Two regions
The Dolomites
11c: Counts of Tyrol
14c: Hapsburgs
19c: Napoleon
19c: Austro-Hungarian
1918: to Italy
Trentino
Alto Adige
Trentino Alto Adige

- 69% German Speaking
- 25% Italian Speaking
- 95% Italian Speaking
- 3.5% Ladin Speaking
Growing Areas

99% DOC designation

90% DOC designation

Most is wine varietally labeled
Alto Adige Branding
What wine is this?
What are you tasting?
Any fruit?
What method?
Trentodoc
From Trentino
Trentodoc
Metodo Classico
from Trentino

100% Chardonnay
24 months on lees
Grown at 1000-2300 ft alt
$25
“Uno dei migliori spumanti al mondo ‘for the money.’”

Antonio Galloni, Wine Advocate

“The Ferrari sparkling wines can be compared with the greatest Champagnes of Marne and Reims and are, in my opinion, the greatest sparkling wines made in Italy”

Joe Bastianich, Grandi Vini
Giulio Ferrari
San Michele wine school
Studied in Champagne
Returned to Trentino
First Chardonnay in Italy 1902
Giulio Ferrari
San Michele wine school
Studied in Champagne
Returned to Trentino
First Chardonnay in Italy 1902
Hi mom

Giulio Ferrari
San Michele wine school
Studied in Champagne
Returned to Trentino
First Chardonnay in Italy
Giulio Ferrari
Gold Medal 1906
1950s: 9,000 btl/yr
Enter Bruno Lunelli
…and children
Today: 5MM bottles/yr
Cantina Ferrari
Cantina Ferrari
Cantina Ferrari
“At important events in Italy, it’s Ferrari that is served, not Champagne and not Franciacorta and **certainly not** Prosecco”

- Camilla Lunelli
Cantina Ferrari

“Ferrari is the only Italian sparkling wine invited to top Wine Spectator events”

- Ferrari brochure
Taste Wine #2
41 producers = 8 MM bottles
Trentodoc
Permitted Grapes

Chardonnay: a leading role

Pinot Noir
Pinot Bianco (fruity bouquet)
Pinot Meunier (sparingly)
<table>
<thead>
<tr>
<th>Trentodoc Vinification</th>
</tr>
</thead>
<tbody>
<tr>
<td>NV “Brut”: 15-18 months+</td>
</tr>
<tr>
<td>Millesimato: 24 months</td>
</tr>
<tr>
<td>Riserva: 36 months+</td>
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<tr>
<td>Brut Zero: 0-3g/l rs</td>
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<tr>
<td>Extra Brut: 0-6g/l</td>
</tr>
<tr>
<td>Brut: 0-12g/l</td>
</tr>
</tbody>
</table>
Trentodoc Quality

3 year research project with University of Modena and Ministry of Agriculture

“up to 1700 volatile compounds, in amounts similar to more complex prestigious red wines.”

about 100 aromas due to significant temperature fluctuations specific to the area

Research also focused on other Italian sparkling wines but “none of these were found to have a high number of concentrations linked to the grapes or temperature fluctuations”

