定产区葡萄酒  
e-NEWSLETTER

Issue NO. 1 / 2014 / EN

Italian / 中文

**PROSECCO DOC MASTER CLASSES**  
普罗塞克DOC大师课程

**PROSECCO DOC CERTIFICATION CEREMONY**  
普罗塞克DOC认证典礼

From November 24 to 26 the Prosecco DOC Advanced Certification Program was held at Shanghai Sany's Restaurant in Cheng.

On November 26th, the Prosecco DOC Certification Ceremony and master class took place at Shanghai Sany's Restaurant.

11月24至26日，普罗塞克DOC认证典礼与大师课程在上海Sany餐厅举行。

**PROSECCO DOC - PARTNERSHIP WITH COOKING SCHOOLS**  
普罗塞克DOC法定产区葡萄酒与中国烹饪学校合作

During the event, President Daniela Zanone and Managing Director Luisa Gallo also had the opportunity to meet the leaders of the two most important Chinese Cooking Schools.

活动期间，Daniela Zanone主席和Luisa Gallo首席执行官有幸与中国最重要的两所烹饪学校——新东方烹饪学校和上海新东方烹饪学校——领导人会面。

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意大利国旗 欧盟标志

**PROSECCO DOC**  
普罗塞克DOC法定产区葡萄酒  
e-NEWSLETTER

Issue NO. 1 / 2014 / EN

English / 中文

**PROSECCO DOC MASTER CLASSES**  
普罗塞克DOC大师课程

**PROSECCO DOC CERTIFICATION CEREMONY**  
普罗塞克DOC认证典礼

From November 24 to 26 a select group of qualified wine professionals and media will attend the Advanced Prosecco DOC Certification Program in China.

11月24至26日，上海Sany餐厅，一群精英葡萄酒专业人士和媒体将参加普罗塞克DOC认证典礼。

On November 26th, the Prosecco DOC Certification Ceremony and master class will be held at Shanghai Sany's Restaurant.

11月26日，上海Sany餐厅将举行普罗塞克DOC认证典礼与大师课程。

CAMPAGNA FINANZIATA AI SENSI DEL REGOLAMENTO CE N. 1308/2013  
CAMPAIGN SUPPORTED BY REGULATION EC N. 1308/2013

意大利国旗 欧盟标志

**PROSECCO DOC**  
e-NEWSLETTER!

**"PROSECCO DOC" CLASSES" IN SHANGHAI"**

During the 2015 incoming Italy-Chinese wine experts in the Prosecco Doc territory, 10 had been signed an agreement of cooperation between the prestigious Shanghai Trade School and the Prosecco Doc Consortium. This agreement allowed the teaching of a model about Prosecco Doc without the school, managed by Mr. Cao Guoyu.

The study of Prosecco Doc at the Shanghai Trade School will occupy 144 hours. The students will approach to the world of Prosecco Doc thanks to this school course. The signature of the agreement represents a very important step in the path of a hoped-for cooperation between Prosecco Doc Consortium and the Shanghai Trade School.

The classes will be focused on: the territory of production of Prosecco Doc; the method of production from the harvest to the bottling; the quality of wine; the best way to serve and store it.

This very important step in Prosecco Doc history marks the beginning of a fruitful collaboration.

Prosecco Doc proved to hold the leading position in wine of excellence and also a symbol of the made in Italy quality.

CAMPAGNA FINANZIATA AI SENSI DEL REGOLAMENTO CE N. 1308/2013  
CAMPAIGN SUPPORTED BY REGULATION EC N. 1308/2013

意大利国旗 欧盟标志

**PROSECCO DOC**  
e-NEWSLETTER

**2014 ACTIVITIES**

During 2014 the Consortium has organized a project of communication, promotion and training in China that included several activities.

