

Uniqueness and Futurability of Conegliano Valdobbiadene Prosecco DOCG: a value model between vocation and innovation

(PhD U. Marchiori, Consorzio Tutela del Vino Conegliano Valdobbiadene Prosecco)



VIII. INTERNATIONAL CONGRESS

MOUNTAIN AND STEEP SLOPES
VITICULTURE

Montreux – Switzerland

6 - 8 May 2026



WHAT IS PROSECCO? «5 MINUTS OF HAPPINESS EVERY DAY»

PROSECCO BELONGS TO TWO DENOMINATION OF ORIGIN

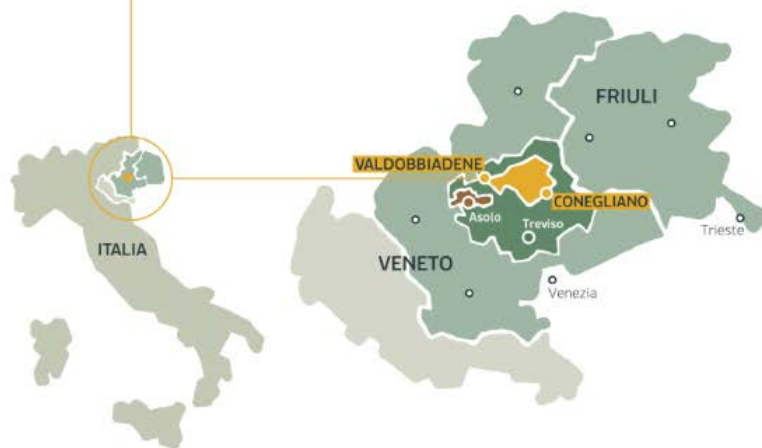
	Conegliano-Valdobbiadene Prosecco Superiore DCG	Prosecco DOC
GRAPES	Max 12.000 + 1.500 kg/ha	Max 15.000 + 3.000 kg/ha
BOTTLES/YEAR	98 MILION (2025)	667 MILION (2025)
MUNICIPALITIES	15	556
LAND / SOIL	HILLS / MARLN & ROCKY	FLAT / DEEP & FERTILE
VITICULTURE	PREDOMINANTLY HAND MADE	PREDOMINANTLY MECHANICAL
HISTORY	FROM 1876 UNESCO HERITAGE FROM 2019	FROM 2009





