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The steep hills of Conegliano Valdobbiadene.

ITALY



Ernesto Balbinot and his family during the charity harvest.

Prosecco

LIFESTYLE BUBBLES OR A SERIOUS TERROIR-DRIVEN SPARKLING WINE?

Prosecco is arguably the most popular sparkling wine in the world right now. It has become synonymous with everyday luxury and the symbol of a glamorous lifestyle that has morphed into an international brand and therefore partially lost its identity. It begs the question: how much do consumers know about the different kinds of Prosecco? What strategies are Conegliano Valdobbiadene producers using to promote Prosecco Superiore and its terroir?

By Steve Gratchko

Photo credit: Steve Gratchko; Arrampio Pin, photo courtesy of the Consorzio Conegliano Valdobbiadene Prosecco

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ITALY

More than a glass of Prosecco, there are many ways to enjoy the sparkling wine. It's not just about the bubbles, but the lifestyle it represents. In Italy, Prosecco is a symbol of everyday luxury and a lifestyle that has morphed into an international brand.



ITALY



Ernesto Balbinot



Ernesto Balbinot



Ernesto Balbinot



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Ernesto Balbinot

Phonetic & how to pronounce the name of the wine. The name of the wine is Prosecco. It is a sparkling wine from Italy. It is made from the Glera grape. It is produced in the Conegliano Valdobbiadene Prosecco Superiore DOCG region. It is known for its light and bubbly character. It is often served chilled. It is a popular choice for celebrations and social gatherings. It is also a great choice for everyday drinking. It is a versatile wine that can be enjoyed in many ways. It is a wine that has become a symbol of everyday luxury and a lifestyle that has morphed into an international brand.

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polyphenolic richness of the grapes and the ultimate aromatic complexity of the wines. The name Superiore helps convey this idea of distinctive hillside viticulture.

HOW MUCH DO CONSUMERS ABROAD KNOW ABOUT PROSECCO DOCG?

Exports play a key role in Prosecco sales, with about 40% of production sold abroad. The main markets are Germany, Switzerland and the United Kingdom - with the latter rising sharply in recent years - along with the United States, Canada and Austria. Abroad, the distinction between Docg and Doc is not sufficiently perceived yet and although in Europe consumers generally have more extensive knowledge thanks to long-term familiarity, in emerging markets they are not even aware there is a difference. The situation in the US varies significantly depending on both the state and city: "In New York City," says Ernesto Balbinot, owner of Le Manzano, a very proactive brand in San Pietro di Feletto, "consumers are well aware of the name". This is also true in California and New Jersey according to Elvira Bortolomio, marketing director at Bortolomio.

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