Research results to be released end 2015
## Diurnal Temperature Variation

<table>
<thead>
<tr>
<th>Location</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
</tr>
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<tbody>
<tr>
<td><strong>Trento (600 ft altitude)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>(growing zone 300-2400 ft)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diff</td>
<td>21.6</td>
<td>21.6</td>
<td>23.4</td>
<td>21.6</td>
</tr>
<tr>
<td>Avg High</td>
<td>80.6</td>
<td>84.2</td>
<td>84.2</td>
<td>75.2</td>
</tr>
<tr>
<td>Avg Low</td>
<td>59.0</td>
<td>62.6</td>
<td>60.8</td>
<td>53.6</td>
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<tr>
<td><strong>Reims (272 ft)</strong></td>
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<tr>
<td>(growing zone to 640 ft)</td>
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</tr>
<tr>
<td>Diff</td>
<td>21.6</td>
<td>21.6</td>
<td>21.6</td>
<td>21.6</td>
</tr>
<tr>
<td>Avg High</td>
<td>73.4</td>
<td>77.0</td>
<td>77.0</td>
<td>69.8</td>
</tr>
<tr>
<td>Avg Low</td>
<td>51.8</td>
<td>55.4</td>
<td>55.4</td>
<td>48.2</td>
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<tr>
<td><strong>Valdobbiadene (750 ft)</strong></td>
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<tr>
<td>(150-1500 ft zone)</td>
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<td></td>
</tr>
<tr>
<td>Diff</td>
<td>20.0</td>
<td>20.6</td>
<td>20.3</td>
<td>20.0</td>
</tr>
<tr>
<td>Avg High</td>
<td>79.2</td>
<td>83.7</td>
<td>82.4</td>
<td>76.3</td>
</tr>
<tr>
<td>Avg Low</td>
<td>59.2</td>
<td>63.1</td>
<td>62.1</td>
<td>56.3</td>
</tr>
<tr>
<td><strong>Passirano (Franciacorte) 820 ft altitude</strong></td>
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<td></td>
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<tr>
<td>Diff</td>
<td>19.1</td>
<td>19.6</td>
<td>18.5</td>
<td>17.3</td>
</tr>
<tr>
<td>Avg High</td>
<td>77.9</td>
<td>82.6</td>
<td>80.2</td>
<td>74.1</td>
</tr>
<tr>
<td>Avg Low</td>
<td>58.8</td>
<td>63.0</td>
<td>61.7</td>
<td>56.8</td>
</tr>
<tr>
<td><strong>Bolzano (860 ft)</strong></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Diff</td>
<td>25.3</td>
<td>26.0</td>
<td>24.8</td>
<td>24.4</td>
</tr>
<tr>
<td>Avg High</td>
<td>80.2</td>
<td>84.6</td>
<td>82.9</td>
<td>76.6</td>
</tr>
<tr>
<td>Avg Low</td>
<td>54.9</td>
<td>58.6</td>
<td>58.1</td>
<td>52.2</td>
</tr>
</tbody>
</table>
Trentodoc
Rotari Flavio Riserva 2006
100% Chardonnay
60+ months on lees
Grown at 1100 ft alt
$40
He Said, She Said

“Bouquet: Citrus notes, apricot, and yellow peach. Hints of very balanced bread crusts and white flowers.

Flavor: Full bodied, fragrant, well balanced with aromas of hazelnut, yeast and honey.”

“Citrus, peach and toasted aromas lead.

The palate delivers candied lemon zest, mature Golden Delicious apple and apricot brightened by fresh acidity. It finishes on a ginger note.”
25,000 wines competed
423 earned Tre Bicchieri (1.7%)

Franciacorta: 10
Trentodoc: 7
Prosecco: 6
Trentodoc Awareness

The rugged mountain terrain does not leave much land for agriculture, but vineyards are found throughout the main valley, often planted on terraces.

More than 80 percent of the region’s wine output is of DOC status, and almost all the rest qualifies as IGT. There are only eight DOCs, and no DOCGs. The primary DOCs—Alto Adige, Trentino, and the overarching Valdadige—allow a wide selection of grape varieties and styles, and most of the wine is varietally labeled. The principal white varieties cultivated in the region include Chardonnay, Pinot Grigio, Pinot Bianco, Müller-Thurgau, and Traminer (Gewürztraminer). The main reds include Cabernet Franc, Cabernet Sauvignon, Lagrein, Merlot, Marzemino, and Teroldego. Trento DOC is the appellation for the region’s traditional-method sparkling wines.

