



MONTELVINI

Alleati in Vigna

COMPANY PROFILE

Alleati in Vigna

ALLIES IN THE VINEYARD

A sense of belonging to the land and a respect for the balance of the earth. This is the spirit of Montelvini, one of the most dynamic wine producers in the Italy. Its headquarters are found in Venegazzù in the province of Treviso, in the heart of the DOCG Asolo Prosecco Superiore and Red Montello, and the DOC Montello and Colli Asolani regions. Montelvini's winery experience is based on 135 years of continuous commitment from the Serena family, who have always had quality as their goal.

THE STRENGTH OF THE FAMILY

A longevity that comes from the land and from respect for this unbreakable bond. These are the values that Montelvini, today presided over by Armando Serena who also serves as President of the DOCG Asolo Montello consortium, was built on. The company management is entrusted in its entirety to his son Alberto (42) who, in addition to his position as Vice-President, is head of sales and marketing, and his daughter Sarah (46) who is the administrative director and production manager.

Always in step with the times, today Montelvini is a technologically advanced company that still remains strongly tied to the wine-making tradition of the region and its culture, thus helping to write the future of an area ideally made for the production of great wines.

It has a unique experience that has spanned more than a century of history.

There have been five generations who have succeeded, with passion and pride, in producing wines that tell the story of the land.

The turning point was in 1968: Armando Serena decided to leave the family business and forge his own path. That is how the new winery was founded in Venegazzù, which grew and evolved over time, eventually becoming one of the leading companies in quality wine production.





THE LAND OF THE OWLS

Montelvini's company philosophy is told through its emblem: the owl. The area surrounding the winery is in fact called *Zuitere*, or "land of the owls" since *Zuita* is the dialect term which, in these hills, means 'owl.' It is an animal that has always been a symbol of wisdom, knowledge, awareness, prophecy and restraint. It is a fascinating bird of prey that can be found in the symbolic language of every culture, even the most ancient, and that is why Montelvini wanted to use it as its corporate emblem.

For Montelvini the owl represents the knowledge of how to reap the best fruits from the land and the wisdom to do this in a way that respects the rhythm of nature. From this concept came the idea to link it with the vines: the leaves become wings that, like an embrace, are a symbol of natural protection over the vineyards. These important values are underlined by the motto, "Allies in the vineyard."



THE APPELLATIONS

Montelvini is at the centre of one of the most famous wine-growing regions, in the Treviso province, home to the most famous bubbles in the world: Prosecco. The appellations that in this region guarantee character and quality of the productions, are interpretations of the same number of areas for which Montelvini is a spokesperson in the international markets.

Asolo DOCG, is the most exclusive Prosecco appellation.

The greenery, the vineyards and the stone are the characteristic features of the town of Asolo, whose fortress stands on the hillside, dominating the landscape. In addition to its renowned charm, Asolo offers the production of high quality DOCG certified wines, thanks to cornerstones of excellence such as the peculiarities of its soil, its gravelly composition and medium texture clay, and its mild microclimate.

The hills of Asolo and Montello are two systems almost in their own right, characterised by an altitude ranging from 100 to 450 meters a.m.s.l. The climatic peculiarities of this area consist of warm springs, not overly hot summers and mild autumns thanks to the southern exposure of the slopes, the shape of the reliefs that are positioned at right angles, the cold winds coming from the Northeast and the extreme temperature changes between night and day. Precipitation is about 700 mm from April to September, but it is thanks to the hilly ground, that excess water is easily dispersed and dissolved by a soil type that enjoys fast subsurface infiltration.

It is a landscape which has remained characteristically intact, preserving the original soil that is so favourable to cultivation and vineyards. The morphological characteristics, in fact, remain unchanged from those described by travellers of the past, where the slopes and bends still bestow sweetness and harmony on this chosen place. Montelvini, as a member of the Asolo Montello wine Consortium, boasts the production of two highly prestigious DOCG wines: Asolo Prosecco Superiore and Red Montello, precious jewels of the international wine scene that are symbols of dedication to this passionate landscape.

Conegliano Valdobbiadene DOCG

This is the appellation that has become synonymous with Prosecco all over the world.

