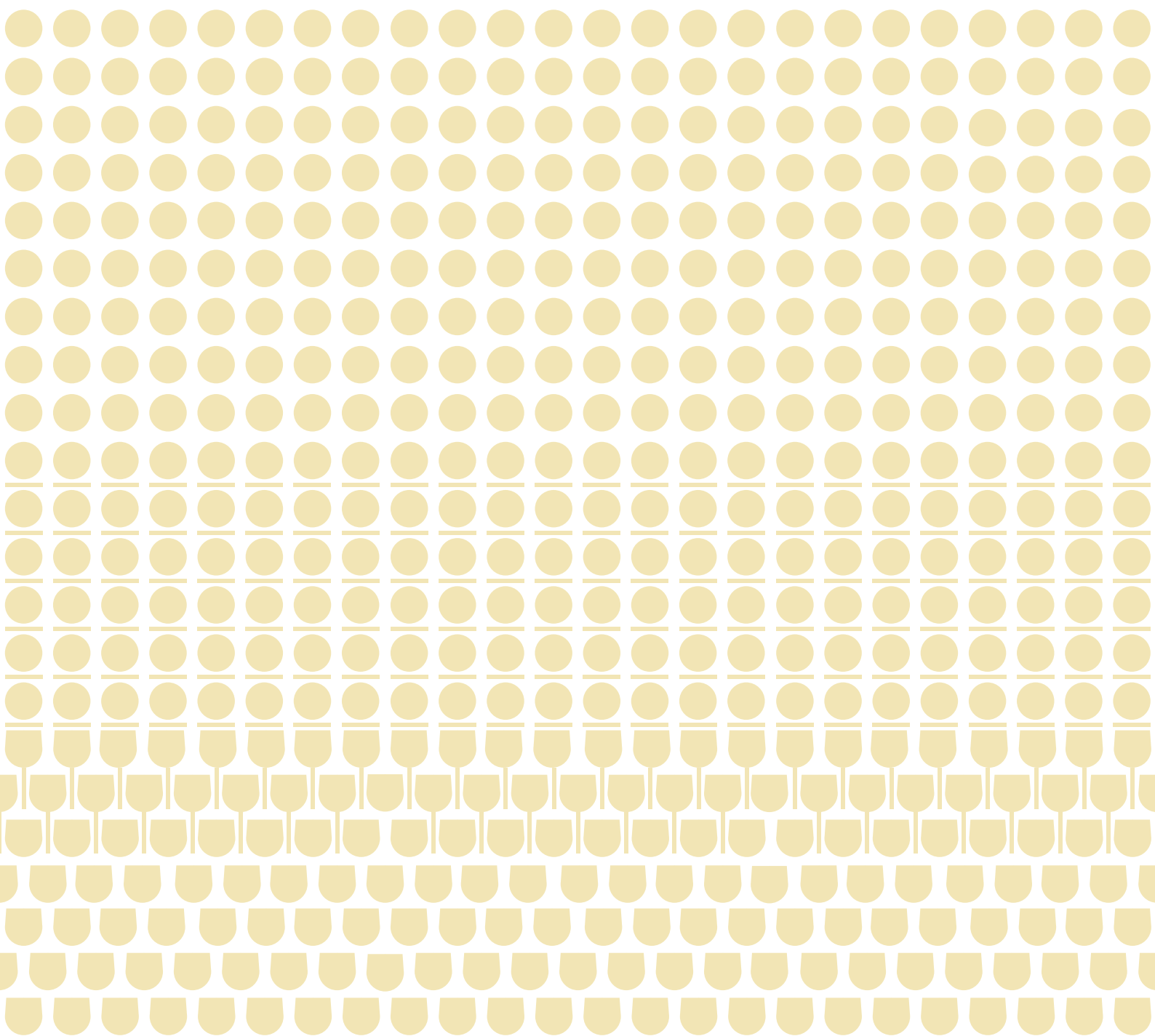


PRESS FOLDER



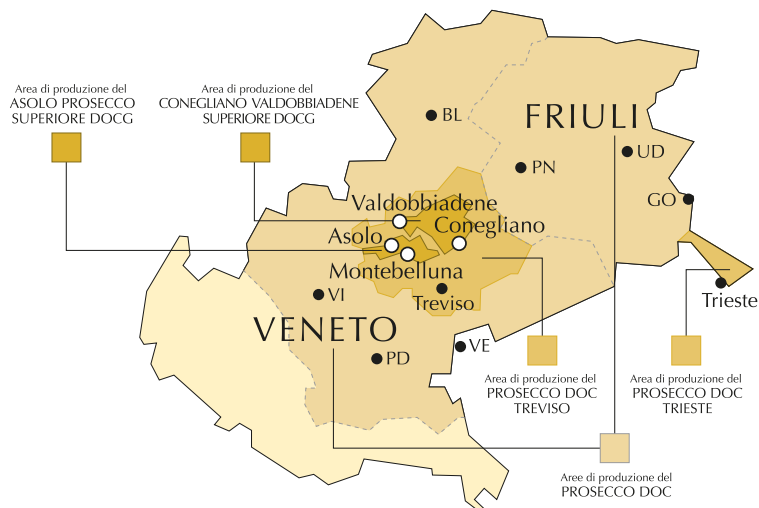
WHERE WE ARE

Production Zone

Consorzio Tutela Montello – Colli Asolani



I TERRITORI DEL PROSECCO



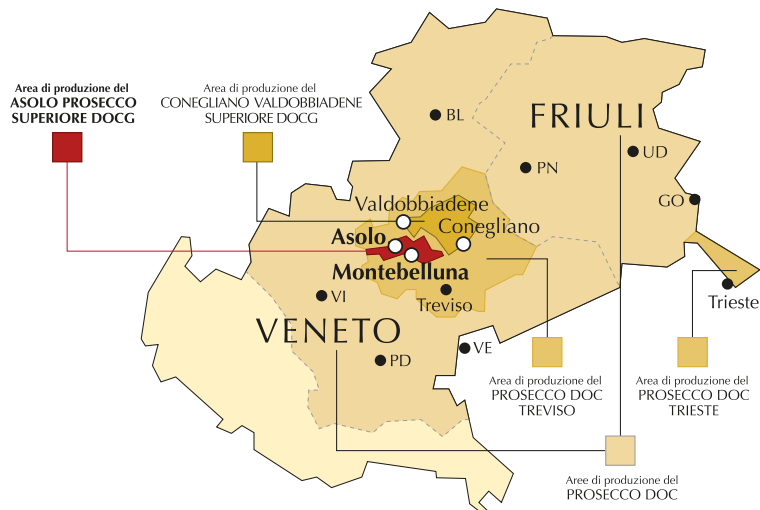
Where we are

The production zone protected by the Consorzio Montello –Colli Asolani (Montello Consortium - Asolo hills) is in the province of Treviso, at the foot of Mount Grappa.

In the foothills of the Veneto region, west of Piave, between the Dolomite mountains and the plain leading to Venice, the climate and the natural environment have favoured the birth and development of a single yet multi-faceted civilisation.

This is why the vine-growing and wine-making culture of Montello and the Asolo hills has always been accompanied by care for the landscape, a love of art and history and its traditions.

ASOLO PROSECCO SUPERIORE DOCG



The **Asolo Prosecco Superiore Docg** and the **Montello Rosso Docg** wines are just two of the many products of this corner of the Veneto region, which produces award-winning wines at national and international level, as well as being home to outstanding monuments recognised by the Unesco as World Heritage Sites.





AN ANCIENT HISTORY

Numerous historical documents bear witness to how vine-growing was already an important activity in the most renowned areas of the Veneto and throughout the Treviso territory as far back as the period of the Holy Roman Empire.

However, the first major period of development and evolution of these areas was undoubtedly the agriculture and particularly the vine-growing and wine-making culture of the Middle Ages.

The skilled and profitable activities of the Benedictine monks relaunched and qualified vine-growing here through specialisation of the implants, as clearly evidenced by the historical documents of the time.

The monasteries thus became genuine agricultural schools, skilled in preserving and spreading the art of vine growing and wine making throughout the Marca Trevigiana area.

This led to a culture and a way of life which strongly influenced the civilisation of this territory and several precise and distinguishing elements remain to this day. In the second half of the 14th century, when the entire area came under Venetian domination, Montello and the Asolo hills were recognised as an important wine-making area and its wines, at the time called 'local' wines, were sold in the numerous Venetian inns together with wines from Greece, Cyprus and Crete, as well as the wines from Friuli sold by the merchants of the Venetian Republic.