Friuli–Venezia Giulia, borders the Veneto to the west, Slovenia to the east, and Austria to the north. The climate is moist and breezy with mild winters and warm summers. In recent years, Friuli (as the name is usually shortened) has made great strides in white wine production. International varieties such as Cabernet Sauvignon, Chardonnay, Pinot Nero, Riesling, and Sauvignon Blanc are commercially important, but some ancient varieties such as the red Refosco...
some ancient varieties such as whites Verduzzo, Friulano (a Sauvignon Blanc relative until recently called Tocai Friulano), and Picolit are enjoying renewed popularity.

The appellations considered the best for quality wines in Friuli are Colli Orientali del Friuli DOC (and its associated DOCG for Picolit) and Collio Goriziano DOC, often called simply Collio. Both are in the eastern part of Friuli near the Slovenian border, and both have a long list of allowed grape varieties that are often bottled as single-variety wines.

**Lombardy** is situated at the center of the semicircle of the Alps that forms Italy’s northern border. It is particularly known for the sparkling wines of the Franciacorta DOCG. These are *metodo classico* wines produced with only Chardonnay, Pinot Bianco, and/or Pinot Nero. It can be white or rosé. Non-vintage Franciacorta spends a year and a half on the lees before disgorging and another six months before release; vintage sparkling wine requires at least a further full year on the lees.

Another important wine of Lombardy comes from the Valtellina, a long, narrow, east–west valley in the foothills of the Alps. This is one of the very few
Trentino-Alto Adige, northern Italian region through which flows the Adige river (called Etsch by the region’s many German speakers). It is made up of Alto Adige, or the South Tyrol, in the north and Trentino in the south (see map under Italy).

Trepát, indigenous red wine grape of northeast Spain, particularly in Conca de Barberá and Costers del Segre. About 1,500 ha/3,700 acres are grown, used mainly for light rosés, but it has shown some intriguing potential for fine reds.
Other French Sparkling Wines
• Crémant: Any non-Champagne sparkling wine produced by Méthode Traditionnelle
  • Examples:
    • Crémant de Bourgogne: Burgundy
    • Crémant d’Alsace: Alsace
    • Crémant de Loire: Loire
    • Blanquette de Limoux: Languedoc

Other Countries
Italian Sparkling Wines
• Asti DOCG (Piedmont)
  — Moscato d’Asti
  — Charmat Method
• Prosecco (Veneto)
  — Glera Grape
  — Charmat Method
• Lambrusco (Emilia-Romagna)
  — Lambrusco Grape
  — Charmat Method
• Franciacorta DOCG (Lombardy)
  — Italy’s answer to Champagne
  — High quality
  — Made in the Classic Method *metodo classico* or *metodo tradizionale*
  — Grapes:
    • Chardonnay
    • Pinot Blanc
    • Pinot Noir

Spanish Sparkling Wine
• Cava
  — Classic Method

Introductory Sommelier Course
Trentodoc

Awareness
Trentodoc
Awareness
Trentodoc
Awareness
Trentodoc

Awareness

“To Explain, We Always Have to Start with What We Are Not

We are not Champagne

We are not Franciacorta

And we are not Prosecco”

“Trentodoc doesn’t sound like a doctor?”
Trentodoc
Awareness
How should Trentodoc market itself in the US Market?
Price?
Underdog status?
Laurels?
Work with Franciacorta and promote together?
Taste Wine #3
What wine is this?
What are you tasting?
Pinot Grigio
Appiano, Alto Adige
Growing Areas

Strada del Vino

- Andrian/Andriano
- Auer/Ora
- Bolzano/Bozen
- Branzoll/Bronzolo
- Eppan/Appiano
- Kaltern/Caldaro
- Kurtatsch/Cortaccia
- Kurtinig/Cortina
- Margreid/Magrè
- Montan/Montagna
- Nals/Nalles
- Neumarkt/Egna
- Pfatten/Vadena
- Salum/Salorno
- Terlan/Terlano
- Tramin/Termeno
The Most-Produced White in Alto Adige