The production of Prosecco in the area is historic and has been developed and improved over time thanks to the foundation of the School of Viticulture and Oenology and the Viticulture Research Centre in Conegliano. A hilly area of about 18,000 hectares, where vines are grown only on the sunniest part, between 50 and 500 meters above sea level, is the origin of this wine known around the world for its unique characteristics. The DOCG Prosecco has indelibly drawn its profile, flavour and very life from this land, whose identity is distinctly and unmistakably retained. Its straw colour, and moderate fullness and freshness, accompany its exclusive, fruity and floral notes.

Treviso DOC

"One of the great wines that was served at the tables of Roman dignitaries and that lengthened the lives of its consumers," wrote Pliny, testifying that wine production in the Veneto region, and particularly the Treviso brand, has always been synonymous with quality, deep passion, experimentation and the challenge of reaching new heights of excellence. The cultivation of the vine in the Treviso hills has its roots in a very ancient time, when they produced a wine called *Pucino*, today's Prosecco. Even then it was praised for its characteristics by the ancient Romans.

Today, thanks to the features of the land with good sun exposure and drainage, the DOC is a regional symbol of prestige. The protected designation of origin guarantees the quality of the most famous Italian sparkling wine in the world.

THE VINEYARDS

Montelvini directly cultivates about 35 hectares of vineyards, divided into four estates.

- Le Zuitere, surrounding the headquarters of Montelvini in Venegazzù;
- Fontana Masorin, set at an altitude of 300 meters on the ridge of Montello;
- Presa IX, located on the slopes of the hill;
- Ca 'Cornaro, on the slopes of the Monte Grappa mountain.

The most represented grape variety is the Glera which makes up about 2/3 of the total cultivated surface. The remaining third is divided among Incrocio Manzoni and red grape varieties. The dry summer and very cold winter climate, the steep slopes and the particular composition of the soil mean that the vine is one of the few crops that can survive in this hilly environment. In these climatic and environmental conditions the vine gives a limited, but high quality production, aided by human intervention: drastic winter pruning, thinning of green grapes in summer to decrease production, grass covering of the rows and pest management using products that have been used for the protection of vines right from the beginning. The planting density is about 4,500 vines per hectare and the maximum actual production, adjusted with thinning if necessary, is about 70-80 q. per hectare for the Incrocio Manzoni grape, while the Glera follows the directions provided by the Prosecco guidelines.

Le Zuitere

Venegazzù is the town where the headquarters of Montelvini is found and Le Zuitere is the farm that surrounds it. Venegazzù comes from "vignazui," the winemakers: those who work with the vines, that cherish them, nurture them and turn them into the sweet nectar we all know and love. The emblem of the town, dating from 1600, depicts a vine. Therefore there could not be a more suitable place for the headquarters of Montelvini to reside: in the "land of owls."

Fontana Masorin

Fontana Masorin owes its name to a natural water source that flows around the edges of the estate in one of the most fascinating sinkholes in Montello.

Legend has it that once upon time, around the spring that Fontana Masorin is named after, lived three evil farmers intent on polluting the water so that no one could use it. One day however, appeared a female figure - some say a nymph, others a fairy, and others still say the Madonna - who transformed the corrupt characters into wolves. After

that the water turned crystal clear and became an invaluable source of wealth for the inhabitants of the district. Today Fontana Masorin produces great wines, which always aim to show its admirers a treasure of rare excellence.



Presa IX

The Presa IX farm owes its name to the road leading to the farm, which is locally called "presa." The "presas" in fact represent the old "road network" of Montello, which are the result of forest land controls by the Republic of Venice since 1400. In this area the 'Serenissima' Republic of Venice sourced the wood that was used for the foundations of the most beautiful and famous city in the world.

There are twenty-one, mostly unpaved, small roads which trace the hill and each is dedicated to a hero of the First World War, because Montello was also the backdrop for the Battle of the Solstice.

PRODUCTION

The strength of Montelvini lies in thinking of the company as a living system, a "complex organism" where all elements are connected to each other, and where each person, in their daily activities, is held responsible for the company as a whole. The real assets of Montelvini are in fact its people, who have been indispensable in the development of the company. For Montelvini the skills, experience, commitment, dedication, enthusiasm and passion of those who work in the company are essential requirements to meet the challenges imposed by the market.

THE WINE CELLAR

A winery that combines traditional production with modern management.