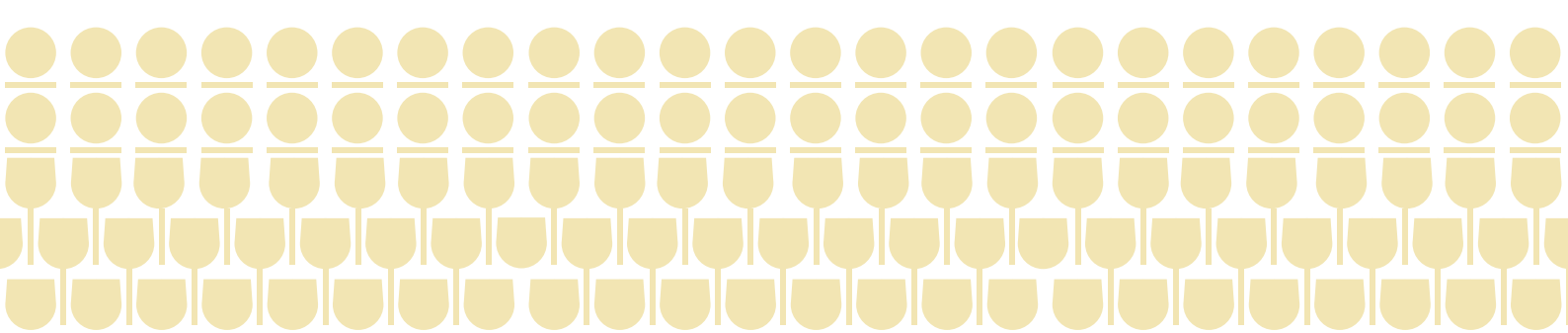
Numerous documents dating to the 14th century clearly confirm how the wines of Montello and the Asolo hills were taxed one third higher than the normal rate, due to their excellent quality, in clear contrast with the majority of other products generally present on the market in that era.

With the victory of the Venetian nobility in the 16th century and the building of villas, sheds and hunting-lodges with their own vineyards, the close and deep bond between the culture of beauty and quality also spread in the art of vine-growing and wine-making of the time.

The entire areas of the Asolo hills and Montello was loved and admired by the most important and prestigious figures of the time and the wines evoke an image of quality, beauty and value to rival the works of art which were created there.

In the modern era, this wine, which has been protected by the "Doc Montello e Colli Asolani" denomination since 1977, is also becoming extremely popular in many European and non-European countries, partly as a result of its strong identity and the typical characteristics and link with its origins which have remained over time.

In June, 2009, the Ministry recognised this bond and these values and granted the Docg denomination to **Asolo Prosecco Superiore** wine, and subsequently to the **Montello Rosso** wine in October, 2011.





THE TERRITORY

The territory, which covers around 20,000 hectares, is divided into two principal areas, the result of various processes of change over time, geological evolution and the type of rocks present.

Processes of erosion and modelling predominate in the hilly area, which forms a large part of the environment, while the large flatlands between the hills have been shaped by the transport and deposit of materials by the rivers.

In the hilly areas, particularly the Asolo hills, more compact structures have created a more jagged and uneven landscape, where the drainage of the land is generally good, but with heavy limitations on deeper penetration, while the Montello plain, with more malleable, marly and loamy substrata, has fairly deep soil with a richer structure.

The landscape of Montello and the Asolo hills is therefore characterised by a high degree of variability of the soil, an unusual feature which is accompanied by other important factors which contribute to the ripening of the grapes, such as different exposures, different altitudes, the considerable slopes in certain cases and the wide temperature range during the night.

The area has a temperate climate and its closeness to the Mediterranean, combined with the latitude and the presence and shape of the hills, causes hot but not humid summers and moderately cold winters, with fairly uniform precipitation throughout the year. The unique and unusual combination of these factors in the entire area protected by the Consorzio Montello-Colli Asolani has created the optimum conditions for growing Cabernet Sauvignon, Cabernet Franc and Merlot vines, as well as the more recent Carmenère implant and recovery of the Recantina vine. The vines on the slopes and hills, on the other hand, are principally Glera (Prosecco), Bianchetta, Manzoni bianco, Pinot bianco and Chardonnay.





THE CONSORTIUM

The Consorzio Tutela Vini Montello-Colli Asolani was created in 1985 to act as the point of reference and liaison between all the different initiatives dedicated to maximising the value of the local wines, protecting the denomination of origin and promoting its image. The Consortium currently has 35 members, representing over 85% of all the producers present in the territory.

Due to this large level of representation, the Consortium is able to protect the denomination and the wines which represent it, coordinating and controlling legal protection of the brand in Italy and abroad.

The unique nature of Montello and the Asolo hills and its wines, the strong bond between the members and appropriate use of the various means of communication are the values on which the Consortium is basing more efficient management and promotion.

