



We do produce what we are: only "Valdobbiadene Docg"

*Col Vetoraz explain the reasons of a courageous choice,
in the name of its territorial identity*

Welcome to the land of **Conegliano Valdobbiadene**, a denomination with a unique scenario **where everything is 'superiore' and speaks the language of excellence**. It is here that the bubbles of Col Vetoraz originate, a **wine company** that by choice **produces exclusively Valdobbiadene DOCG wines**, and the only company of the denomination located on the highest point of the homonymous hill, at 400 meters, inside the famous hills from which originates the Superiore di Cartizze.

The denomination **CONEGLIANO VALDOBBIADENE DOCG** is an enchanting hilly area, equidistant between sea and mountains, just 50 km from Venice and 50 km from the Dolomites. Here, for over eight centuries, the population has cultivated the vine from which Prosecco Superiore originated, whose success began with the foundation of the first Italian Oenological School in 1876. **Fifteen municipalities** are part of this **natural amphitheater**, which winds between steep hilly slopes embroidered by vineyards, which boasts a centuries-old winemaking tradition, a mild climate thanks to the protection from the cold north winds given by the nearby mountains, and a soil rich in minerals. Elements that together have made it an **ideal habitat for the Glera grape**, that is processed and **harvested entirely by hand**.

In 2009, with the reorganization of the Prosecco denominations, the Minister of Agriculture classified this area as the Controlled and Guaranteed Denomination of Origin (Prosecco Superiore DOCG), the highest level of quality for Italian wines, while the Denomination of Controlled Origin (Prosecco DOC) has been extended to nine provinces distributed between Veneto and Friuli.

Since then, Prosecco DOC is no longer the vine with 800 years of history, but has become a name extended to lowland areas, where the cultivation of the vine has not been handed down from generation to generation by the wisdom of the oldest, where most of the harvest is not done by hand but with the help of machinery and where this activity has taken on a purely industrial vision, mainly quantity oriented. All this has led to a chaotic situation, where the simple distinction between "Prosecco" (wine produced in the lowland areas created in recent 2009) and "Prosecco Superiore" (wine produced on the historic hills of Valdobbiadene and Conegliano) is not sufficient to transmit clearly a precise identity.

We do produce only Valdobbiadene DOCG wines. The courageous choice of Col Vetoraz

Today, therefore, the word "Prosecco" has become very generic, with the real risk of trivializing and erasing the centuries-old history and vocation of the hills of Valdobbiadene and Conegliano. **Col Vetoraz, starting from the 2017 vintage**, made a courageous and non easy choice: to **definitively give up the term Prosecco, preferring "Valdobbiadene DOCG"**, a definition which is however regularly provided by the disciplinary, and applying it to all commercial tools, such as packaging and labels, and to all communication actions, both traditional and digital.

"We do produce what we are – they say in Col Vetoraz - and in each glass of our sparkling wines there are our roots, those of a land that has seen us born and evolve".

A courageous action in defense of a unique territorial identity, built over years of painstaking and passionate work, listening to and adapting to natural cycles aiming for excellence, which today is the flagship of this wine company. Only by respecting the original integrity can be maintained the natural balance, harmony and elegance which are the key to the pleasantness of Col Vetoraz sparkling wines.

The perfect combination of microclimate and soils of ancient composition such as marl, sandstone and clay, give these wines unique characteristics. The aromas are complex on the nose and recall white peach, pear, citrus, hints of apple, rose, acacia flower and the delicate flower of the vine. The taste is elegant and well balanced, with hints of very fresh and soft fruits supported by a delicate and fine perlage.

The history of a wine, especially if of ancient origin, **is intimately linked** not only to the land that produces it, but also **to the men and women who grew up with it**. Land, climate, wine, customs, traditions: in all this lies the true meaning of "terroir".

Over the centuries these hills have been graced by the shaping work of man, who has been able to draw the texture of an enchanted landscape. From this elected land, now a UNESCO World Heritage Site, originate gentle wines, true lords of welcome, accomplices of unforgettable moments and perfect interpreters of the Valdobbiadene DOCG intrinsic nature.

Col Vetoraz Spumanti S.p.A.

Col Vetoraz is located in the heart of the Valdobbiadene DOCG area, at almost 400 mt above sea level, at the highest point of the homonymous hill next to the famous Cartizze hill, locally known as *Mont del Cartizze*. It is right here that the Miotto family settled in 1838, developing the vine cultivation from the beginning. In 1993 Francesco Miotto, descendant of this family, together with the agronomist Paolo De Bortoli and the oenologist Loris Dall'Acqua founded the current Col Vetoraz, a winery that was able to innovate and grow, reaching in just 25 years the top of Valdobbiadene DOCG production both in quantitative and qualitative terms, with over 2,300,000 kg of DOCG grapes vinified per year from which is selected the production of 1,250,000 bottles. A great respect for tradition, a deep love for the territory, an extreme care of the vineyards and a scrupulous methodology of the production chain as well as the production of large cuvées, have allowed Col Vetoraz over the years to obtain excellent wines achieving the best results at the most prestigious wine competitions around the world.

Col Vetoraz Press Office

Carry On srl

Tel. +39 0438.24007 – Fax +39 0438.425444

Email: news@carryon.it – Web: www.carryon.it

Col Vetoraz Spumanti S.p.A.

Strada delle Treziese, 1

31049 S. Stefano di Valdobbiadene (Tv)

Tel. +39.0423.975291 Fax +39.0423.975571

E-mail: info@colvetoraz.it – Web: www.colvetoraz.it