The volumes and technology used in production have certainly changed, and what was once the work of a single person, today requires the control of a team of technicians to follow each step of the painstaking process, to ensure a high quality standard. What has not changed is the principle that determines every decision: obtaining a wine that preserves the aromatic and fruity notes of the grape varieties as much as possible, without chasing convenient standards.

This is why it is the most modern winery that can be found on the Italian wine scene, thanks to collaborations with leading multinational companies in the production of machines and oenology products, who elected Montelvini as a partner of choice and test cellars for the most innovative instrumentation and biotechnology.

Over the last 10 years to keep up with the times, Montelvini has invested more than 10 million euros into the modernisation and expansion of its facilities, which now



have a combined capacity of 60,000 hl, of which 16,000 are thermoregulated. In the works there is also a project to enable the autoclave plant to meet the growing demand for quality bubbles.

Among the main innovations, it is important to mention the fully computerised wine laboratory with seven winemakers dedicated to quality control, who internally control more than 25

parameters on the raw material. In addition to that is the new crushing plant that allows the sorting and sending of the product to the presses or to the fermenters in an automated manner, thanks to a management software that enables Montelvini to ensure maximum safety and traceability. Finally, there are the 48 new, different capacity autoclaves allowing for long fermentations at controlled temperatures, which also produce small batches of niche wine, with high organoleptic properties.

Then there is the cold filling system with microfiltration through ceramic membranes; the underground barrel cellar at controlled humidity and temperature; the new cellar for sparkling and fizzy wines; a new bottling plant with a capacity of 5,000 bottles an hour; the fully automatic pal-depal plant and the new water treatment plant.

In addition to the vinification of the grapes produced on farms it owns, Montelvini has partnered with 250 wine growers in the area that provide grapes produced to strict standards of quality and harvesting. These are decades-old collaborations, often handed down from generation to generation, thanks to fair and trusting relationships established over time. In this way it has been possible for Montelvini to accompany the wine growers of the area technically, towards a gradual and steady qualitative increase in production, also through giving technical advice on the management of the vineyards and help in the field.





THE WINES

Montelvini creates sophisticated, high class products, from the grapes grown on the farms that the winery owns in the DOC Montello and Colli Asolani region, selected according to ecology and tradition. The Prosecco is the master, with the Asolo Prosecco Superiore DOCG produced in accordance to a specification that is the strictest among Prosecco varieties: maximum yield per hectare of 135 quintals of grapes and dried extract of at least 16 grams per litre.

Five different production lines make up the Montelvini range:

Serenitatis collection: A selection of excellence, created to celebrate the evanescent charm and the strictest aspect of Montelvini's greatest DOCG sparkling wines.

- Asolo Prosecco Superiore DOCG Millesimato Extra Brut
- Asolo Prosecco Superiore DOCG Brut
- Asolo Prosecco Superiore DOCG Extra Dry
- Conegliano Valdobbiadene Prosecco Superiore DOCG Millesimato Brut
- Conegliano Valdobbiadene Prosecco Superiore DOCG Extra Dry
- Asolo Prosecco DOCG Spago Frizzante

Master Collection: Capturing the very soul of Treviso's wine hills, a pure demonstration of Montelvini's skill in sparkling wines.

- Prosecco Treviso DOC Cuvée Dell'erede Extra Dry
- Prosecco Treviso DOC Brut
- Prosecco Treviso DOC Spago Frizzante

Promosso collection: Tradition and elegance come together in 'Promosso,' refined classicism by Montelvini.

- Spumante Extra Dry
- Spumante Dolce
- Spumante Rosso Dolce
- Spumanteg Rosé Brut
- Prosecco Doc Extra Dry
- Prosecco Treviso DOC Frizzante
- Frizzante

Plumage Collection: The most sophisticated line, pitched at the modern market.

- Asolo Prosecco Superiore DOCG Millesimato Extra Brut
- Prosecco Doc Biologico
- Asolo Prosecco DOCG Spago Frizzante
- Prosecco Treviso DOC Extra Dry
- Prosecco Treviso DOC Spago Frizzante
- Prosecco DOC Extra Dry

Vintage Collection: This selection tells of a voyage to discover of distant aromas, ancient traditions and timeless emotions.