Efforts are being focused particularly on developing production of the Asolo Prosecco Superiore DOCG and Montello Superiore DOCG wines. Promising results are also being obtained with the project dedicated to rediscovery of the Recantina DOC and Bianchetta DOC wines, two indigenous varieties at risk of extinction, and to development of the other DOC Montello – Colli Asolani wines obtained from international species of vines.

Production of bottled wine has increased year after year, but sufficient volumes have yet to be reached compared with the total planted area, which covers 1,500 hectares, of which 1,000 with Asolo Prosecco Superiore DOCG, 250 with Montello Superiore DOCG and the remainder divided between the other DOC wines.

Current production is approximately 1.5 million bottles of Asolo Prosecco Superiore DOCG, but the intention is to achieve 5 million bottles over the next 3 years.

The Consortium has also started cooperating closely with all the nearby wine protection consortia, with which several joint initiatives have been started, and there are also other partnerships with the promotional organisations present in the area, such as *Altamarca*, *Vivere il Grappa*, *Asolando*, *Strade del vino*, *Pro Loco* and *local councils*, among others.

The principal aim is to coordinate and promote all wine-related events taking place within the territory of the Consortium, so that they become part of a single project to maximise the value of this product.





ZONING

In May, 2012, as part of the 2007-2013 Veneto Rural Development Scheme, the Montello-Colli Asolani Vine-growing Zoning Study was presented.

The study was commissioned by the Consortium and performed by:

Prof. Attilio Scienza - Milan University - DIPROVE - Davide Bacchiega, Jacopo Cricco, Luca Toninato, Alessandro Zappata - AGER SC

The purpose of zoning of the DOC Montello e Colli Asolani wines was analysing use of the territory to assess how the vines grow and the wine-producing potential of the varieties from which the typical wines of the denomination are obtained.

In particular, the analysis focused on two reds: Cabernet Sauvignon and Merlot, and two whites: Prosecco and Bianchetta, one of the indigenous varieties present.

The principal objective of the study is improving the overall competitive positioning of the territory, in order to improve its performance on the domestic and international markets and promote the image of its wines and its producers.

The Consortium intends to use zoning to raise general awareness of the "culture of terroir" and consequently to raise the average level of quality of the wines produced, due to a growing ability of the various local operators, producers, businesses, etc., to interpret, enhance and promote the wine-growing and wine-making area.



OUR NUMBERS

Data from AVEPA - Veneto Region

TOTAL AREA OF ASOLO MONTELLO

Acres 56.985

TOTAL WINEYARDS OF ASOLO MONTELLO

Acres 4.992

ASOLO PROSECCO SUPERIORE DOCG (Glera)

Acres 4.062

MONTELLO-COLLI ASOLANI DOC

Potential grapes to blend in Asolo Prosecco DOCG

Acres 334

MONTELLO DOCG or

MONTELLO - COLLI ASOLANI DOC

Acres 484

OTHER VINES

Acres 42

Complete list of other wines protected by Asolo Montello appellation areas

- White
- Bianchetta
- Chardonnay
- Chardonnay spumante
- Pinot grigio
- Pinot bianco
- Pinot bianco spumante
- Manzoni bianco
- Red
- Merlot
- Cabernet
- Cabernet Sauvignon
- Cabernet Frane
- Carmenère
- Recantina
- Venegazzù
- Venegazzù Superiore

ASOLO PROSECCO SUPERIORE DOCG

Certificated (AVEPA)

Tons of grape 2017	12.600
Tons of grape 2016	8.820
Tons encrease	3.780
% Encrease	42,9%

Bottled (VALORITALIA)

2017 amount	10.674.000
2016 amount	7.741.670
Bottles encrease	2.932.330
% Encrease	37,9%

MONTELLO DOCG or MONTELLO COLLI ASOLANI DOC

2017 Bottled	324.100
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POTENTIAL PRODUCTION IN WHOLE ASOLO PROSECCO SUPERIORE DOCG