- COMMUNICATION: monthly newsletters with information about Prosecco Doc.
- PROMOTION EVENTS: tasting events in Shanghai with gourmet and lifestyle representatives, VIPs, chefs, artists, business leaders and decision influencers.
- MASTERCLASS "PROSECCO DOC CERTIFICATION PROGRAM" HELD IN SHANGHAI BETWEEN NOVEMBER 24TH AND 26TH, 2014: it was attended by 40 key wine operators active in the Chinese market. During the graduation ceremony, officiated by the President and the Director of the Prosecco Doc Consortium, the participants got the prestigious Prosecco Doc Professional Certificate.
- COOKING SCHOOLS: beginning of partnership with some Chinese cooking schools, with the aim to develop the collaboration on the dietic activities.

**2015 ACTIVITIES**

In 2015 the Consortium intends to create with the students of 2014 Masterclass a community of Prosecco Doc brand ambassadors who can operate on the territory of China, not only in Shanghai, and who can understand and appreciate Prosecco Doc. The 2015 activities are:

- Communication and education activities: Italy / China
- Prosecco Doc Incoming Italy China 2015
- Events in Shanghai
- Collaboration with cooking schools

**PROSECCO DOC INCOMING ITALY-CHINA 2015**

In July 2015 there will be an incoming of Chinese wine operators in the Prosecco Doc territory. This event will represent the perfect occasion to strengthen the relationship between China and the Prosecco Doc region, a unique area of production in which the story of wine meets into the story of the regions it belongs. The Chinese delegation will be involved in a rich five-day program that includes a workshop and a masterclass/wine tasting of the Prosecco Doc Consortium headquarters, tours of wineries; wine tastings, a tour of the position of 2015 EXPO Aquae in Venice; a visit to the Conegliano Denominational Institute.

The 2015 incoming aims to enhance the knowledge of the participants about the production area of Prosecco Doc (Veneto and Friuli Venezia Giulia regions) and the unique characteristics of this wine and to develop the activity of the Consortium in China.

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**PROSECCO DOC**  
e-NEWSLETTER!

In this newsletter will convey some technical information about the Prosecco Doc, with particular reference to:

- PROSECCO DOC - MARKET INFORMATION
- PROSECCO DOC - PRODUCTION AREA
- PROSECCO DOC - CONSUMPTION AND SERVING
- PROSECCO DOC - PAIRINGS WITH CHINESE FOOD

**Market China, Wine Imports (Sparkling)**

**PRODUCTION AREA**

**MARKET INFORMATION**

**CONSUMPTION AND SERVING**

**PAIRINGS WITH CHINESE FOOD**

**PROSECCO DOC IN THE WORLD**

CAMPAGNA FINANZIATA AI SENSI DEL REGOLAMENTO CE N. 1308/2013  
CAMPAIGN SUPPORTED BY REGULATION EC N. 1308/2013

意大利国旗 欧盟标志

# WECHAT

## 意大利普罗塞克DOC联合会 - Prosecco Doc Consortium Italy

2015-03-08 葡萄酒世界



### 1. PROSECCO DOC 普罗塞克DOC法定产区

Prosecco Doc is an Italian sparkling dry white wine mainly produced from Glera grapes which grow in the Prosecco region of Italy. This area is settled in the north of Venice, the county town of the Veneto region.

普罗塞克 [Prosecco] DOC法定产区葡萄酒是意大利于白起泡酒，由意大利威尼托地区首府威尼斯的普罗塞克地区所生产的葡萄经葡萄榨汁而成。



### 2. PROSECCO DOC CONSORTIUM 普罗塞克DOC联合会

The Prosecco Doc Consortium is an institution, aimed to promote, safeguard and enhance the Designation of Origin. This institution combines several wine and sparkling wine groups of producers, as well as individuals or associated wine growers in order to ensure the designation to keep growing and the production regulations to be respected.

