

V Valpolicella
I CONSORZIO TUTELA VINI

Land of Wine, Charm and Tradition

THE WINE-PRODUCING AREA

VALPOLICELLA WINE REGION

MAP OF THE 11 VALLEYS WITH THE ALTITUDE PROFILE



VALLEY FLOOR (60-100 MASL)

LOW SLOPES (100-200 MASL)

MEDIUM SLOPES (200-300 MASL)

HILL (300-500 MASL)

HIGH HILL (500-600 MASL)

MOUNTAIN AREA (600-720 MASL)

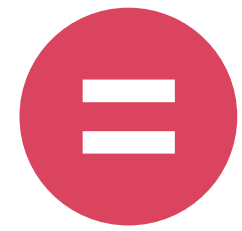
VALPOLICELLA WINE REGION

MAP WITH GEOGRAPHICAL SPECIFICATIONS

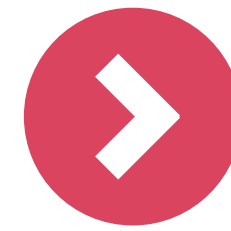




**VALPOLICELLA
EXTENT**



**WINE REGION
SURFACE AREA**



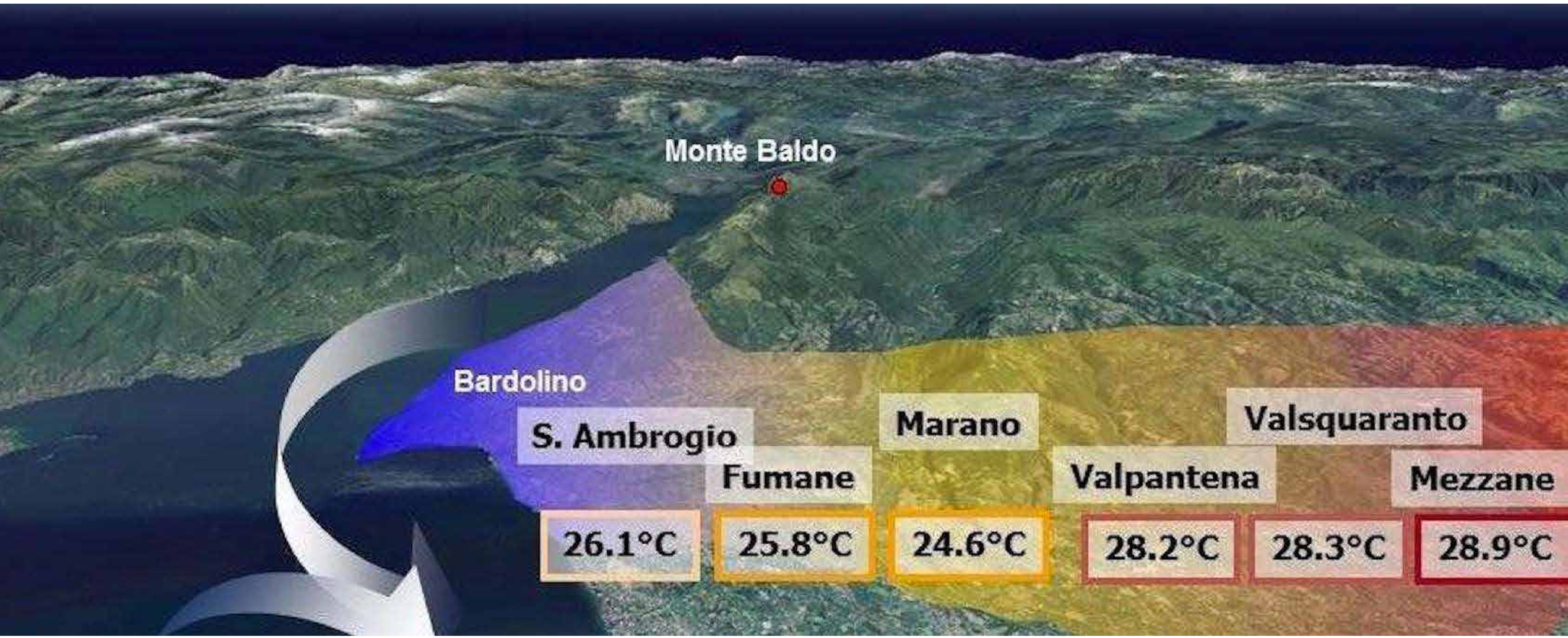
**VINEYARD
SURFACE AREA**

GEOGRAPHICAL FEATURES

CLIMATE: "MODERATE CONTINENTAL"

THE AREA IS STRONGLY AFFECTED BY THE LAKE GARDA WHICH MITIGATES THE CONTINENTAL CLIMATE OF NORTHERN ITALY THANKS TO ITS LARGE BODY OF WATER

IMAGE: maximum summer temperature of the valleys (THE CLOSER THE LAKE, THE LOWER THE MAX. TEMPERATURE)

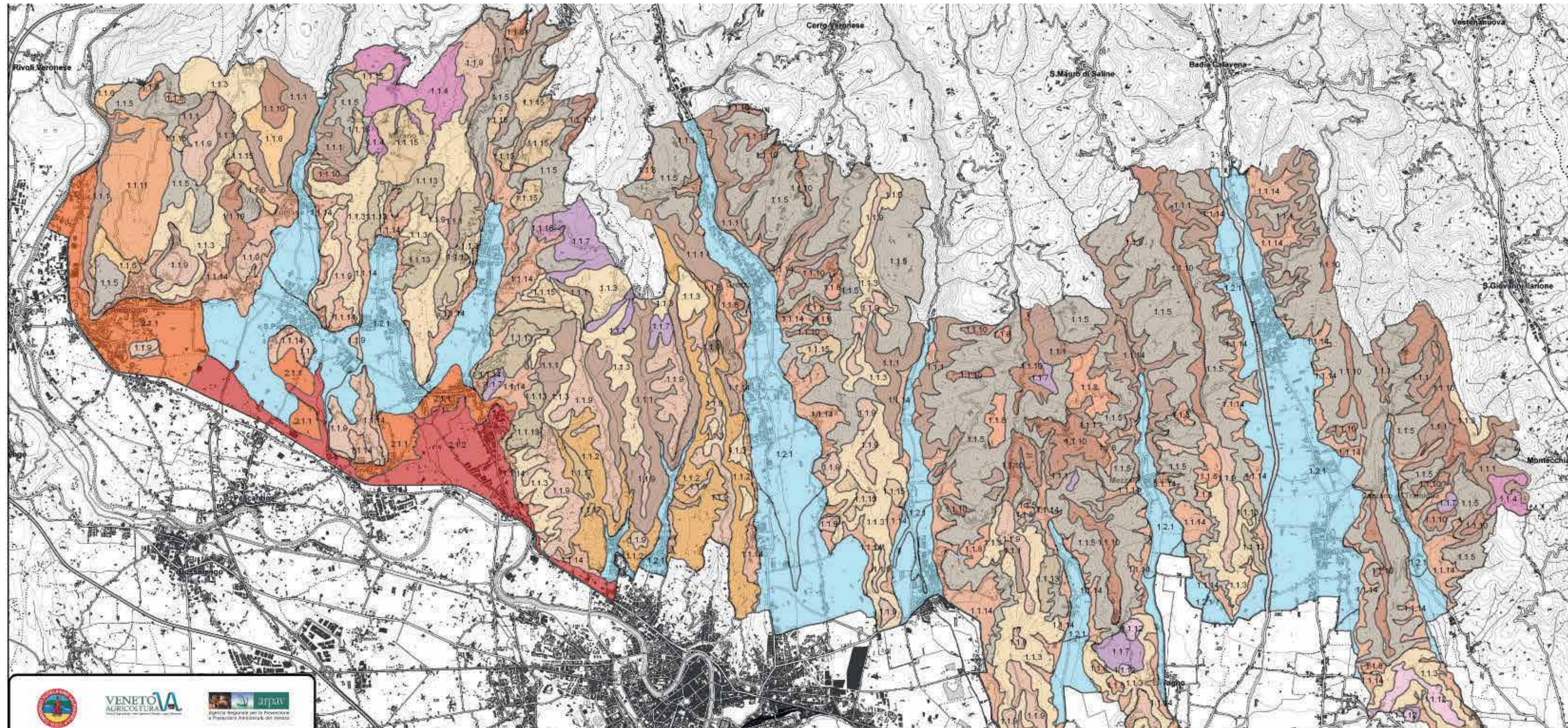


LAKE GARDA MEDITERRANEAN-LIKE MICROCLIMATE



GEOLOGICAL COMPOSITION: "A COMPLEX STRUCTURE"