Tons of grape	24.017
Tons of wine	16.812
Bottles amount	22.415400

MONTELLO DOCG or MONTELLO COLLI ASOLANI DOC

Tons of grape	21.560
Tons of wine	15.092
Bottles amount	2.012.267



PRODUCERS

Winegrowers

Members	293
Other	336
Total	629

Winemakers

Members	32
Other	62
Total	94

Bottlers

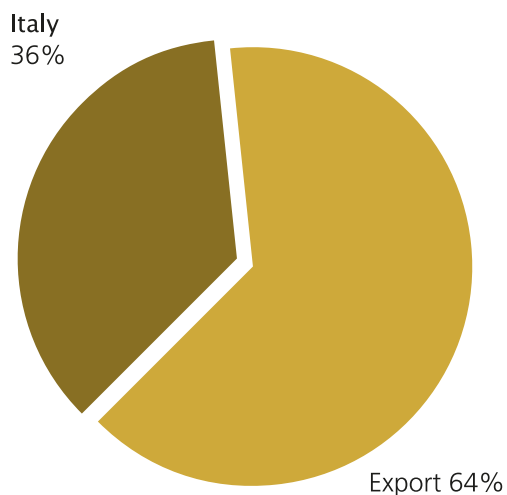
Members	22
Other	33
Total	55

Bottlers by volume

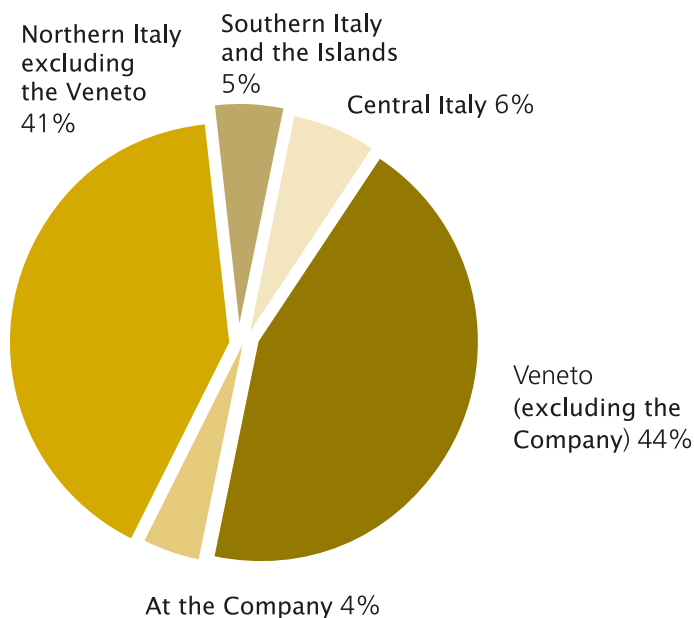
Large (from 200.000 to 5 mil. btl./year)	16
Medium (from 50.000 to 200.000 btl./year)	14
Small (less than 50.000 btl./year)	25

THE ASOLO PROSECCO SUPERIORE DOCG MARKET

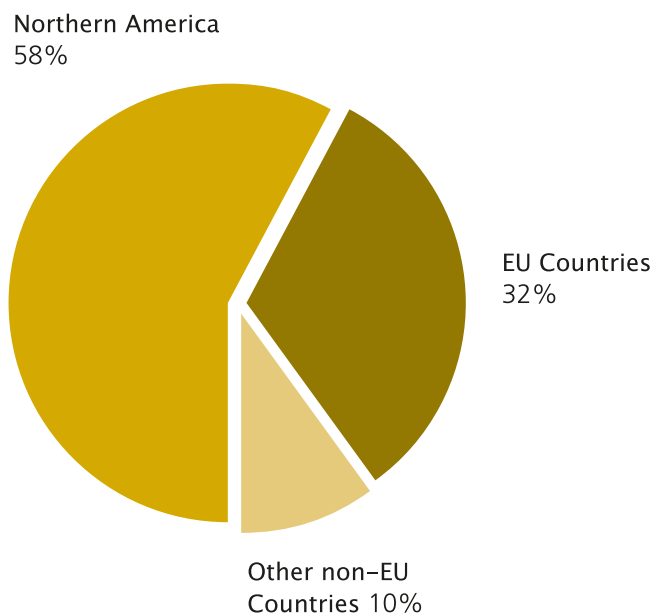
(% bottles sold)
Year 2017



Italy/Abroad



Italy



Abroad



OUR DOCG REGULATIONS

ASOLO PROSECCO SUPERIORE DOCG

The territory

The production zone includes the entire territory of the municipalities of **Castelcucco**, **Cornuda** and **Monfumo** and part of the municipalities of: **Asolo**, **Caerano S. Marco**, **Cavaso del Tomba**, **Crocetta del Montello**, **Fonte**, **Giavera del Montello**, **Maser**, **Montebelluna**, **Nervesa della Battaglia**, **Paderno del Grappa**, **Pederobba**, **Possagno**, **S. Zenone degli Ezzelini** and **Volpago del Montello** in the province of Treviso.