普罗塞克联合会是一个旨在推广、保护原产地认证并使其日益精湛的机构。此机构结合了一些葡萄园与此酒的生产商团体、个人及相关葡萄种植者，以确保法定产区认证的持续扩展与生产规范的遵守。



### 5. PROSECCO DOC CONSORTIUM IN XI'AN 西安普罗塞克DOC法定产区联合会

The Prosecco Doc Consortium opens its representative office in China, with the aim to promote the activities of the Consortium, through a specific strategy of information.

普罗塞克DOC法定产区联合会在中国西安设立代表处，旨在通过具体的合作途径推广联合会的各项活动。



— 葡萄酒世界

### 3. TERRITORY OF ORIGIN 原产地及芝士

The North-East of Italy and more specifically the territories of 5 provinces of Veneto region (Treviso, Venice, Vicenza, Padua, Belluno) and 4 provinces in Friuli Venezia Giulia region (Gorizia, Pordenone, Trieste and Udine) is the production area of the Prosecco DOC, a unique landscape and one of the most stunning areas of the Italian peninsula.

普罗塞克DOC法定产区的生产区域，位于意大利东北部，更具体的来说，威尼托地区的五个省份（特雷维索、威尼斯、维琴察、帕多瓦、贝卢内）与弗留利-威尼斯地区四个省份（戈里齐亚、波尔多内、特里埃斯特、乌迪内），这些地区不仅有独特的景观，也有意大利半岛最令人惊艳的美景。



— 葡萄酒世界

### 6. INVITATION 邀请

On Friday, March 18, at 11am there will be the opening event of the Prosecco Doc Consortium representative office. The President and the Director of the Consortium, from the headquarters in Italy, will take a video conference with the offices in Xi'an to celebrate the opening, with important Chinese operators of the wine sector (importers, journalists, institutions, etc.) in order to illustrate the project and the future activities in the area of Xi'an. 2016年3月18日中午11点，普罗塞克法定产区联合会代表处将举行开幕式。联合会的主席及总裁将同意大利总部、西安代表处一起庆祝开幕式。开幕式将会邀请中国葡萄酒行业专业人士（进口商、分销商、新闻媒体及葡萄酒学院等），共同见证项目的启动并期待在西安地区开展更多的活动。



CAMPAGNA FINANZIATA AI SENSI DEL REGOLAMENTO CE N. 1306/2013  
CAMPAGNA SUPPORTATA BY REGULAZIONE EC N. 1306/2013  
该活动由欧洲委员会资助 编号: 1306/2013



Website: <http://www.consortio-prosecco.it/>



— 葡萄酒世界

### 4. PROJECT 项目介绍

The Prosecco Doc Consortium is organizing a project of communication and education in China with tasting events, masterclasses, media events and partnership with some important Chinese cooking schools and wine institutes.

普罗塞克法定产区联合会通过组织品鉴会、大师班课程、媒体发布会及与中国著名烹饪学校、葡萄酒学院合作在中国开展教育交流项目。



# EVENTS and INCOMING

In 2014, 2015, 2016 the Prosecco Doc Consortium has realized **promotional events** in China and Taiwan:

- wine tastings
- official dinners
- press conference

In the 2015 and 2016 the Consortium organized **incoming in the Prosecco lands**:

- Visits to the wineries
- Meetings
- Wine tastings



# EVENTS and INCOMING

## Participants:

- ✓ Chinese, Italian and Taiwanese Institutions
- ✓ Media, bloggers
- ✓ Masterclass students
- ✓ Wine Institutes
- ✓ Vip, Chef, artists, business leaders, decision influencer
- ✓ Manager of restaurants and companies
- ✓ Sommelier