1. LIMESTONE MATRIX (BROWN PLOTS);
2. RIVER ALLUVIAL DEBRIS (PALE BLUE PLOTS)
3. ADIGE ALLUVIAL DEBRIS (RED-ORANGE PLOTS);
4. VOLCANIC ROCKS (VIOLET-PINK PLOTS)



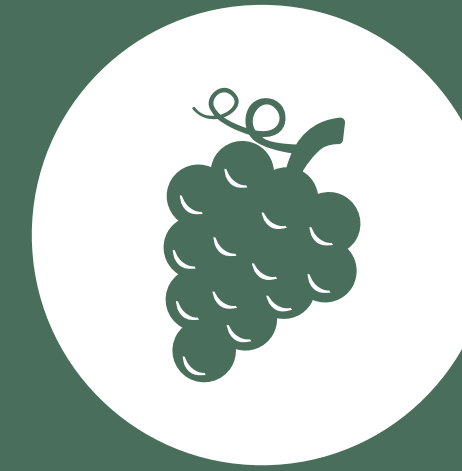
THE VARIETIES

INDIGENOUS
VARIETIES



97%

INTERNATIONAL
VARIETIES



3%



MANDATORY
VARIETIES



CORVINA



RONDINELLA

ALLOWED
VARIETIES



CABERNET S.



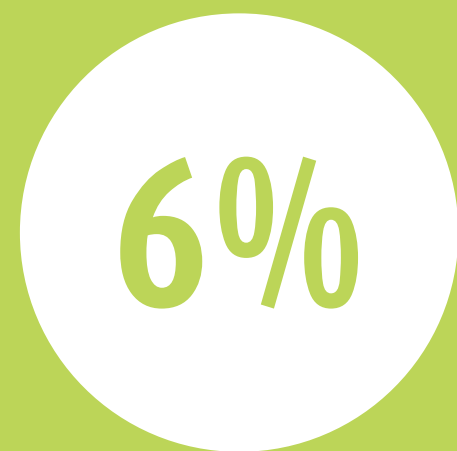
MERLO T



ALLOWED
VARIETIES



CORVINONE



OTHERS

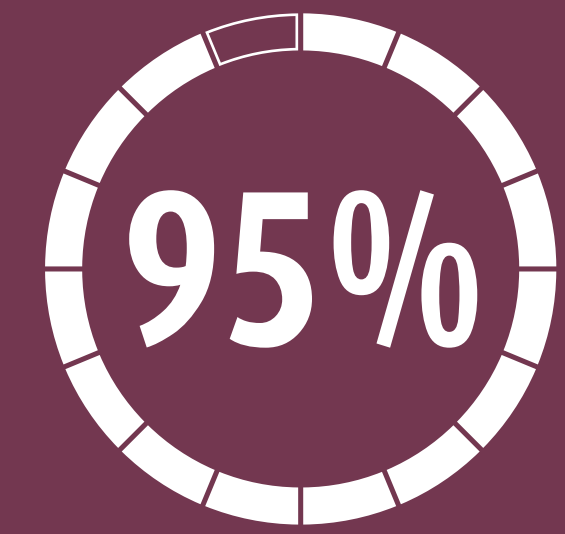
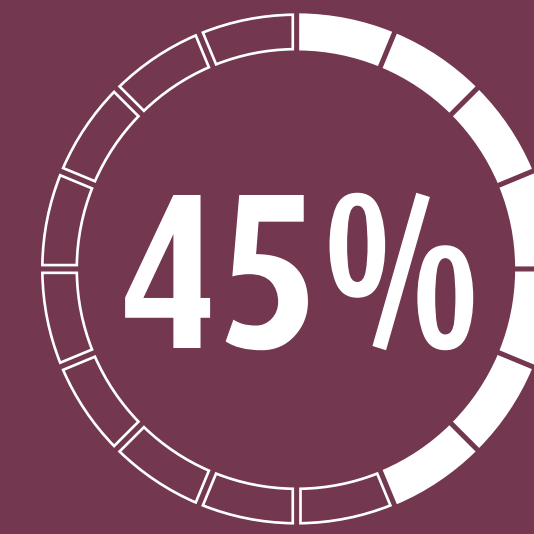
THE MOST GROWN
GRAPE VARIETIES
OF VALPOLICELLA

CORVINA

The backbone of the blends!

It confers structure, aromas and softness to the wines.

BLEND %



COLOUR: ■■■□□

AROMAS: ■■■■□

TANNINS: ■■■□□

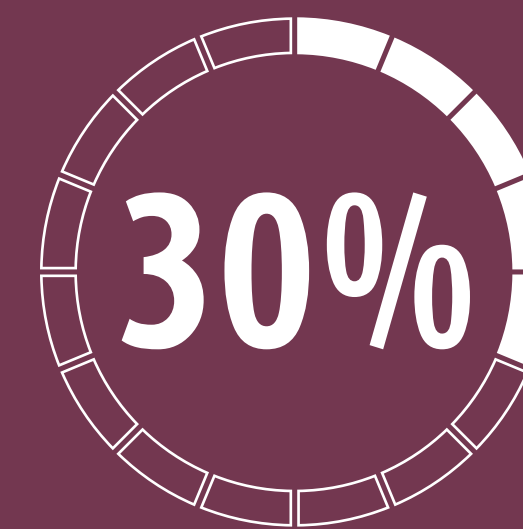
STRUCTURE: ■■■□□

ACIDITY: ■■■□□

RONDINELLA

The strongest against diseases and adverse weather.
It gives colour and sapidity to the blends.

BLEND %



COLOUR: ■■■■■

AROMAS: ■□□□□

TANNINS: ■■■□□

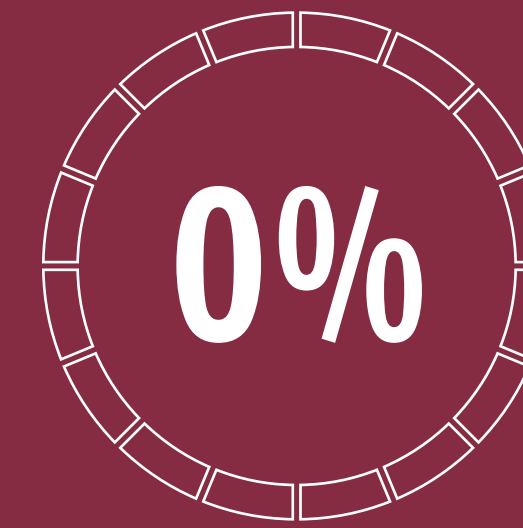
SAPIDITY: ■■■■□

ACIDITY: ■■■□□

CORVINONE

Characterised by scents of black cherry and spice.
It confers aroma complexity and structure to the wines.