The Production zones
/ Le zone di produzione

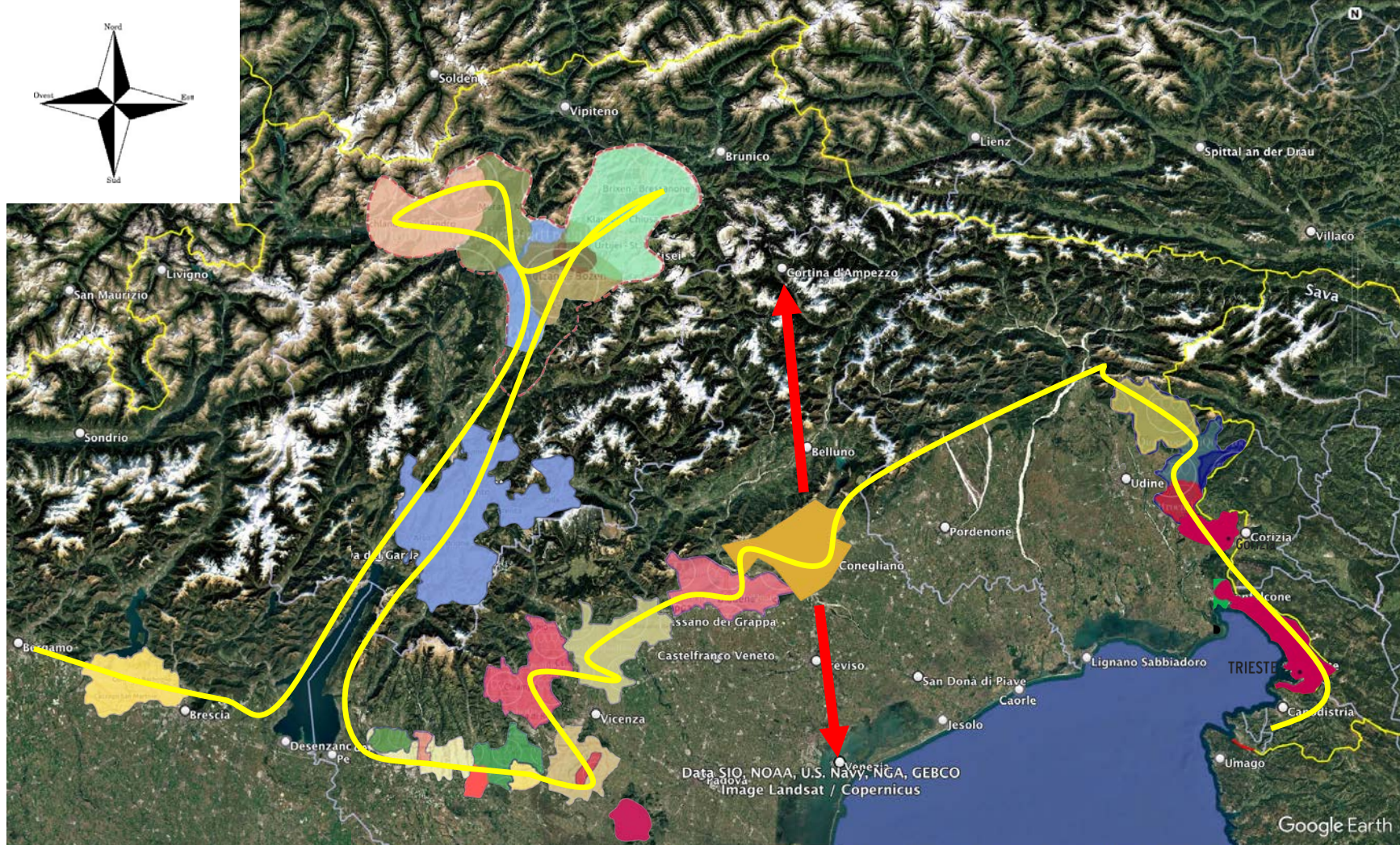
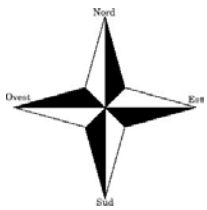
- CONEGLIANO VALDOBBIADENE PROSECCO SUPERIORE DOCG
- ASOLO PROSECCO SUPERIORE DOCG
- PROVINCE OF TREVISO
- PROSECCO DOC



La sua storia inizia a **Conegliano Valdobbiadene**, area collinare nel Nord Est d'Italia, a 50 km da Venezia e circa 100 dalle Dolomiti. Qui da più di tre secoli si coltivano le uve che danno origine al Prosecco Superiore, il cui successo inizia con la fondazione della prima Scuola Enologica d'Italia, nel 1876. L'area di produzione, che si estende su **15 comuni** e rappresenta il cuore del mondo del Prosecco, è una denominazione storica italiana riconosciuta nel 1969. Nel 2009, con la

riorganizzazione delle denominazioni Prosecco, il Ministero dell'Agricoltura la classifica come **Denominazione di Origine Controllata e Garantita (DOCG)** massimo livello qualitativo italiano. Ad essa si affiancano la DOCG Asolo e la DOC Prosecco, estesa su 9 province di Veneto e Friuli Venezia Giulia, creata per proteggere il patrimonio viticolo del Prosecco e tutelarla nel mondo.







A scenic view of a vineyard on a hillside. The foreground shows rows of grapevines with green and yellowing leaves. In the middle ground, a small white house is visible on a hillside. The background shows more hills and a bright sky. The text is overlaid on this image.