Ampelographic base:

Glera minimum 85%.

Within a company, the following varieties of grapes may contribute up to a maximum of 15%, on their own or jointly:

Verdiso, **Bianchetta trevigiana**, **Perera** and **Glera lunga**.

Maximum grape yield per hectare: 120.00 q/ha.

Minimum non-reducing extract: 16.00 g./l.

DOCG Asolo Prosecco Spumante Superiore

Colour: golden yellow, brilliant.

Foam: fine and persistent

Bouquet: pleasant and fruity

Flavour: dry or sweet, full body, pleasantly fruity, characteristic

Minimum total alcohol strength by volume: 11.00% vol.

Total minimum acidity: 5.00 g./l.

DOCG Asolo Prosecco still

Colour: more or less intense straw yellow.

Bouquet: vinous, characteristic, slightly fruity in the sweet wine.

Flavour: the dry wine is pleasantly bitter and light-bodied, the sweet wine is slightly fruity.

Minimum total alcohol strength by volume: 10.50% vol.

Total minimum acidity: 5.00 g./l.

DOCG Asolo Prosecco sparkling

Colour: more or less intense straw yellow, brilliant.

Foam: clear formation of bubbles.

Bouquet: pleasant and fruity.

Flavour: dry or sweet, fresh, sparkling, fruity.

In the type traditionally produced with re-fermentation in the bottle (**Col-Fondo**), there may be cloudiness, in which case it is obligatory to indicate on the label the words "re-fermentation in the bottle" and "preserved on yeasts".

The characteristics are:

Colour: more or less intense straw yellow, brilliant.

Foam: slight, fleeting.

Bouquet: pleasant, fruity, with hints of bread crust and yeast.

Flavour: dry, intense, with possible hints of bread crust and yeast.

Minimum total alcohol strength by volume: 10.50% vol.

Total minimum acidity: 4.00 g./l.



MONTELLO O MONTELLO ROSSO DOCG

The territory

The production zone includes the entire territory of the municipalities of **Castelcucco**, **Cornuda** and **Monfumo** and part of the municipalities of: **Asolo**, **Borso del Grappa**, **Caerano S. Marco**, **Cavaso del Tomba**, **Crespano del Grappa**, **Crocetta del Montello**, **Fonte**, **Giavera del Montello**, **Maser**, **Montebelluna**, **Nervesa della Battaglia**, **Paderno del Grappa**, **Pederobba**, **Possagno**, **S. Zenone degli Ezzelini** and **Volpago del Montello** in the province of Treviso.

Ampelographic base:

Cabernet Sauvignon from 40 to 70%, Merlot and/or Cabernet Franc and/or Carmenère from 30 to 60%.

Up to a maximum of 15% of the grapes of vines with the same colour may contribute, excluding aromatics, suitable for growing in the province of Treviso.

Maximum grape yield per hectare: 100.00 q/ha.

Ageing characteristics:

Montello or Montello rosso DOCG: 18 months, of which at least 9 months in oak barrels and 6 months in the bottle.

Montello or Montello rosso Superiore DOCG: 24 months, of which at least 12 months in oak barrels and 6 months in the bottle. Ageing starts from 1 November of the year of production of the grapes.

Montello or Montello rosso DOCG:

Colour: ruby red tending towards garnet with ageing.

Bouquet: intense, characteristic, pleasant, tending towards delicate if aged.

Flavour: dry, savoury, robust, slightly spicy, harmonic.

Minimum total alcohol strength by volume: 12.50% vol.

Total minimum acidity: 4.50 g/l.

Minimum non-reducing extract: 24.0 g/l.

Montello or Montello rosso Superiore DOCG:

Colour: ruby red tending towards garnet with ageing.

Bouquet: intense, characteristic, pleasant, tending towards delicate if aged.

Flavour: dry, savoury, robust, slightly spicy, harmonic.

Minimum total alcohol strength by volume: 13.00% vol.

Total minimum acidity: 4.50 g/l.

Minimum non-reducing extract: 26.00 g/l.

The full regulations for Asolo Prosecco Docg, Montello Rosso Docg and Montello-Colli Asolani Doc may be consulted on the Consortium's website www.asolomontello.it



CONSORZIO VINI ASOLO MONTELLO

Far more information and details, write to
info@asolomontello.it
or visit the website
www.asolomontello.it

The entire zoning study is available on request in pdf format and on paper. An up-to-date list of members is available on the website **www.asolomontello.it**

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