BLEND %



COLOUR: ■■■■□

AROMAS: ■■■■□

TANNINS: ■■■■□

STRUCTURE: ■■■■□

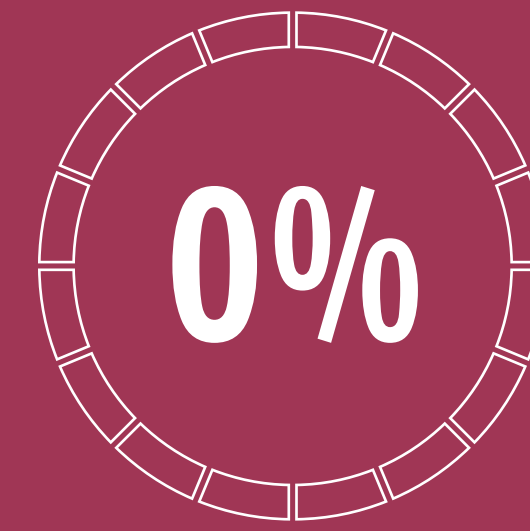
ACIDITY: ■■■□□

MOLINARA

Indigenous variety very pale in colour.

It gives loads of freshness and sapidity to the blends.

BLEND %



COLOUR: ■ □ □ □ □

AROMAS: ■ □ □ □ □

TANNINS: ■ □ □ □ □

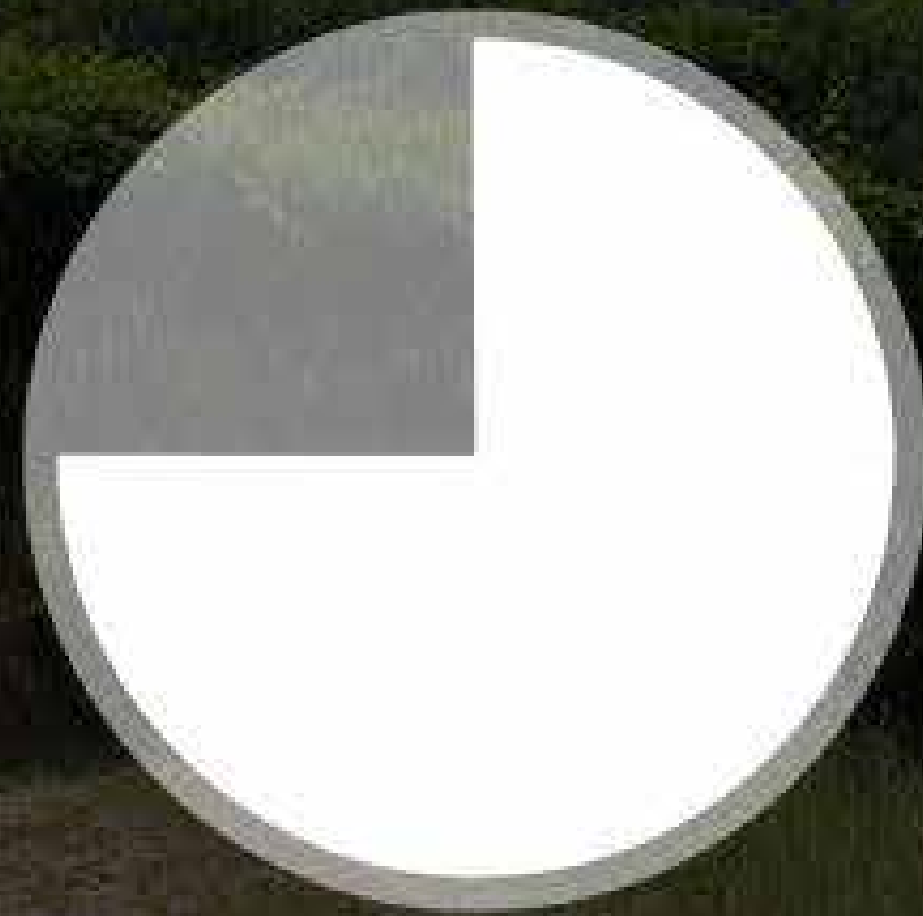
SAPIDITY: ■ ■ ■ ■ ■

ACIDITY: ■ ■ ■ ■ ■

THE TRAINING SYSTEMS

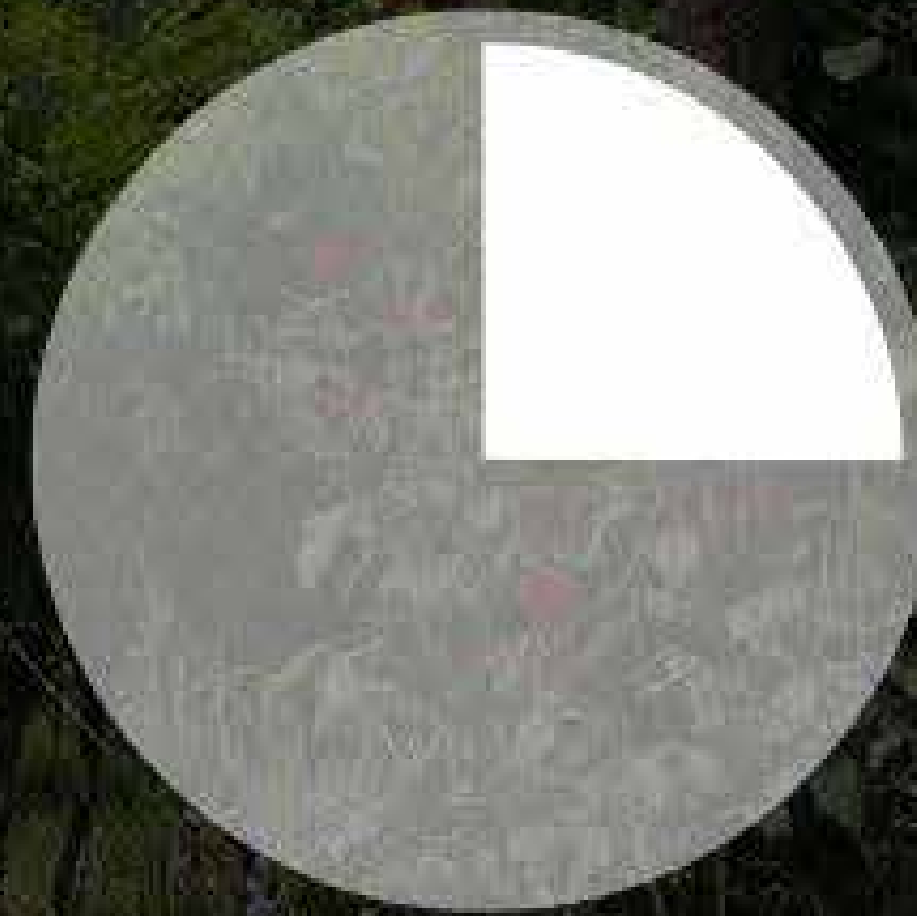
PERGOLA VS GUYOT - THE SHARE

Pergola



75%

Guyot



25%



PERGOLA is the traditional training system of Valpolicella, it was present in the area also 2.000 years ago. It's appreciated because the canopy protects the clusters from the sun, while the height avoids the moisture and frost damage encouraging temperature fluctuation



GUYOT was introduced into Valpolicella almost 150 years ago. It has been modified over the years to meet the needs of the indigenous varieties. For instance, in contrast to the standard the fruit cane is trained higher than usual.