TALENT (VOCATION)

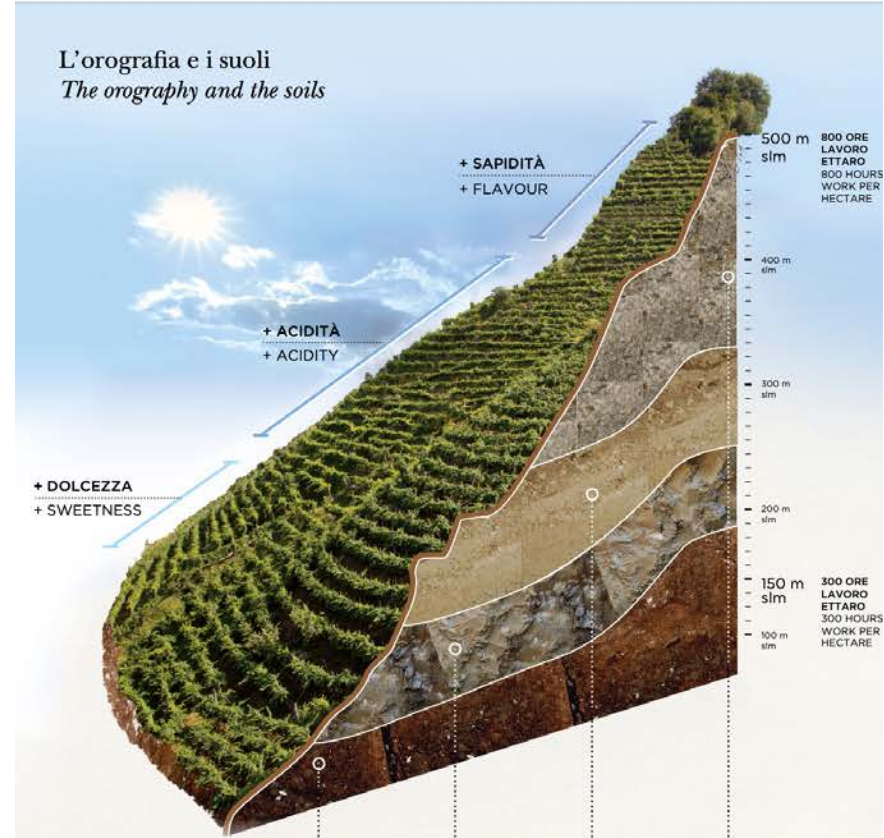
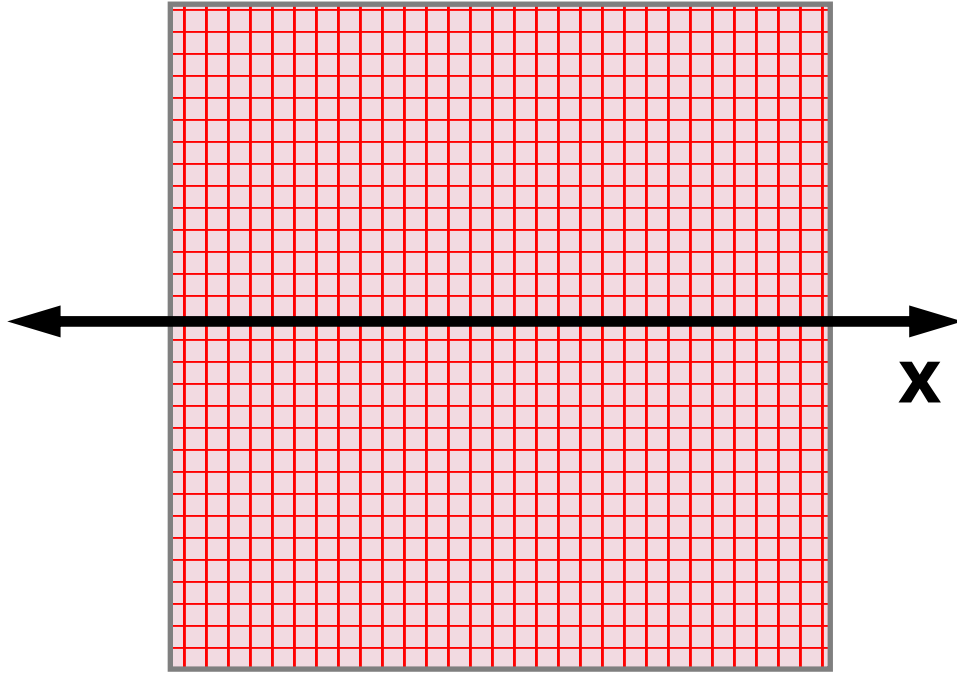
IN A DEFINED CONTEXT (ENVIRONMENT)