# SHANGHAI 2014 PROSECCO DOC TASTING EVENT





# SHANGHAI 2014

## MEI LONG ZHEN RESTAURANT







# SHANGHAI 2014 SUN XING RESTAURANT



# SHANGHAI 2014 MEDIA EVENT



# ITALY 2015 INCOMING





# SHANGHAI 2015

## JESSE RESTAURANT





# SHANGHAI 2015

## PROSECCO DOC PRESENTATION AND TASTING





# SHANGHAI 2015 PROSECCO DOC CELEBRATION PARTY





# TAIPEI 2015

## WELCOME DINNER SHINYEH RESTAURANT





# TAIPEI 2015 PROSECCO DOC FORMAL LUNCH







# TAIPEI 2015

## CHILI HOUSE RESTAURANT





# TAIPEI 2015 PROSECCO DOC CELEBRATION AND MEDIA EVENT





# CASA PROSECCO PROSECCO DOC CONSORTIUM CHINA DESK

- Development of a **permanent presence** of the Prosecco Doc Consortium in China
- **Educational and training activities** (courses and 2016 masterclass)
- **Communication** in the mainland China
- **Events and Wine tastings**





# HONG KONG AND YANTAI 2016

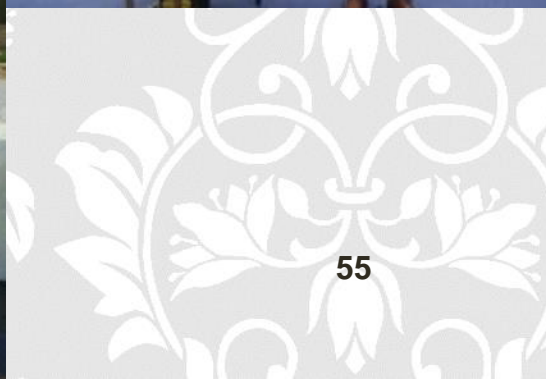


It brings together voluntarily the different groups of producers - individual or associated vinegrowers, wine and sparkling wine producers to ensure the designation continues to grow and that the production regulations are complied with.



Prosecco was granted Controlled Designation of Origin status on 17 July 2009 and, on 19 November of the same year, the Consorzio di Tutela del Prosecco DOC was set up. The Prosecco Doc Consortium is an institution whose role is to coordinate and manage the Controlled Designation of Origin.





XI'AN 2016

PROSECCO SUMMER TASTING

普罗塞克之夜  
暨意大利中国文化周启航仪式  
PROSECCO SUMMER TASTING  
& CHINA WEEK IN ITALY

















# TIVOLI 2016

## SILK ROAD FESTIVAL and DINNER IN RED



### DINNER IN RED

LA PIU' GRANDE CENA IN ROSSO DEL MONDO

TIVOLI, PIAZZA PLEBISCITO - 18 LUGLIO 2016 - ORE 20

LA VERA CUCINA CINESE ORIGINALE DEL RISTORANTE KAIYUE

**MENU**

Antipasto misto  
Ravioli in 5 salse  
Uovo di cristallo

Anatra alla Pechinese  
Spigola in salsa agrodolce ripiena di banana  
Cosce di pollo con patate alla fiamma