1 BLEND - 4 WINES - 4 STYLES

THE BLEND

AT LENGTH BY LAW

MANDATORY VARIETIS

45%

CORVINA

5%

RONDINELLA

95%

30%

STRICTLY INDIGENOUS VARIETIES GROWN EXCLUSIVELY IN VERONA PROVINCE. THEY CAN FORM THE ENTIRE BLEND BY THEMSELVES

RECOMMENDED VARIETY

0%

CORVINONE

50%

IT CAN BE USED INSTEAD OF CORVINA ONLY

AUXILIARY VARIETIES

0%

OF VERONA

15%

15% OF THE BLEND CAN BE COMPOSED OF INDIGENOUS VARIETIES OF VERONA, WHILE 10% OF AUTOCHTHONOUS VARIETIES OF ITALY

0%

OF ITALY

10%

VALPOLICELLA DOC
(light-bodied wine)



1 BLEND
▼
4 WINES
4 APPELLATIONS

VALPOLICELLA RIPASSO DOC
(medium-bodied wine)



AMARONE DELLA VALPOLICELLA DOCG
(full-bodied wine)

4 STYLES
THE WINEMAKING
TECHNIQUE DETERMINES
THE APPELLATION
AND THE STYLE

RECIOTO DELLA VALPOLICELLA DOCG
(sweet wine)