EXISTS SPECIFIC FEATURES (VINES)

THAT THROUGH A PROCEDURE (METHOD)

GENERATE DISTINCTIVE RESULTS (WINE)

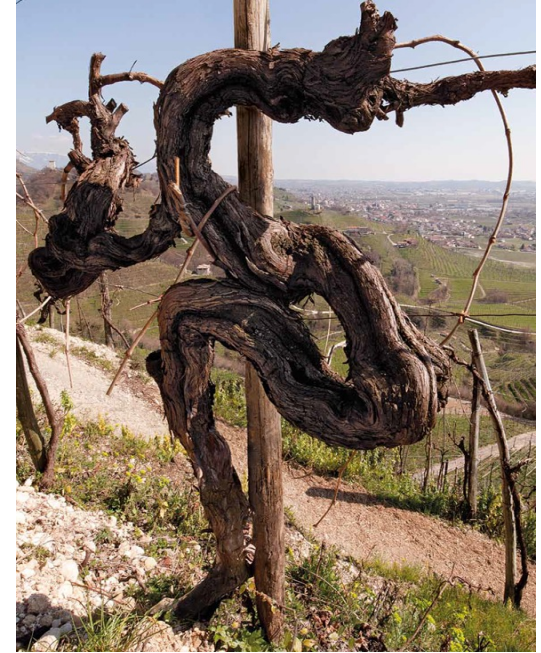
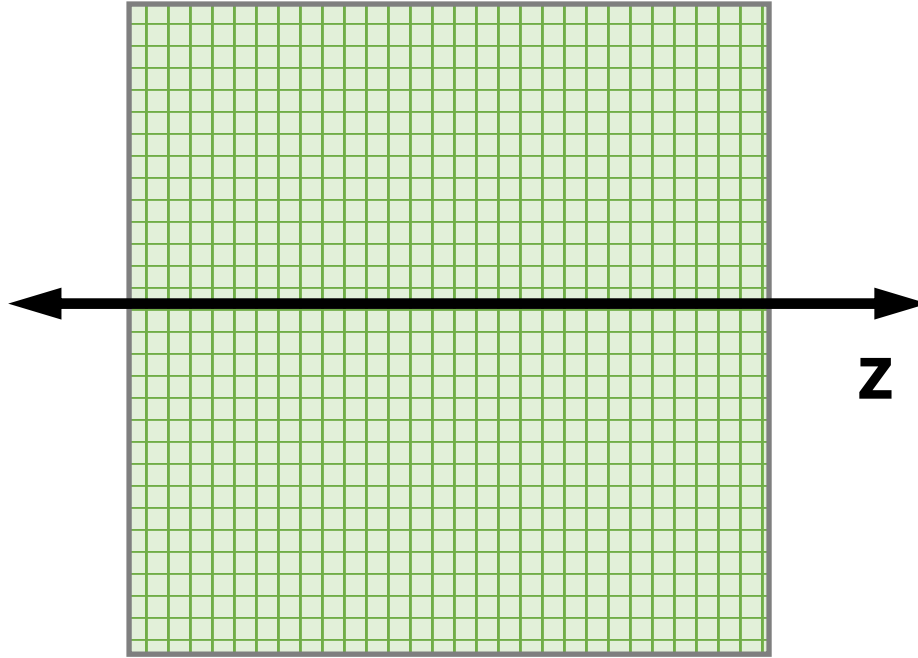
ENVIRONMENT