<table>
<thead>
<tr>
<th>Wines</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schiava (Vernatsch)</td>
<td>18.0%</td>
</tr>
<tr>
<td>Pinot Grigio</td>
<td>11.7%</td>
</tr>
<tr>
<td>Gewürztraminer</td>
<td>10.8%</td>
</tr>
<tr>
<td>Chardonnay</td>
<td>9.9%</td>
</tr>
<tr>
<td>Pinot Blanc</td>
<td>9.6%</td>
</tr>
<tr>
<td>Lagrein</td>
<td>8.4%</td>
</tr>
<tr>
<td>Pinot Noir</td>
<td>7.4%</td>
</tr>
<tr>
<td>Sauvignon</td>
<td>6.9%</td>
</tr>
<tr>
<td>Müller Thurgau</td>
<td>4.2%</td>
</tr>
<tr>
<td>Merlot</td>
<td>3.6%</td>
</tr>
<tr>
<td>Cabernet</td>
<td>3.1%</td>
</tr>
<tr>
<td>Kerner</td>
<td>1.6%</td>
</tr>
<tr>
<td>Moscato Giallo</td>
<td>1.5%</td>
</tr>
<tr>
<td>Sylvaner</td>
<td>1.3%</td>
</tr>
<tr>
<td>Riesling</td>
<td>1.2%</td>
</tr>
<tr>
<td>Veltliner</td>
<td>0.5%</td>
</tr>
<tr>
<td>Moscato Rosa</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

60% White wine
40% Red wine
Can We Talk About Pinot Grigio?
Can We Talk About Pinot Grigio?

- for women in book clubs
- for people who are insecure about wine
- Uninteresting
- Insipid
- Watery
- Cheap
- summer white
- Innocuous
- Swimming Pool Wine
- Real Housewives wine
Can We Talk About Pinot Grigio?

What Do Critics Think of Ramona Singer’s Pinot?
Two wine connoisseurs sample the RHONY star’s goods.

by Sabrina Ford  May 26, 2014 • 11:18 AM ET
Other wines have been subject to fashion and backlash:

- Chablis
- Moscato
- NZ Sauv Blanc
- Sancerre
- Lambrusco
- Bordeaux
- Merlot
- Oaked Chardonnay
What About Pinot Gris?
Pinot Grigio Has Its Admirers

Not all bland – The Week

Look for a quality appellation like Alto Adige and pay more than $15 a bottle
- Elena Walch

Alto Adige: Home of Kickass Pinot Grigio
- WineFolly

Bright, clean and wonderfully juicy, with a mineral edge - Letty Teague

Northeast Italy, the best area for growing the Pinot Grigio grape
– Eric Asimov
And Alto Adige Must Be Proud of Theirs, Too

Right?
And Alto Adige Must Be Proud of Theirs, Too Right?
And Alto Adige Must Be Proud of Theirs, Too

Right?

p.40: “Above all else, the Varieties of Pinot Blanc and Sauvignon Blanc create crisp, fresh wines.”
And Alto Adige Must Be Proud of Theirs, Too Right?

Abbazia di Novacella: “100% of production comes to the US

“Pinot Bianco is more interesting”

“We don’t care about Pinot Grigio”

“Pinot Grigio is not considered a key grape variety domestically in Alto Adige, but it is important from a commercial point of view”

“It Should be Aged”
Pinot Grigio
Colterenzio 2014
Gravelly, sandy soils
Fermented in Stainless
Stays on lees for “several months”
$12
He Said, She Said

“Pale straw yellow with an attractive aroma of citrus fruits, peach and honeydew melon

Medium rich, fruity and direct on the palate with orchard fruit flavours and tangy acidity on the finish”

“Pale golden yellow with green tinge. The nose is floral and fruity with lychee, apricot and mango chutney.

The wine is forward, light and refreshing on palate with a lime-freshness finish.”