PRODUCTION & MARKET FIGURES

VALPOLICELLA DOC FIGURES



GRAPE GROWERS
2,334



COOPERATIVES
7



BOTTLERS
305

>
of which



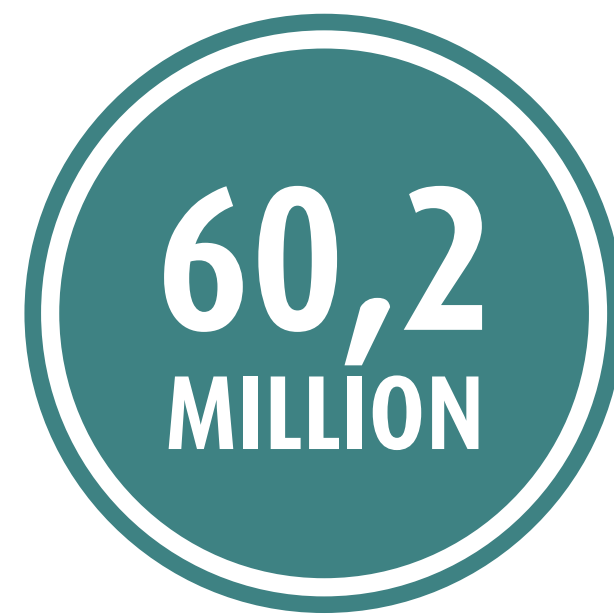
VERTICAL COMPANIES
236

VALPOLICELLA DOC FIGURES



TOTAL
PRODUCTION

=



BOTTLES
PER YEAR

>



VALPOLICELLA
RIPASSO DOC

+



VALPOLICELLA
DOC

+



AMARONE DELLA
V.LLA DOCG

VALPOLICELLA DOC FIGURES



WINE REGION
BY VALUE



600 MLN€
TURNOVER



80 %
WINE EXPORT



IMPORTING
OUR WINES

WINES & WINEMAKING

HOW VALPOLICELLA DOC IS MADE



1

HARVEST



2

DESTEMMING & CRUSHING



3

FERMENTATION & MACERATION



4

DRAWING OFF



5

PRESSING



6

AGEING



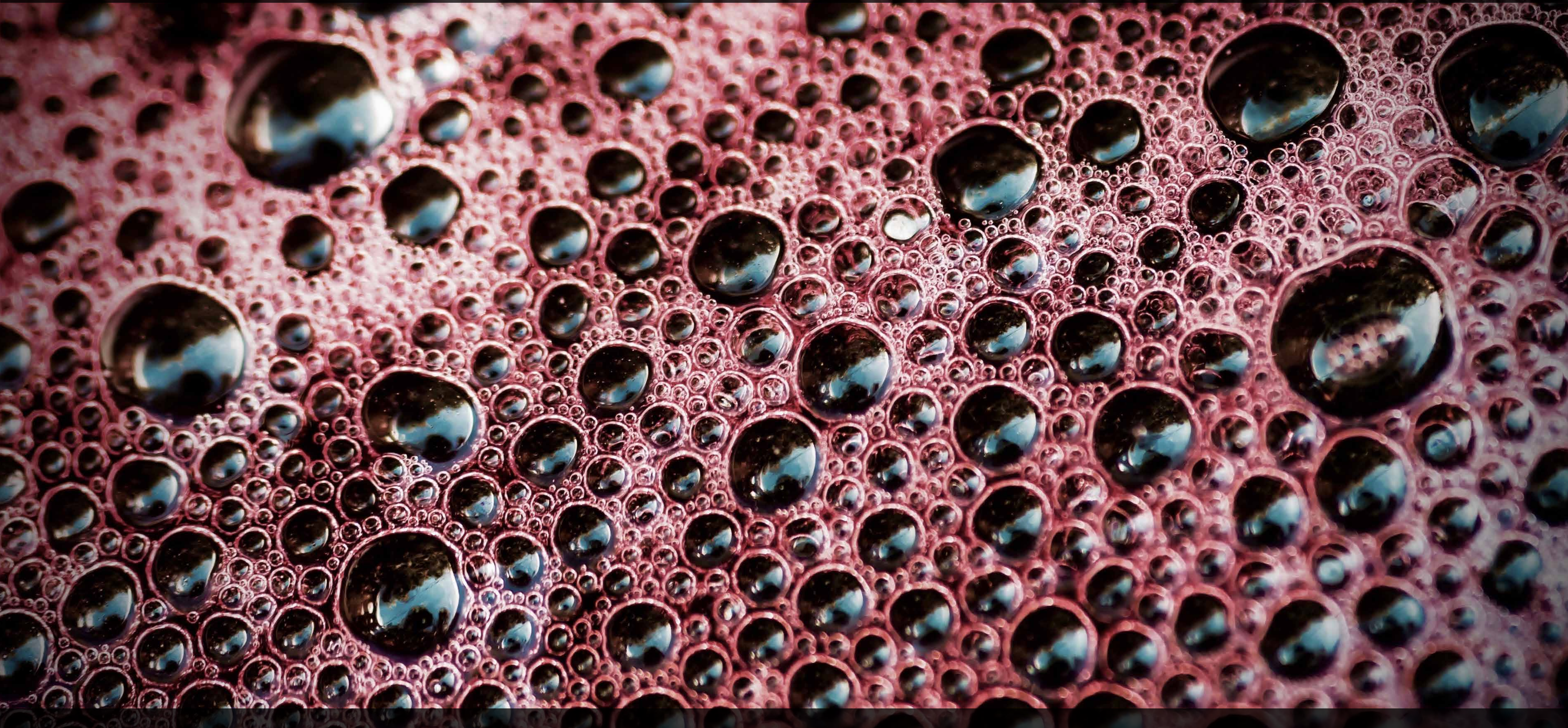
VALPOLICELLA RIPASSO

THE MAIN STEPS OF PRODUCTION



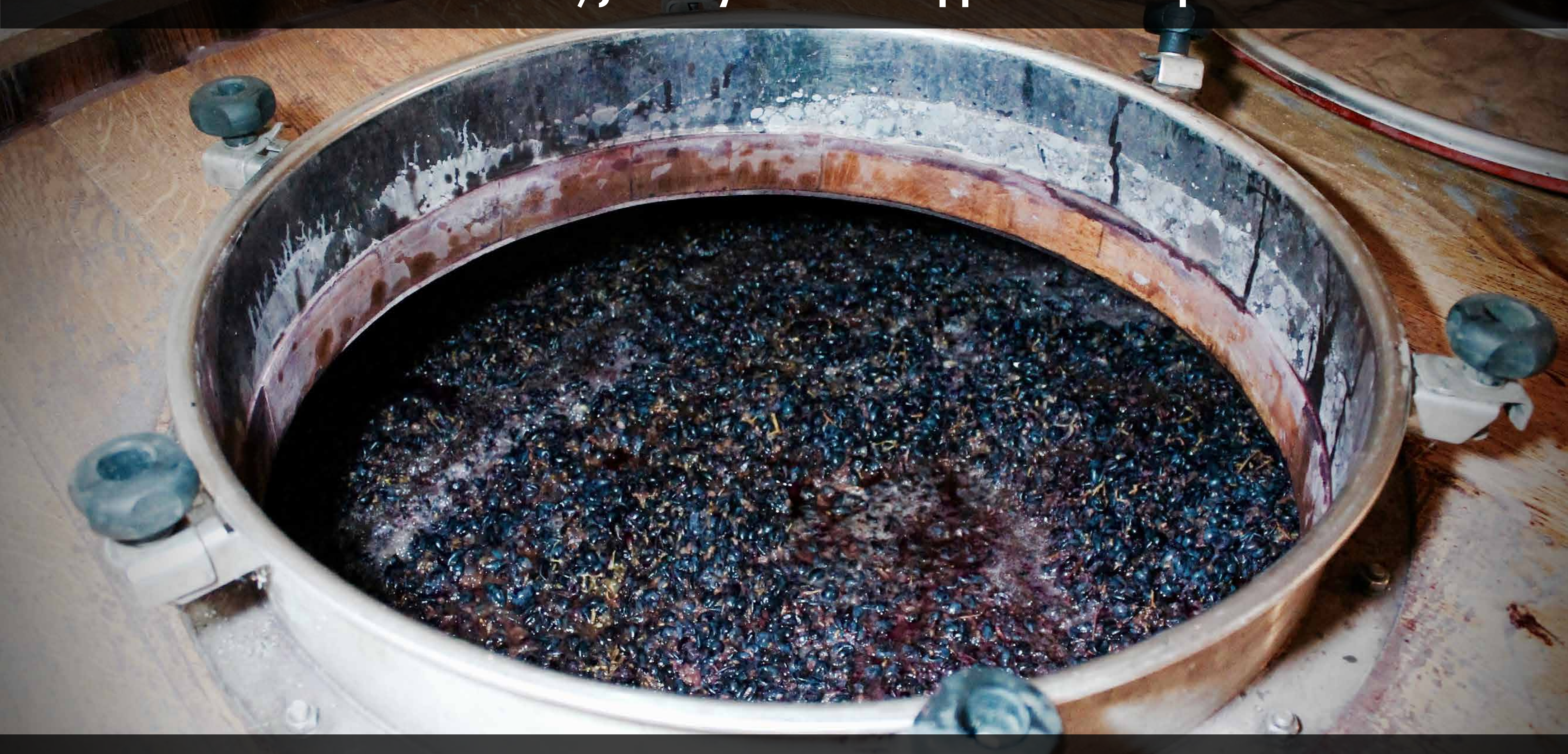
STEP 1: VALPOLICELLA DOC VINIFICATION

when: first weeks of October



STEP 2: AMARONE DOCG VINIFICATION

when: December/January after the appassimento period



STEP 3: AMARONE DRAWING OFF

when: after 35/40 days of maceration



PHOTO CREDIT:
CORTE SANT'ALDA
WINERY

STEP 4: RIPASSO TECHNIQUE

when: right after drawing off Amarone



STEP 5: VALPOLICELLA RIPASSO OAK AGEING

duration: by law at least 1 year



THE APPASSIMENTO METHOD



IT IS A NATURAL AIR-DRYING PROCESS



THE GRAPES ARE LEFT TO SHRIVEL FOR 90-100 DAYS



**THE BUNCHES CAN BE PUT INTO CRATES, HUNG ON NETS OR LAID OUT ON THE "ARELE",
TRADITIONAL MATS MADE OF WILD CANES**

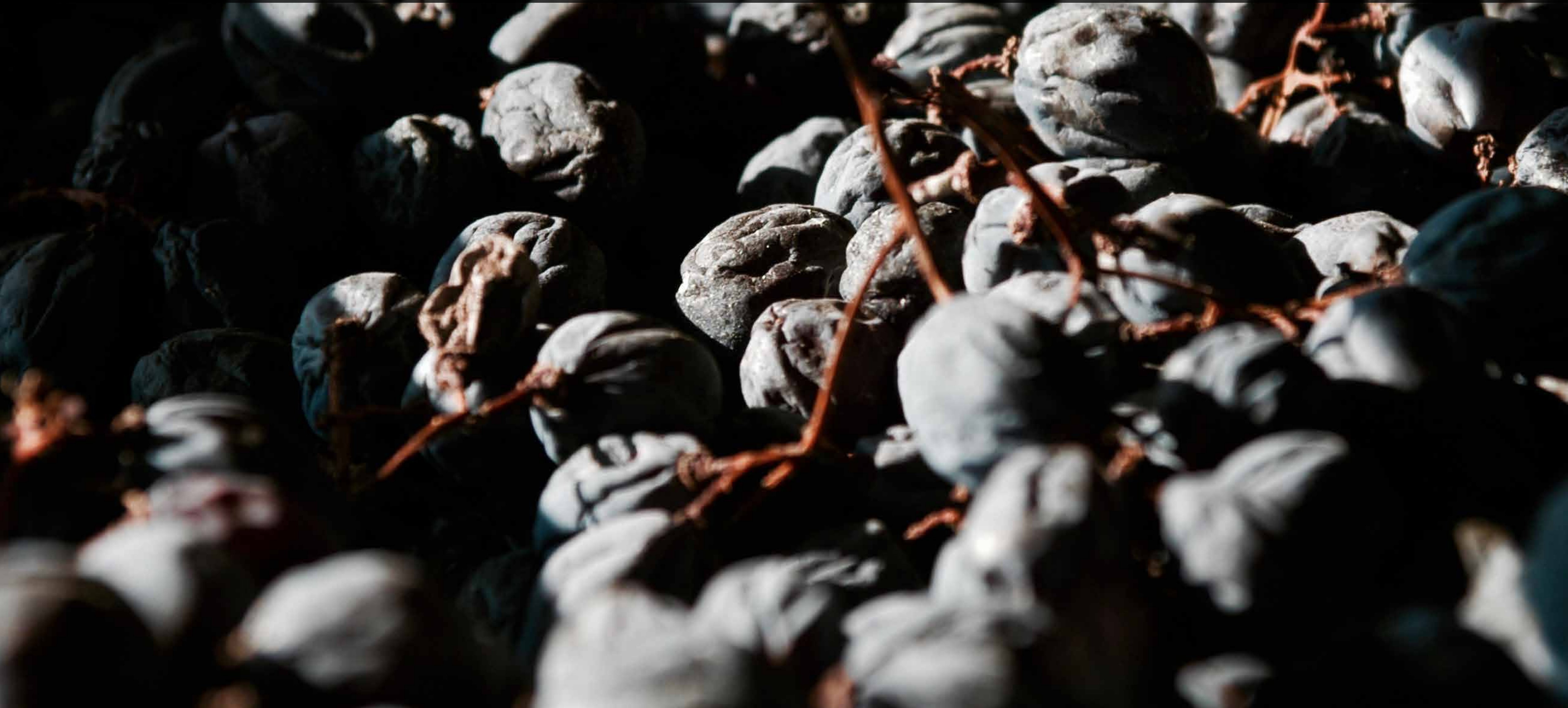


THE GRAPES LOSE 35-50% OF WATER



THE DEHYDRATION CONCENTRATES

SUGAR, AROMAS AND POLYPHENOLS





HOW AMARONE WINE IS MADE



AFTER 3 MONTHS OF APPASSIMENTO



THE DRIED GRAPES CAN BE VINIFIED



THE GRAPES ARE DESTEMMED AND CRUSHED



LATER, THE JUICE IS PUT INTO FERMENTING VATS



SO, THE FERMENTATION STARTS



AFTER 30-40 DAYS OF MACERATION



AMARONE IS DRAWN OFF



THEN, THE WINE IS LEFT TO AGE IN OAK BARRELS



AFTER THE AGEING PERIOD IT IS READY TO BE RELISHED



#VALPOLICELLAWINES
at Prowein 2019

Handcrafted Wines of Valpolicella | 11:00 AM

Tasting with *Kevin Gagnon* WA, VIA Italian Wine Ambassador and Valpolicella Wine Specialist