VINES

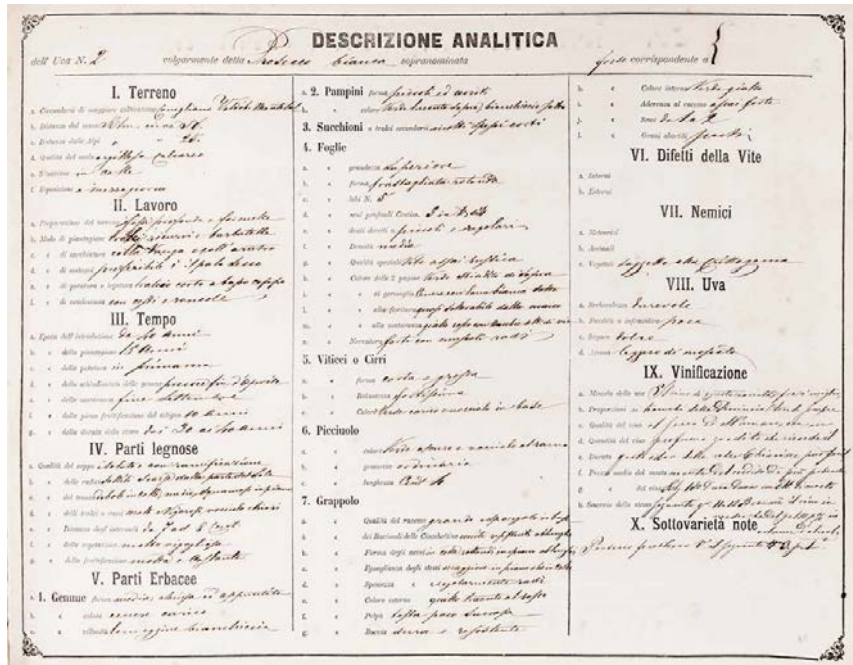




General Ampelography of the Province of Treviso) promoted and compiled by a Commission set up based on a decree issued by the Regio Ministero dell'Agricoltura Industria e Commercio del Regno d'Italia in 1870. The Commissioners were GB. Clementi (President), D. Benedetti, Cav. C. Malutta, Nob. F. Cavazzani and Dr. A. Carpenè. The photographs were taken by the celebrated photographer of the time, Giuseppe Ferretto from Treviso.

The ancient recipe was:

GLERA TONDA
+
AUTHOCTONOUS LOCAL GRAPES



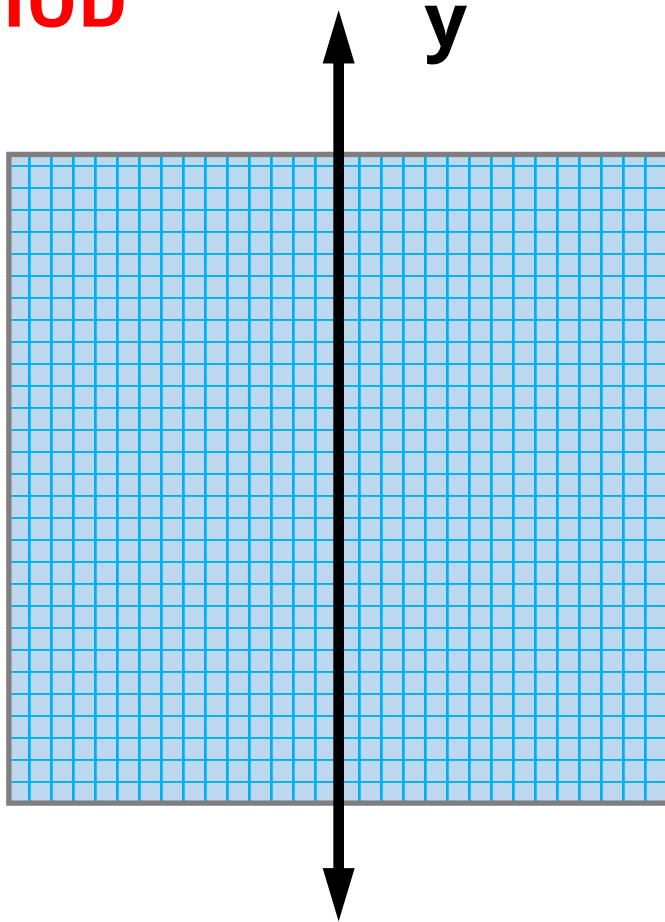
GLERA TONDA		GLERA LUNGA		PERERA		BIANCHETTA		VERDISO	
GRAPPOLO GRANDE, GROSSO, ALTO		GRAPPOLO MEDIO, TROVACCHIONE		GRAPPOLO TROVACCHIONE, GROSSO, ALTO		GRAPPOLO MEDIO, GROSSO, ALTO, MEDIO, GROSSO		GRAPPOLO MEDIO, TROVACCHIONE, GROSSO	
ACINO GROSSO	ACINO BERGOLIO GROSSO, GROSSO, GROSSO, GROSSO, GROSSO	ACINO GROSSO	ACINO BERGOLIO GROSSO, GROSSO, GROSSO, GROSSO, GROSSO	ACINO GROSSO	ACINO BERGOLIO GROSSO, GROSSO, GROSSO, GROSSO, GROSSO	ACINO GROSSO	ACINO BERGOLIO GROSSO, GROSSO, GROSSO, GROSSO, GROSSO	ACINO GROSSO	ACINO BERGOLIO GROSSO, GROSSO, GROSSO, GROSSO, GROSSO
FOGLIA TROVACCHIONE, GROSSO, TROVACCHIONE, TROVACCHIONE		FOGLIA GRANDE, TROVACCHIONE, TROVACCHIONE, TROVACCHIONE		FOGLIA GRANDE, GROSSO, GROSSO, TROVACCHIONE		FOGLIA GRANDE, TONDA, GROSSO		FOGLIA MEDIO, TROVACCHIONE	