Seppia con salsa di ostriche  
Verdura mista  
Dolce al latte di mandorle

Dress code: un tocco di **rosso**



eyes  china

**KAIYUE** (Via Cairoli 33/a - Roma)

[WWW.CINAINCUCINA.IT](http://WWW.CINAINCUCINA.IT)  
CINAINCUCINA

普羅塞克之家  
CASA PROSECCO



Main Partner

**PROSECCO DOC**  
ITALIAN GENIO







**TIVOLI** 意大利罗马  
sulla via 与中国文化周  
della 丝绸之路上的  
**SETA** 蒂沃利

Musica 音乐

聂红梅  
**HONGMEI NIÈ**

Concerto martedì 19 ore 21.30  
ATTRAZIONE FATALE  
Piazza campitelli

SPRINGER  
SINO

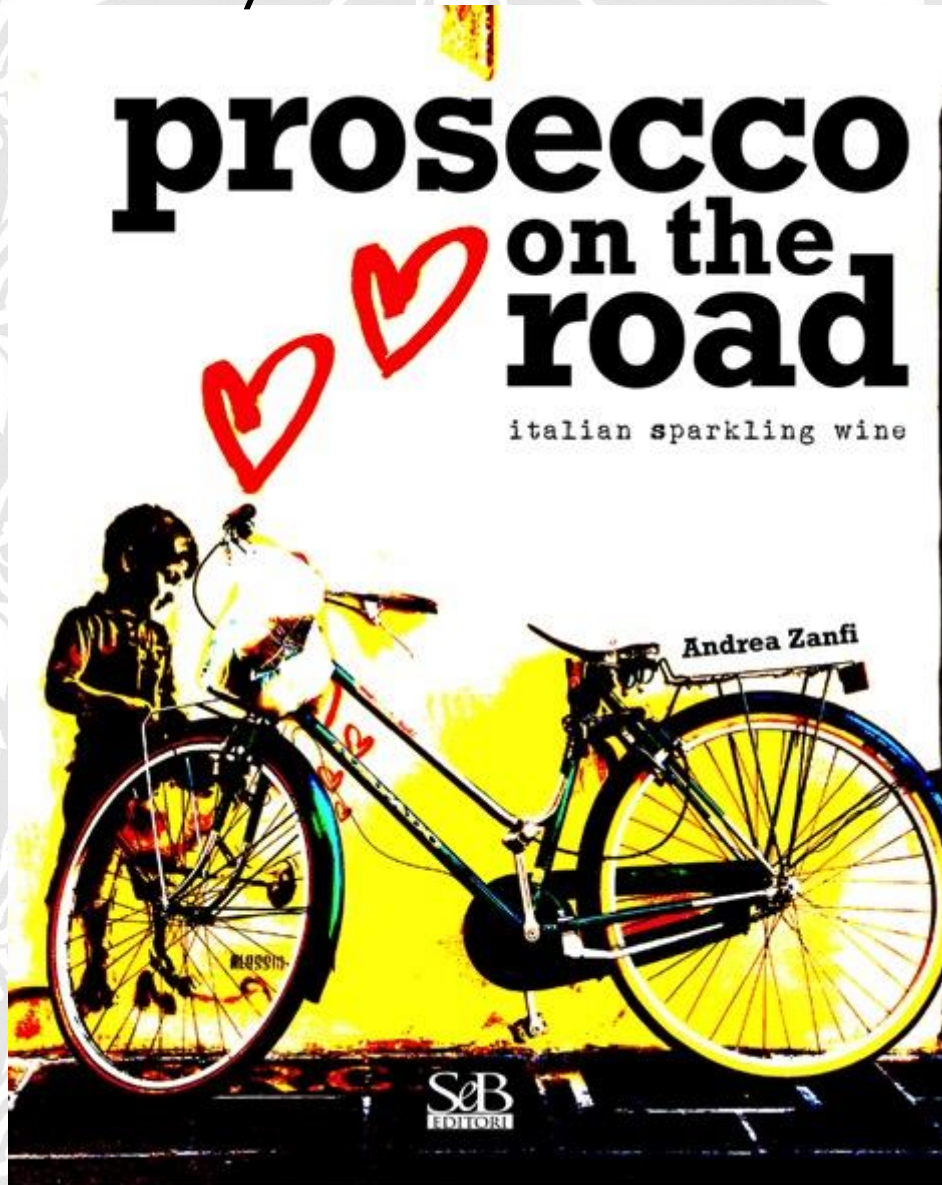






# PROSECCO ON THE ROAD

By Andrea Zanfi



Prosecco is... **free**

CHEERFUL

**fresh**

**international**

**CROSS**

**alive**

**revolutionary**

EXTRA DRY

BRUT

**democratic**

TRENDY

friendly

JAZZ



Trieste - Piazza Unità d'Italia

# It is sunset.

There is a roar in the large square. The cafes that populate it are crowded with people. A pianist in a pub next to the one where I'm sitting starts playing, but my unmusical ear does not recognize the melody.