- Il Brutto Asolo Prosecco DOCG Colfondo
- Lunastorta Vino da Conversazione Bianco Passito
- Montello Red Züiter DOCG



COMMITMENT TO THE ENVIRONMENT

For Montelvini protecting the ecosystem is a primary commitment. ***Allies in the vineyard*** means respect for the earth and its inhabitants, a philosophy that translates into practical, every day work. To ensure this, all production processes are organised in a way that preserves environmental resources, limiting energy consumption and exploitation of the land, while still guaranteeing consumers.

Therefore in the vineyard pesticides are minimised thanks to integrated pest management, implemented through the use of selected substances from low to no toxicity. Chemicals are therefore reserved only for cases of real danger of infection and not used as a preventive measure. To further reduce the impact of pesticides on the environment, Montelvini treats its vineyards with product recovery systems, which concentrate the action only on the "target" (the vine to be treated), minimising the drift of the substances used in the surrounding area .

The grass covering of land planted with vines helps to counteract surface soil erosion and maintain the balance of minerals in the soil. In addition to this is subsurface irrigation or underground drip irrigation, which increases the volume of moistened soil by 46% compared with the system at the surface. This allows for greater aeration and promotes water absorption by capillary action, avoiding dispersion.

In the cellar biological treatment of wastewater is also carried out, meaning it returns into the environment as pure water, from which all substances released by the grapes at the different stages of processing have been eliminated. The purified water can then be reused, for example, for the sub-irrigation of the vineyards.

To further reduce waste, Montelvini has chosen to have the latest generation of refrigerator systems that, by not using harmful gasses, allow for significant energy savings. Packaging is also carefully selected in order to reduce the volume of what must be disposed and recyclable materials are favoured. Finally Montelvini prefers to rely on local partners and suppliers, minimising the impact of transport and optimising costs and delivery times.

An agreement was also recently signed with an energy producer in Trentino Alto Adige to use completely green electricity throughout the entire production process.



THE GROUP



Montelvini is the flagship brand of the group and the one that encompasses the concept of quality, on which the company builds its philosophy. The identity of which is represented by the production of the sparkling wines and in particular by the Asolo Prosecco Superiore DOCG at the heart of this appellation. As an expression of the company's skill in making sparkling wines, the selection is completed by the Prosecco DOCG Conegliano Valdobbiadene, by the Prosecco DOC and by the bubbles of the certified sparkling wine range. In 2016 the company put forward its new image, the result of a thoroughly studied makeover that highlights its distinctive characteristics. The owl, which has always been a symbol of the brand, is highlighted in the new logo with the vine leaf representing a kind of protective wing. To promote the highest quality sparkling wines, a custom Montelvini branded bottle has been created with the embossed logo. The range of wines consists of 4 complete lines for the HORECA channels and one new line dedicated to the general public via the large-scale retail trade.



The S. Osvaldo winery is located in Loncon, in Annone Veneto, in the province of Venice, one of the best areas for viticulture, bordering on the region of Treviso and Friuli Venezia Giulia. Founded in the thirties by the Hungarian Baron Lajos Babos, over the years the winery has acquired a qualitative excellence, collecting prestigious awards for the great character of its still wines. Since 2004 S. Osvaldo has been owned by the Montelvini company that, while maintaining its strategic autonomy, has made way for a substantial expansion in trade, bringing the production to about two million bottles a year and commercially developing the brand. The export of S. Osvaldo wines, in fact, now represents 30% of turnover, covering a very large base of foreign consumers, from the Anglo-Saxon countries to the USA, right to the reaches of the Far East. The winery aims at the celebration of the excellence of local vineyards, producing wines with full-bodied character that are easily recognisable, such as Pinot Grigio, Chardonnay, Lison Classico, Cabernet, Merlot and Refosco dal Peduncolo Rosso, whose exclusive production has been recognised for over thirty years.



Born in a wine barrel in 1988 as an idea of Armando Serena's, the founder and President of Montelvini who, with his experience gained over the years and constant search for quality products, created Monvin, a brand that embodies excellence and constant focus on draft wine. Montelvini's desire for renewal brought Monvin important innovations, while still being wary of many issues: from technical matters, such as using black barrels to help prevent the wine suffering thermal shocks, to environmental concerns, since barrels create less waste (packaging, cartons, bottles, labels, caps ...) and pollution caused by transportation was halved. Moreover, Monvin has recently developed a strict program of tracking that allows you to trace back the entire production process. A technical staff composed of seven wine experts continuously monitor every step of production.



