



Consorzio di tutela della DOC Prosecco



Brussels, 24th of February 2016



Rules

- The denomination Prosecco was recognized in 2009 at European level;



EXTRACT FROM THE REGISTER

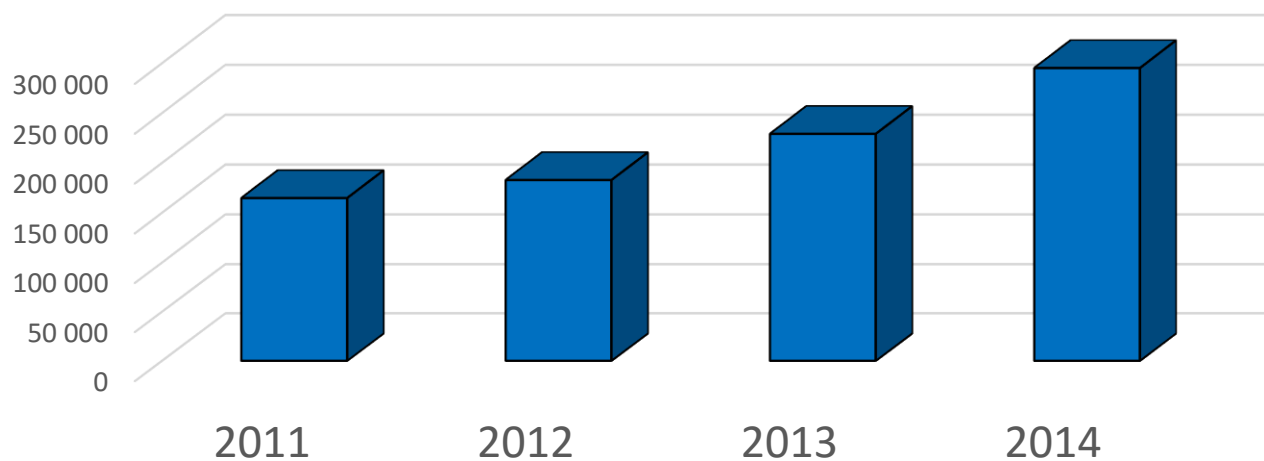
OF PROTECTED DESIGNATION OF ORIGIN AND
PROTECTED GEOGRAPHICAL INDICATIONS
ESTABLISHED BY ARTICLE 104 OF REGULATION (EU) NO 1308/2013
E-BACCHUS: [HTTP://EC.EUROPA.EU/AGRICULTURE/MARKETS/WINE/E-BACCHUS](http://ec.europa.eu/agriculture/markets/wine/e-bacchus)

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):	01/08/2009
6. Legal instrument protecting the name:	Article 107 of Regulation (EU) No 1308/2013
7. Reference to the single document:	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)



PROSECCO DOC
ITALIAN GENIO



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 \$)