WINE TASTING

- 1. MARCO MOSCONI (-)**
Valpolicella Doc Superiore 2015
- 2. CORTE LONARDI (-)**
Valpolicella Ripasso DOC Classico Superiore 2016
- 3. TENUTE CA' BOTTA (HALL 15 / D68)**
Valpolicella Ripasso DOC Superiore 2014 "Costa Rossa"
- 4. DAL CERO IN VALPOLICELLA (HALL 15 / C41)**
Amarone della Valpolicella DOCG 2013 "Dal Cero"
- 5. ROBERTO MAZZI E FIGLI (-)**
Amarone della Valpolicella DOCG Classico 2013 "Punta di Villa"
- 6. LE GUAITE DI NOEMI (HALL 15 / F41)**
Amarone della Valpolicella DOC 2008



1. ALBINO ARMANI (HALL 16 / H27)

Amarone della Valpolicella Docg Classico 2015 "Albino Armani"

2. CA' RUGATE (HALL 15 / F41)

Amarone della Valpolicella Docg 2014 "Punta Tolotti"

3. CANTINA VALPANTENA VERONA (HALL 15 / C41)

Amarone della Valpolicella Docg 2013 "Torre del Falasco"

4. RUBINELLI VAJOL (HALL 16 / E71)

Amarone della Valpolicella Docg Classico 2012 "Rubinelli Vajol"

5. FATTORI (HALL 15 / F41)

Amarone della Valpolicella Docg 2011

6. VILLABELLA (HALL 16 / E78)

Amarone della Valpolicella Doc Classico Riserva 2009 "Fracastoro"



- 1. DOMINI VENETI BY CANTINA VALPOLICELLA NEGRAR (HALL 15 / A67)**
Valpolicella DOC Classico Superiore 2016 “Collezione Pruviniano”
- 2. ROCCOLO GRASSI (-)**
Valpolicella DOC Superiore 2013 “Roccolo Grassi”
- 3. ZONIN (HALL 16 / C01)**
Valpolicella Ripasso DOC Superiore 2016
- 4. PAOLO COTTINI (-)**
Amarone della Valpolicella DOCG Classico 2014
- 5. I TAMASOTTI (-)**
Amarone della Valpolicella DOCG 2014 “I Tamasotti”
- 6. MASSIMAGO (HALL 16 / C15)**
Amarone della Valpolicella DOCG 2013



- 1. SALA DI BOSCAINI PAOLO (-)**
Valpolicella DOC Classico Superiore 2016
- 2. TENUTE FASOLI (-)**
Valpolicella DOC Classico Superiore 2016
- 3. MONTECARIANO (HALL 15 / F41)**
Valpolicella Ripasso DOC Classico Superiore 2014
- 4. BENNATI (HALL 15 / F41)**
Valpolicella Ripasso DOC Superiore 2014 "La Mora della Valtramigna"
- 5. SARTORI DI VERONA (HALL 16 / A03)**
Amarone della Valpolicella DOCG Classico 2011 "Corte Brà"
- 6. CÀ DEI RONCHI (-)**
Amarone della Valpolicella DOCG 2011



With specialties of




ASIAGO
FORMAGGIO DOP

FRESH ASIAGO CHEESE

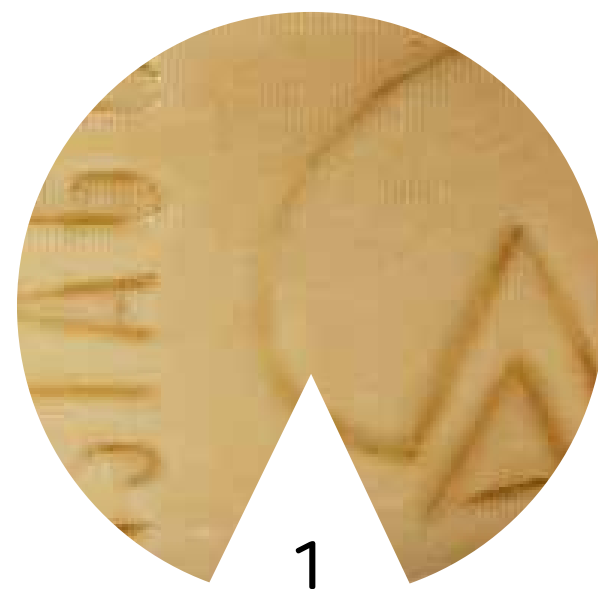
Fresh Asiago cheese, known also as pressed Asiago, is made of full-cream milk and matured for at least 20 days. The colour is white or pale straw yellow, it is characterised by marked and irregular eyes and has the flavour of new milk; it is delicate and pleasant and melts in the mouth leaving an irresistible sweet and slightly acidulous flavour.



- ∴ When the whole production cycle is carried out
- ∴ above 600 metres, Asiago PD is hot-branded
- ∴ **Product of the Mountain.**

IF IT'S PDO, YOU SEE IT STRAIGHT AWAY

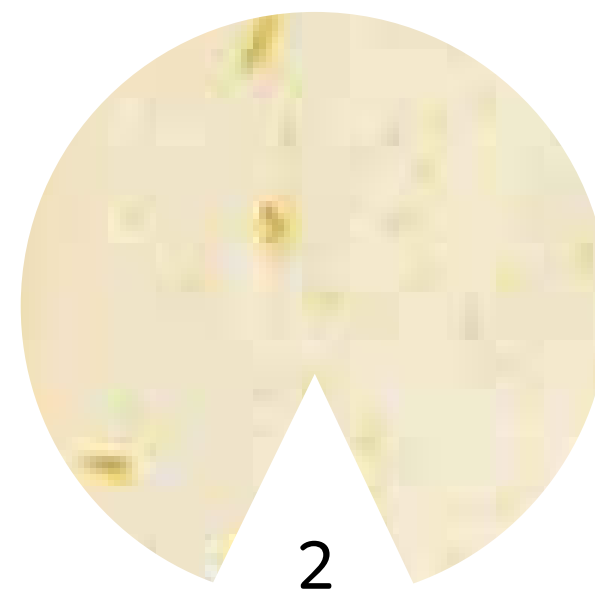
Asiago cheese is unmistakable at first glance. Each slice is recognised by the lettering "ASIAGO" on the crust, while each form bears the number of the dairy where it was made and its own identification code on the casein label. A guarantee of traceability that only PDO can offer.