I leaf through a book of poetry. *Coriandoli* is the title. It was a welcome gift given to me by Claudio Cecchin, a Triestine poet with whom I dined last night, discussing Prosecco with Verma Gustin, Luigi Castrigno and Lucio Bassanese, all seated at a table at the Ai Fiori restaurant in piazza Hortis, not far from here.

At the bottom of this enormous square is the sea and it will soon be bathed in sunlight. On this side there is another corner of the city, perhaps one of those 'crusts of the sea' which Claudia told me of yesterday, when he tried to answer my questions on Trieste, on the wind, on the Barcolana, on the atmosphere of Central Europe that drenches the air breathed by the people of Trieste.

I flip through the pages and find in the verses the thoughts of that poet who has become my friend. In this way, I try to understand what he means when he says that everything here is as if '... it slips away on an icy road ... And the bora wind blows'.

The verses go by quickly. I linger on a poem that I feel particularly close to at this moment, this evening spent in the Piazza Unità d'Italia.







Aquileia





Venezia





Wine is  
one of the most  
civilized things  
in the world. Ernest Hemingway

# A dish of salt cod? Perhaps...

Prosecco on the road

136

Venice is fantastic, unique, magical, theatrical, elegant and cinematographic. Venice is the most beautiful city in the world. Inside, it is an infinite number of elements to be studied and admired...

But Venice is also a city devoid of Venetians. They are in danger of extinction. At least I have not found any. They are hidden, invisible. They talk, rightly, of being afraid and tired of that babel of people walking all over.

I set out early in the morning in search of them. With pleasure I lose myself in those corridors they call streets, in the squares, beneath the facades of churches and cathedrals, in those passages that open up unexpectedly between the lagoon and the houses.

After turning a corner, I find myself confronted with the need to cross a canal, but do not know where to find the bridge that connects the two sides.

I walk, looking around me.

I prick my ears to hear the voices of those around me, and I find myself absent-mindedly playing





Caporetto, embarking on boats that went down to Chioggia, then to disperse over the whole peninsula.

Here are Selvans, Santa Maria del Rovere, the resurgence of Monigo, San Liberale, Sao Paolo, Santa Bona and San Pelaio, Canizzano, Sant'Angelo, San Giuseppe, Sant'Antonino, San Lazzaro and San Zeno and its train station.

From here everything is in miniature, people as well as this city, which looks like a bonbonnière. I return to that place from which I have never moved, except to fly away in my imagination. I throw another piece of bread at that white swan who continues to ignore me. I look at him well before he leaves, while I think about this city and the fact that I would never leave it now.



# The wind has picked up.

Presence on the road

188

Rapid puffs follow one after the other, turning into dark clouds. It's a nasty day. I hope that in the early afternoon a respite will be granted.

The vines, dried out from the harsh winter, have put out shoots and grasp the wooden posts at their sides, like the spears of ancient warriors. They reaffirm to me, from the steps on which they rise up to the sky to look downstream, who among us has dominion over these lands.

I watch them while they regard me in silence. I try to count them, but it is impossible. I try again, concentrating on a small plot of vineyard. There are so many. They are there where they should be. In their place, as always, because that's where they must stay.

I look at them and I think of the fruit — the wine — that they will give to these people moving around them. I look at them, then I leave.

*You have to avoid monotony, because feeling today how you felt yesterday is not feeling, but rather memory.*