**PROSECCO DOC
ITALIAN GENIO**



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

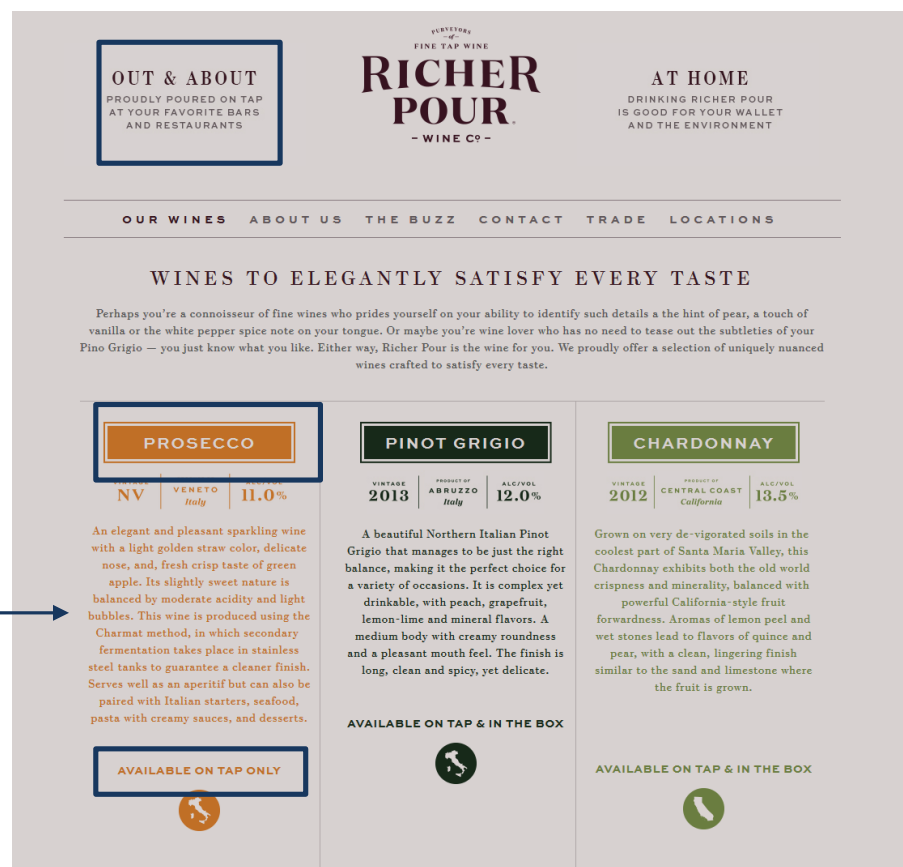
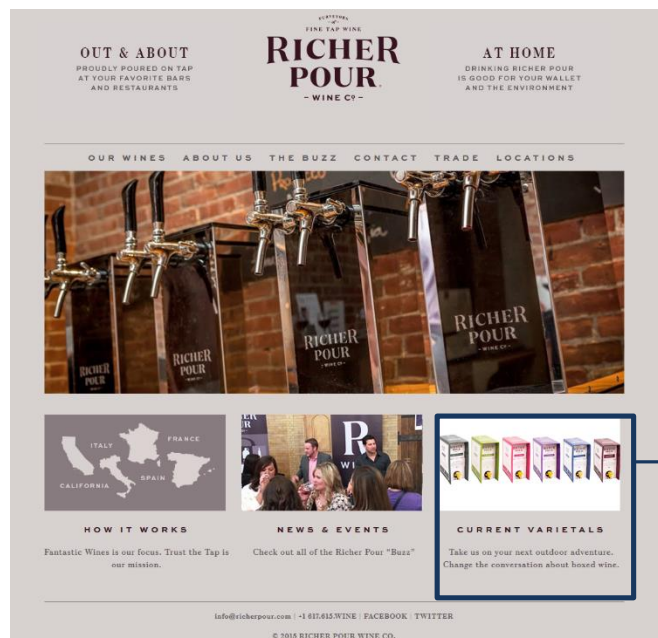
USA Market: 26,5 million of bottles (value: 320 million of \$ in 7 months)



PROSECCO DOC
ITALIAN GENIO



1. www.richerpour.com





2. www.vintapwine.com



Vintap Wine Company

707-224-5006



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LORENZA-LAKE
PROSECCO

Varietal:	100% Glera (Prosecco grape)
Appellation:	Veneto I.G.T., Italy
Vintage:	NV
Style:	Extra Dry, Frizzante (semi-sparkling)
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.
Format:	One-Way 20L (5.17 gl.) Keg with stainless Sanke 'S' fitting
Serving Size:	5 ounces
Servings per Keg:	103

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
- > VinTap Wine Success at Stars Restaurant in Charleston, SC April 30, 2013

FACEBOOK FEED

RSS Feed currently unavailable.

THE SUPPLIERS

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MICRO MATIC

Perlick

CONTACT US



**PROSECCO DOC
ITALIAN GENIO**



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*»



PROSECCO DOC
ITALIAN GENIO



Lack of protection (2)

- TTB: in the case of false Prosecco from Moldova the US Authority has recognized it as a case of commercial fraud crime (*Made in Italy*);
- No protection to IG Prosecco according to bilateral agreement: **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 interest of final
consumers***



**PROSECCO DOC
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Consorzio di tutela della DOC Prosecco

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