

Consorzio di tutela della DOC Prosecco

















Rules

The denomination Prosecco was recognized in 2009 at European level;



EXTRACT FROM THE REGISTER

OF PROTECTED DESIGNATION OF ORIGIN AND PROTECTED GEOGRAPHICAL INDICATIONS ESTABLISHED BY ARTICLE 104 OF REGULATION (EU) NO 1308/2013

-BACCHUS: HTTP://EC:EUROPA:EU/AGRICULTURE/MARKETS/MINE/E-BACCHUS

1. Protected designation: Prosecco
2. File number: PDO-IT-A0516
3. Registered as: Wine with a protected designation of origin (PDO)
4. Country or countries of origin: Italy
5. Date of registration (DD/MM/YYYY): Date of withdrawal (DD/MM/YYYY):

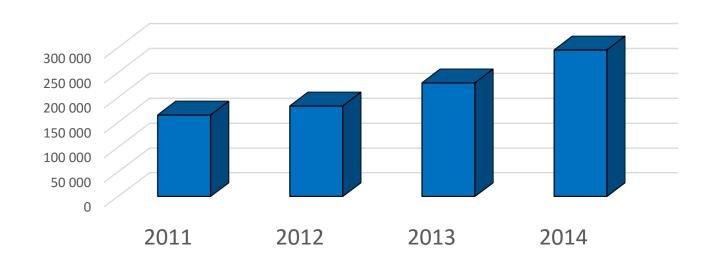
Date of withdrawal (DD/MM/YYYY):
6. Legal instrument protecting the name:
7. Reference to the single Not yet available

• In 2011 Doc Prosecco was included in the Annex IV part. A of Bilateral agreement between EC and USA in commerce of wine.





Focus on US market (hectorliters)















Principal Markets (2014)

	Δ% 14 vs 13	% destination
World	+25,3	100,0
United Kingdom	+65,9	28,9
Germany	-3,5	20,4
U.S.A.	+28,8	17,6
Switzerland	+6,8	4,8
Austria	+9,1	3,6

USA Market: 37,6 million of bottles (value: 450 million of \$)





2015 (January - July)

	Δ% 14 vs 13	% destination
World	+23,4	100,0
United Kingdom	+54,7	31,1
U.S.A.	+30,3	18,9
Germany	-3,1	18,5

USA Market: 26,5 million of bottles (value: 320 million of \$ in 7 months)















1. www.richerpour.com







AT HOME

DRINKING RICHER POUR IS GOOD FOR YOUR WALLET AND THE ENVIRONMENT

OUR WINES ABOUT US THE BUZZ CONTACT TRADE LOCATIONS

WINES TO ELEGANTLY SATISFY EVERY TASTE

Perhaps you're a connoisseur of fine wines who prides yourself on your ability to identify such details a the hint of pear, a touch of vanilla or the white pepper spice note on your tongue. Or maybe you're wine lover who has no need to tease out the subtleties of your Pino Grigio — you just know what you like. Either way, Richer Pour is the wine for you. We proudly offer a selection of uniquely nuanced wines crafted to satisfy every taste.

PROSECCO

NV VENETO 11.09

An elegant and pleasant sparkling wine with a light golden straw color, delicate nose, and, fresh crisp taste of green apple. Its slightly sweet nature is balanced by moderate acidity and light bubbles. This wine is produced using the Charmat method, in which secondary fermentation takes place in stainless steel tanks to guarantee a cleaner finish. Serves well as an aperitif but can also be paired with Italian starters, seafood, pasta with creamy sauces, and desserts.

AVAILABLE ON TAP ONLY



PINOT GRIGIO

2013 ABRUZZO 12.0%

A beautiful Northern Italian Pinot Grigio that manages to be just the right balance, making it the perfect choice for a variety of occasions. It is complex yet drinkable, with peach, grapefruit, lemon-lime and mineral flavors. A medium body with creamy roundness and a pleasant mouth feel. The finish is long, clean and spicy, yet delicate.

AVAILABLE ON TAP & IN THE BOX



CHARDONNAY

2012 CENTRAL COAST ALC/VOL California 13.5%

Grown on very de-vigorated soils in the coolest part of Santa Maria Valley, this Chardonnay exhibits both the old world crispness and minerality, balanced with powerful California-style fruit forwardness. Aromas of lemon peel and wet stones lead to flavors of quince and pear, with a clean, lingering finish similar to the sand and limestone where the fruit is grown.

AVAILABLE ON TAP & IN THE BOX

















2. www.vintapwine.com



707-224-5006 000

ome Background	Keg Advantage » Winemaking Wine Selection Cont	act
	No99999 No.	LATEST NEWS
		 Pinot Noir Keg Wines from VinTap Wine, Napa Valley CA July 22, 2013
		> VinTap Exclusive Wine by the Glass Provider at Boudin SF Santa Rosa, CA July 1, 2013
	LORENZA-LAKE	> VinTap Wine Success at Stars Restaurant in Charleston, SC April 30, 2013
	PROSECCO	FACEBOOK FEED
Varietal: Appellation:	100% Glera (Prosecco grape) Veneto I.G.T., Italy	RSS Feed currently unavailable.
Vintage:	NV	THE SUPPLIERS
Style:	Extra Dry, Frizzante (semi-sparkling)	Burgstahler Machine Works
Taste Characteristics:	This extra-dry sparkling wine teems with tropical aromas, a harmonious palate of pear, apple & nectarine, supported by an exuberant finish of citrus & ginger.	385 Li Fata St. St. Holess, CA. 94574 pt. 707 957 0553 fax 707 957 0554
Format:	One-Way 20L (5.17 gl.) Keg with stainless Sanke 'S' fitting	
Serving Size:	5 ounces	<u>Perlick</u>
Servings per Keg:	103	CONTACT US







Lack of protection (1)

No controls over products from US Authority;

• Selling of products different from Prosecco Doc as Prosecco with damages to the good faith of the final consumers





False Prosecco from Moldova

Fake Prosecco made in Moldova sold in USA as Prosecco «*Made in Italy*»









Lack of protection (2)

• TTB: in the case of false Prosecco from Moldova the US Autority has recognized it as a case of commercial fraud crime (*Made in Italy*);

 No protection to IG Prosecco according to bilateral agreemet: without our intervention final consumers would be harmed in their good faith





FINAL CONSIDERATIONS:

TTIP represents an important opportunity in order to improve the protection of GIs

Researching of pragmatic solutions in iterest of final consumers



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