1

SIGHT

ASIAGO brand on the side of the form



2

TOUCH

Soft like sponge cake



3

SMELL

Reminiscent of yogurt and butter



4

TASTE

Delicate and pleasant

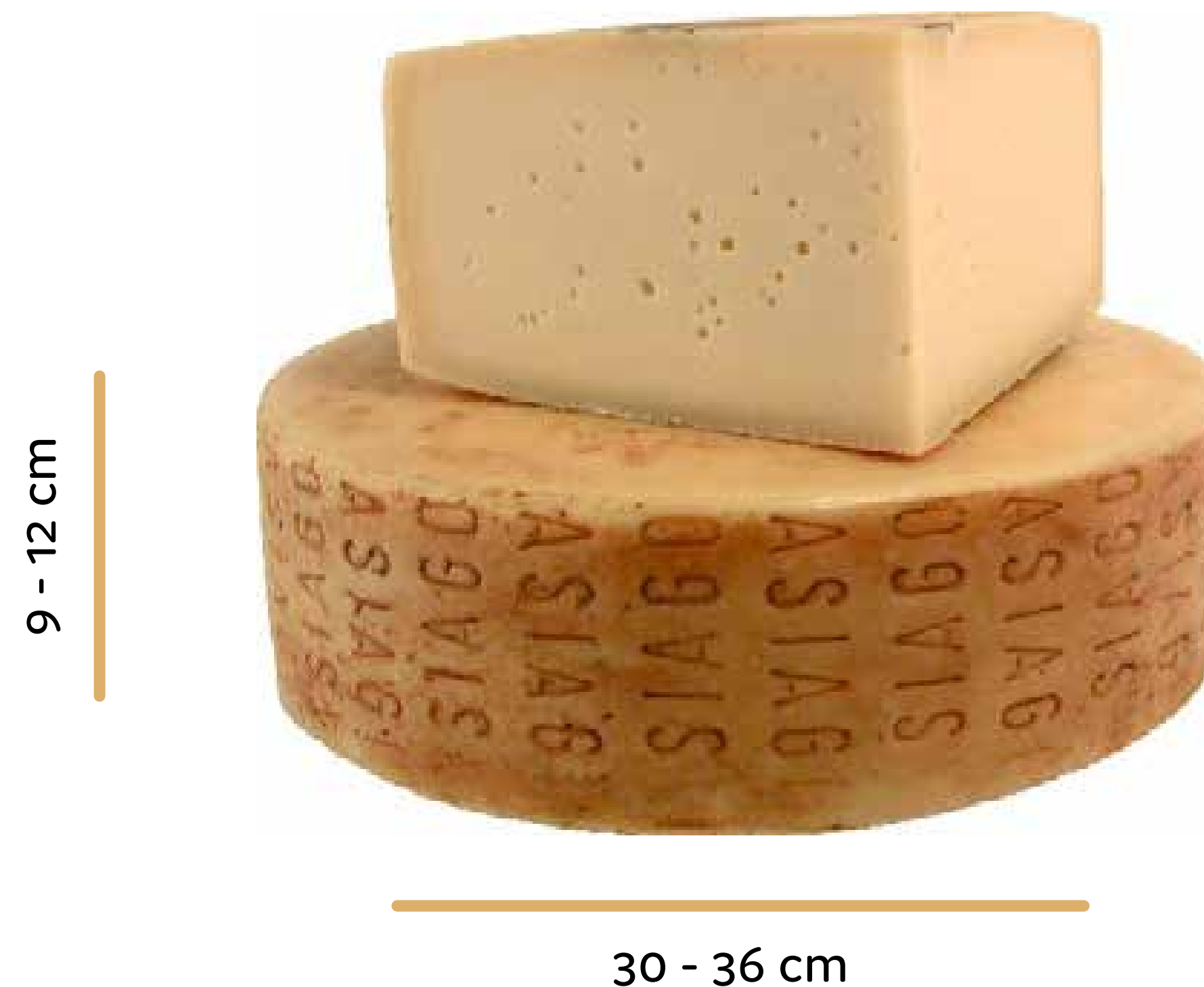
A FLAVOUR THAT COMES FROM THE MOUNTAINS

Asiago cheese originates on the Asiago Plateau, a place surrounded by nature where the mild climate, the healthy air, the pure water and the rich vegetation provide the pastures with the nutritious elements most suited for the production of a genuine milk that becomes a cheese with an unmistakable flavour, natural, healthy and produced following a strict procedure. Behind Asiago PDO there are a thousand years of history, based on Alpine traditions that are maintained and enriched every day.



MATURE ASIAGO CHEESE

Mature Asiago cheese, known also as "Asiago d'allevato", is made of partially skimmed milk and matured for a period ranging from 3 to over 15 months. The colour is straw yellow, it is characterised by small or medium eyes, it has a decidedly tasty flavour that increases with longer maturing. It is also called Asiago Mezzano (Medium) (matured 4 to 6 months), Asiago Vecchio (Old) (10 to 15 months) and Asiago Stravecchio (Very Old) (over 15 months).



• When the whole production cycle is carried out
• above 600 metres, Asiago PD is hot-branded
• **Product of the Mountain.**

IF IT'S PDO, YOU SEE IT STRAIGHT

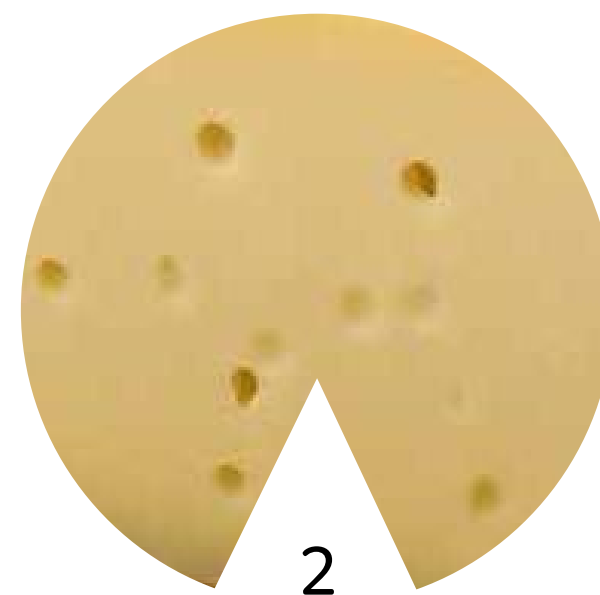
Asiago cheese is unmistakable at first glance. Each slice is recognised by the lettering "ASIAGO" on the crust, while each form bears the number of the dairy where it was made and its own identification code on the casein label. A guarantee of traceability that only PDO can offer.