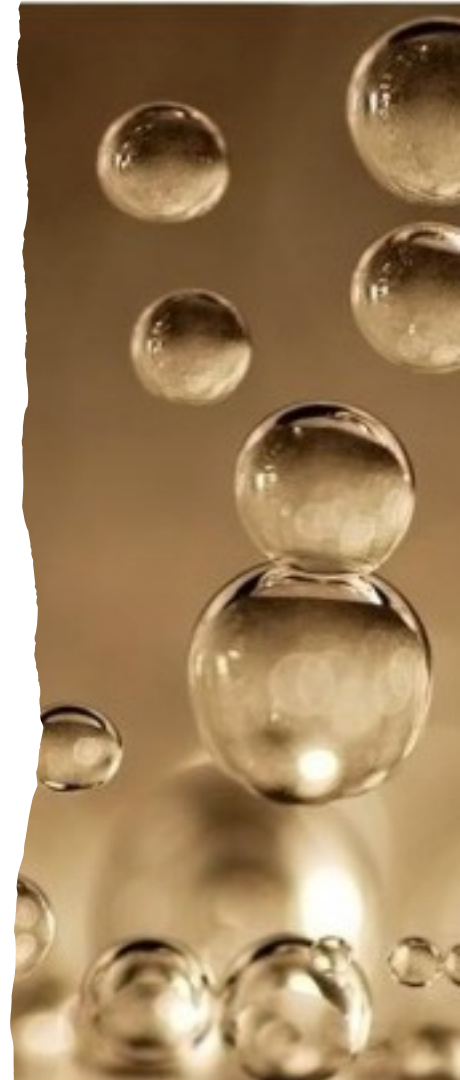


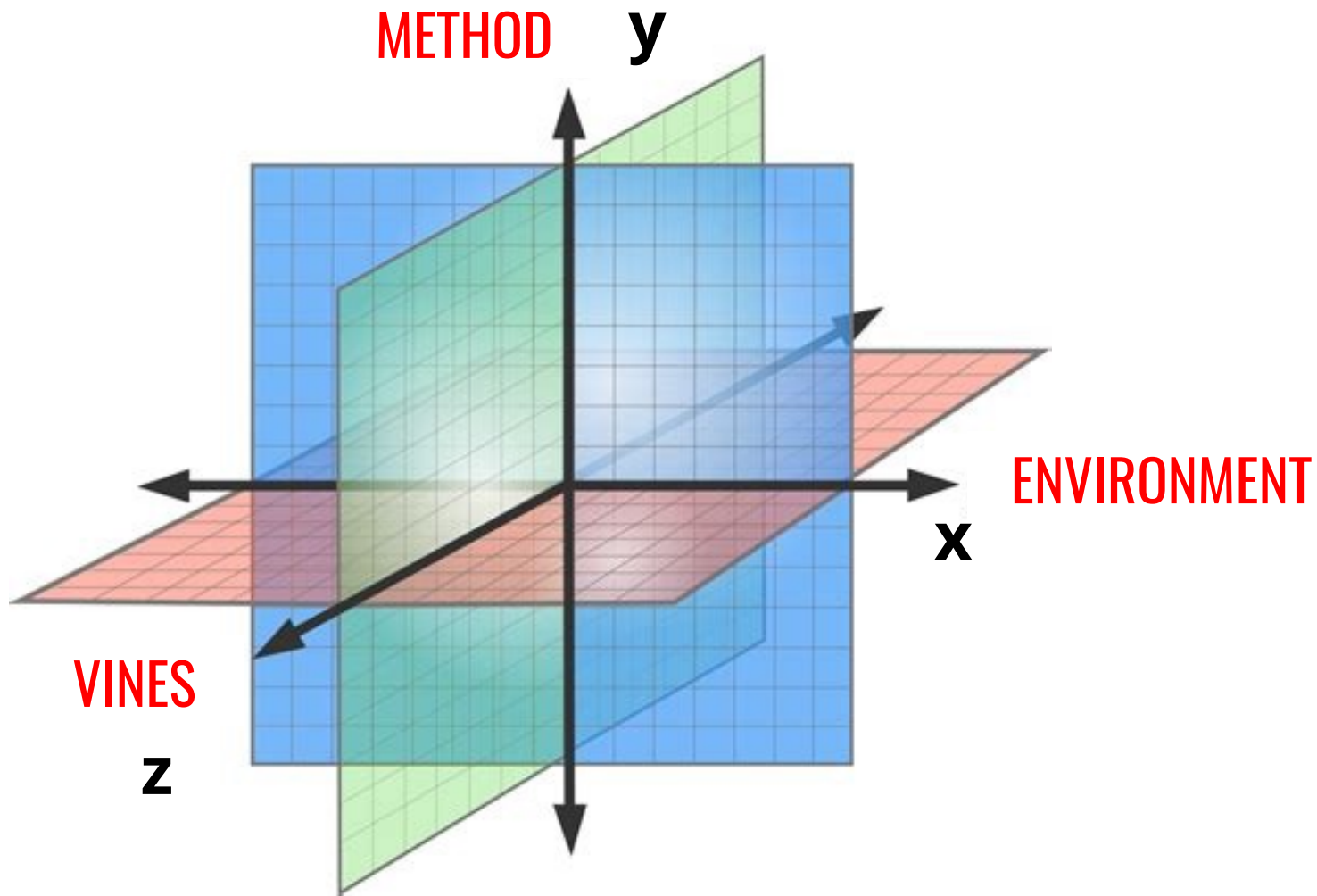
I FATTORI PRIMI DEL SUPERIORE
 LE UVE DEL VALDOBBIADENE PROSECCO SUPERIORE DOCG

EDIZIONI LIMITATE
 BY VALDOBBIADENE
 PROSECCO SUPERIORE DOCG

METHOD







RELEVANT COMBINATIONS

MAIN FEATURE	ENVIRONMENT	VINES	METHOD
GENERIC	-	-	-
PROCESS	-	-	+
VARIETAL	-	+	-
TERRITORIAL	+	-	-
TECHNOLOGICAL (PARTIAL SYNERGY)	-	+	+
TRADITIONAL (PARTIAL SYNERGY)	+	-	+
DENOMINATION (PARTIAL SYNERGY)	+	+	-
MITH (FULL SYNERGY)	+	+	+