MONTELVINI IN NUMBERS

2015 Turnover: € 23 million (+9% compared to 2014) for the Montelvini group, S.Osvaldo and Monvin.

Employees: 41

Men: 28

Women: 13

Under 40: 15

Personnel provided by the cooperative for logistics operations and transport: 10

Internal market: over 1000 customers nationwide

Export: the Group is present in **40 countries** over the world, of which:

Central Europe 23%

Eastern Europe 11%

Northern Europe 10%

North America 25%

Asia 31% (of which 19% is Japan)

Production: over 4 million bottles, divided as follows:

Asolo DOCG: 200,000

Conegliano Valdobbiadene DOCG: 50,000

Treviso Doc: 750,000

Spumante: 2,900,000

Other productions: 100,000

Realized investments in 2016: 1,000,000 euros, distributed in the following sectors:

Vineyard

- Manzoni Bianco vineyard implantation, to complete the collection with a top of the range still white wine
- Glera vineyards implantation, to increase production of Asolo Prosecco DOCG

Wine Cellar

- 2 autoclaves of 600 hectolitres
- 12 autoclaves of 70 hectolitres to be added to the 48 autoclaves already in use
- total capacity of 60,000 hectolitres

Bottling plant

- 5000 bottles per hour filling machine
- bottle capper
- wirehooding machine
- feeder labelling station
- palletiser

Logistics

- finished products warehouse in S. Osvaldo
- cooling system for the storage of the finished product
- loading ramp
- pallet wrapper

GOALS FOR 2020: 8 million bottles produced, with a turnover of **40,000,000 euros**

ASOLO: A LAND TO DISCOVER

The company is situated in the Montello and Colli Asolani region. Between the Monte Grappa mountain and the Piave River, lies Asolo, a town rich in history, culture and curiosity, known as the "*City of a Hundred Horizons*."

Asolo, ambassador of art, great lady of ancient history, dominator of the Colli Asolani, silent and precious, extends between frames of olive and cypress, decorating the area with lush vineyards.

It is a treasure trove of characters who outlined its history, like Caterina Cornaro, who chose it as her residence, establishing a magnificent Renaissance court of artists, writers and poets.

It was here that, at 51, Eleonora Duse also decided to retire, after having abandoned the theatre. And in fact, 'Asolo' derives from the Latin *asylum*, or refuge, a place of peace and tranquillity.

Nothing seems to be lacking in Asolo. From the Cathedral, rebuilt in 1747, to the Loggia della Ragione, once the centre of the administrative life, it is one of the most beautiful towns in Italy.

And then there are the noble palaces, theatres, fortified walls, and of course the house that hosted Duse. Visiting the "Rocca," the thirteenth century, medieval fortress which dominates the town from the top of Mount Ricco, is a must.

Another place of note not far from Asolo is Possagno, birthplace of Antonio Canova, where you can visit the sculptor's collection of plaster casts and the Canova temple.



There is also so much offered by nature in the region: above all Montello, with its forests, its walking tracks and trails for mountain biking. There are also many places and monuments that hark back to the Great War, such as the ossuary monument in Nervesa, the English cemetery in Giavera, the Francesco Baracca monument and the King's observatory.

The typical products of the area are both many and exquisite: the mushrooms of Montello, the Monfenera chestnuts, the Levada dwarf beans, the Maser cherries, the Morlacco del Grappa cheese, and the DOP Veneto del Grappa olive oil.

And don't forget the Venetian villas, including Palladio's Villa di Maser, which is home to the frescoes of Veronese. Then there is the Monte Grappa mountain, whose pastures are a shrine to the remains of the Great War soldiers.

For sports enthusiasts the cycling loop around Montello and the Asolo golf course should not be missed.

I premi di Asolo



ASOLO PROSECCO
SUPERIORE DOCG
Extra Dry
Collezione Master



ASOLO PROSECCO
SUPERIORE DOCG
Brut
Collezione Master



ASOLO PROSECCO
SUPERIORE DOCG
Extra Dry
Collezione Master



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