1

SIGHT

ASIAGO brand on the side of the form



2

TOUCH

Compact, but soft



3

SMELL

Reminiscent of bread, almonds and dry hazelnuts



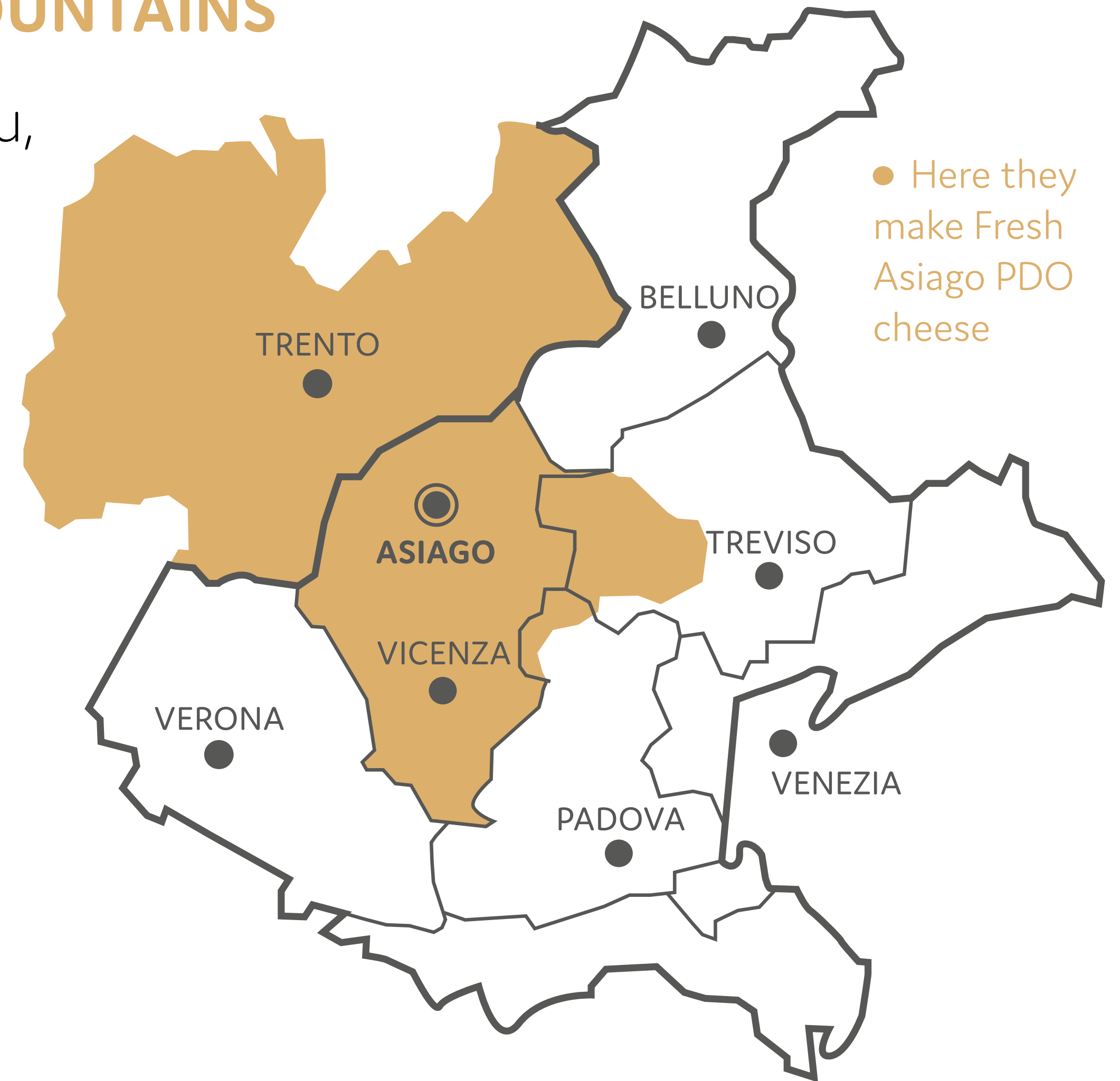
4

TASTE

Decided and tasty

A FLAVOUR THAT COMES FROM THE MOUNTAINS

Asiago cheese originates on the Asiago Plateau, a place surrounded by nature where the mild climate, the healthy air, the pure water and the rich vegetation provide the pastures with the nutritious elements most suited for the production of a genuine milk that becomes a cheese with an unmistakable flavour, natural, healthy and produced following a strict procedure. Behind Asiago PDO there are a thousand years of history, based on Alpine traditions that are maintained and enriched every day.



ENOTECA | *VALPOLICELLA DOC*

MASSIMAGO, Valpolicella DOC 2018

TENUTE FASOLI, Valpolicella DOC Classico 2018

BENNATI, Valpolicella DOC 2017 “Cornalè”

PAOLO COTTINI, Valpolicella DOC Classico 2017

FATTORI, Valpolicella DOC 2017 “Col de la Bastia”

RUBINELLI VAJOL, Valpolicella DOC Classico 2017 “Rubinelli Vajol”

VILLABELLA, Valpolicella DOC Classico 2017

ZONIN, Valpolicella DOC Classico 2017

DAL CERO IN VALPOLICELLA, Valpolicella DOC 2016 “Dal Cero”

MARCO MOSCONI, Valpolicella DOC 2016 “Montecristo”



ENOTECA | *VALPOLICELLA DOC SUPERIORE*

ALBINO ARMANI, Valpolicella DOC Classico Superiore 2016 “Egle”

I TAMASOTTI, Valpolicella DOC Superiore 2016 “I Tamasotti”

SARTORI DI VERONA, Valpolicella DOC Superiore 2016 “120° Anniversary”

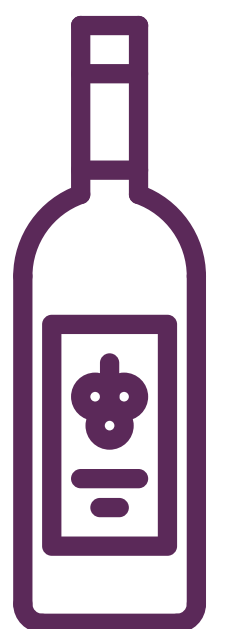
TENUTE FASOLI, Valpolicella DOC Classico Superiore 2016

MARCO MOSCONI, Valpolicella DOC Superiore 2015

TENUTE CA' BOTTA, Valpolicella DOC Superiore 2014 “Torcinato”

CÀ DEI RONCHI, Valpolicella DOC Superiore 2013 “Spargola”

ROCCOLO GRASSI, Valpolicella DOC Superiore 2013 “Roccolo Grassi”



ENOTECA | *VALPOLICELLA RIPASSO DOC*

FATTORI, Valpolicella Ripasso DOC Superiore 2017 “Col de la Bastia”

ALBINO ARMANI, Valpolicella Ripasso DOC Classico Superiore 2016 “Albino Armani”

BENNATI, Valpolicella Ripasso DOC Superiore 2016 “Soraighe”

PAOLO COTTINI, Valpolicella Ripasso DOC Classico Superiore 2016

DAL CERO IN VALPOLICELLA, Valpolicella Ripasso DOC Superiore 2016 “Dal Cero”

MASSIMAGO, Valpolicella Ripasso DOC Superiore 2016 “Marchesa Mariabella”

SARTORI DI VERONA, Valpolicella Ripasso DOC Superiore 2016 “Valdimezzo”

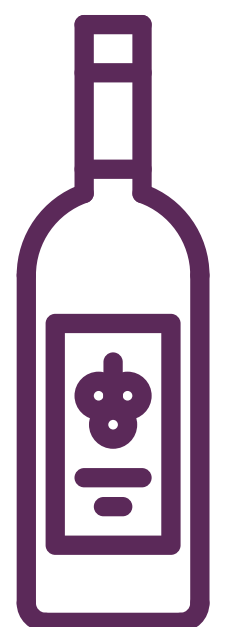
VILLABELLA, Valpolicella Ripasso DOC Classico Superiore 2016

ZONIN, Valpolicella Ripasso DOC Superiore 2016

RUBINELLI VAJOL, Valpolicella Ripasso DOC Classico Superiore 2014 “Rubinelli Vajol”

TENUTE CA' BOTTA, Valpolicella Ripasso DOC Superiore 2014 “Costa Rossa”

CÀ DEI RONCHI, Valpolicella Ripasso DOC 2013



ENOTECA | *AMARONE DELLA VALPOLICELLA DOCG*

DOMINI VENETI BY CANTINA VALPOLICELLA NEGRAR, Amarone della Valpolicella DOCG Classico 2015 "Domini Veneti"

CORTE LONARDI, Amarone della Valpolicella DOCG Classico 2014

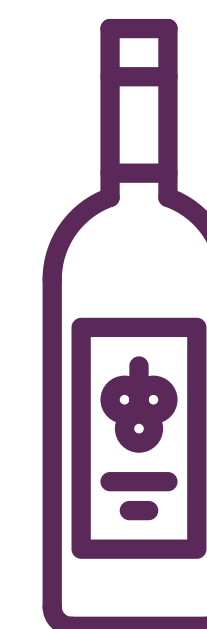
I TAMASOTTI, Amarone della Valpolicella DOCG 2014 "I Tamasotti"

CANTINA VALPANTENA VERONA, Amarone della Valpolicella DOCG 2013 "Torre del Falasco"

ROBERTO MAZZI E FIGLI, Amarone della Valpolicella DOCG Classico 2013 "Punta di Villa"

SALA DI BOSCAINI PAOLO, Amarone della Valpolicella DOCG Classico 2012

LE GUAITE DI NOEMI, Amarone della Valpolicella DOCG 2008



ENOTECA | *RECIOTO DELLA VALPOLICELLA DOCG*

CORTE LONARDI, Recioto della Valpolicella DOCG Classico 2016 “Le Arele”

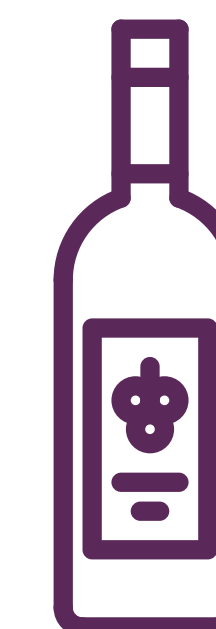
CANTINA VALPANTENA VERONA, Recioto della Valpolicella DOCG 2015 “Tesauro”

ROBERTO MAZZI E FIGLI, Recioto della Valpolicella DOCG Classico 2015 “Le Calcarole”

SALA DI BOSCAINI PAOLO, Recioto della Valpolicella DOCG Classico 2015

DOMINI VENETI BY CANTINA VALPOLICELLA NEGRAR, Recioto della Valpolicella DOCG Classico 2014 “Vigneti di Moron”

LE GUAITE DI NOEMI, Recioto della Valpolicella DOCG 2010



THANKS FOR YOUR ATTENTION!

*V*alpolicella
CONSORZIO TUTELA VINI

Land of Wine, Charm and Tradition