Monte Grappa









Villa Contarini







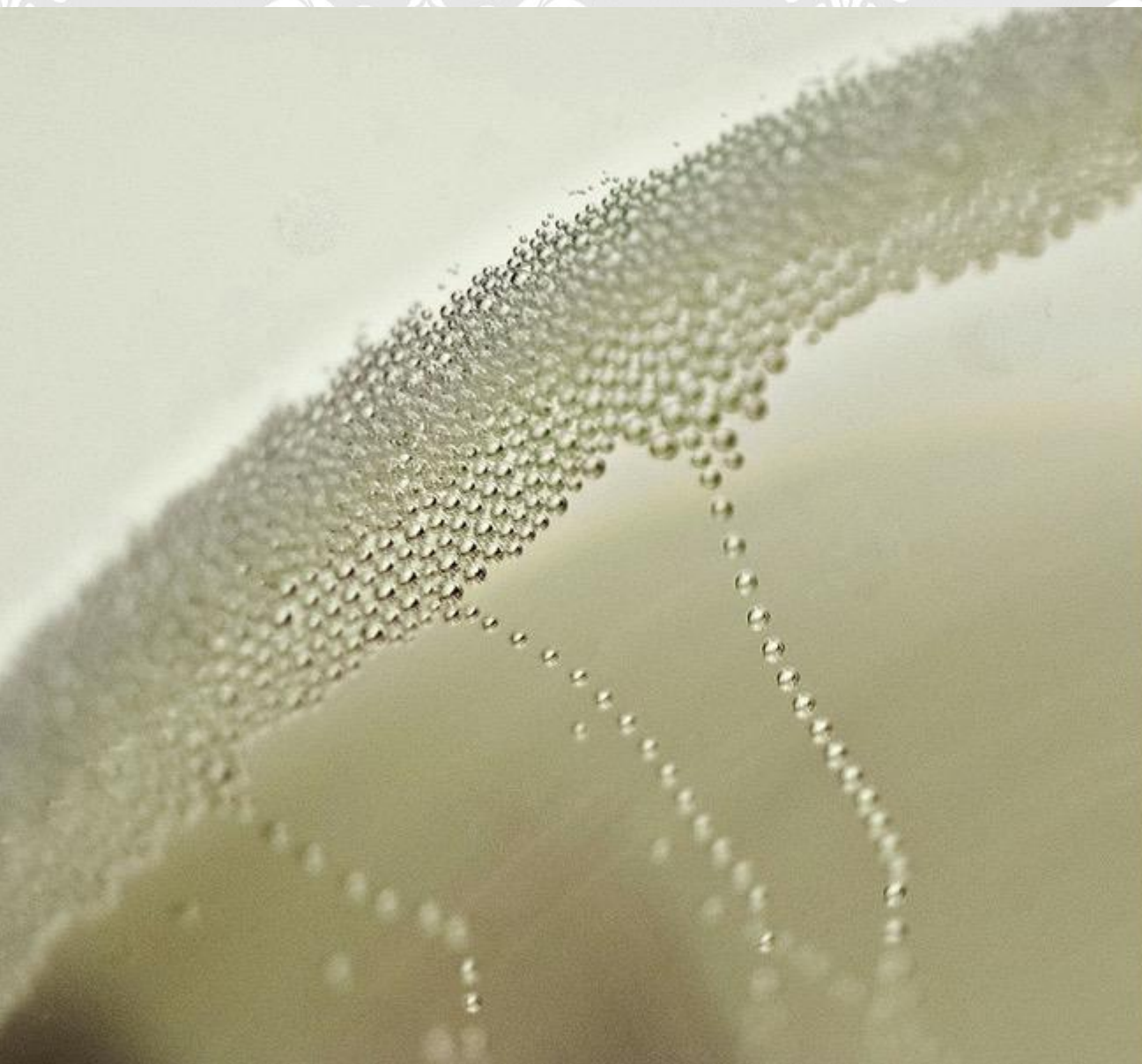
**With sharp breezes tickled, as with sparkling wine,  
SNEEZETH my soul – sneezeth, and shouteth self-**

**congratulatingly. 'Health to thee'  
Thus spake Zarathustra.**

Friedrich Nietzsche







At the end of it all,  
I toast. Cheers.  
Wherever you are,  
Cheers! Drink  
and help with a  
smile to give joy  
to the world. Those  
who are close to you  
will thank you and  
reciprocate in ways  
greater than you  
can imagine.  
Try it and see how  
beautiful it is.