MITH LIKE A CULTURAL WINE

- A FINE WINES VALUE MODEL FOR THE PREMIUM MARKET SEGMENT -

- SALES VALUE IS INDEPENDENT FROM PRODUCTION COSTS;
- CELEBRITY AND BRAND RECOGNITION AND AWARENESS;
- NON-SUBSTITUTABLE (AUTHENTICITY AND CONSISTENCY);
- EXHAUSTABILITY;
- SPECIFICITY (BAROLO 180 MGA, ETNA 133 CONTRADE, CONEGLIANO VALDOBBIADENE 43 RIVE);
- AGEING DYNAMICS THROUGH TIME (EXPORT);
- VINTAGE EFFECT;

RISK IS THE CHANCE THAT A HAZARD CAUSE HARM

	HAZARD	CHANCE
ENVIRONNEMENT	WEATHER CHANGE IN D.O.	✓
VINES	PHYSIOLOGICAL ALTERATIONS	✓
METHOD	STANDARDIZATION	✓

IN

PERCEPTION	TWO DENOMINATION AND STYLE	✓
MARKET	PURCHASING POWER	✓

OUT

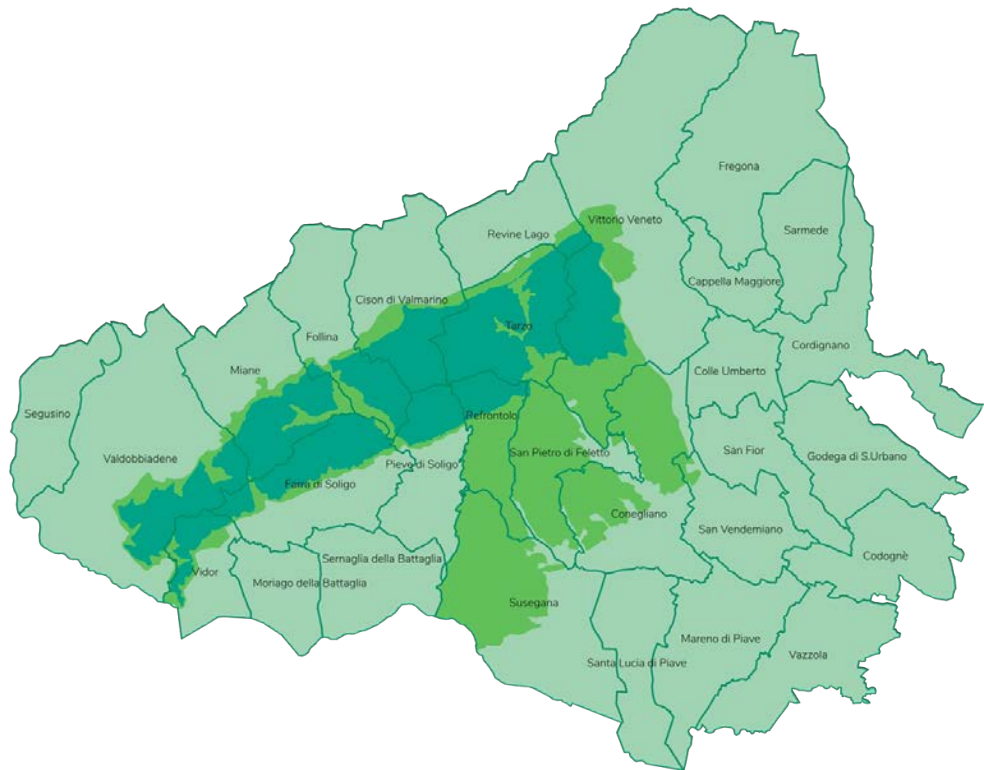
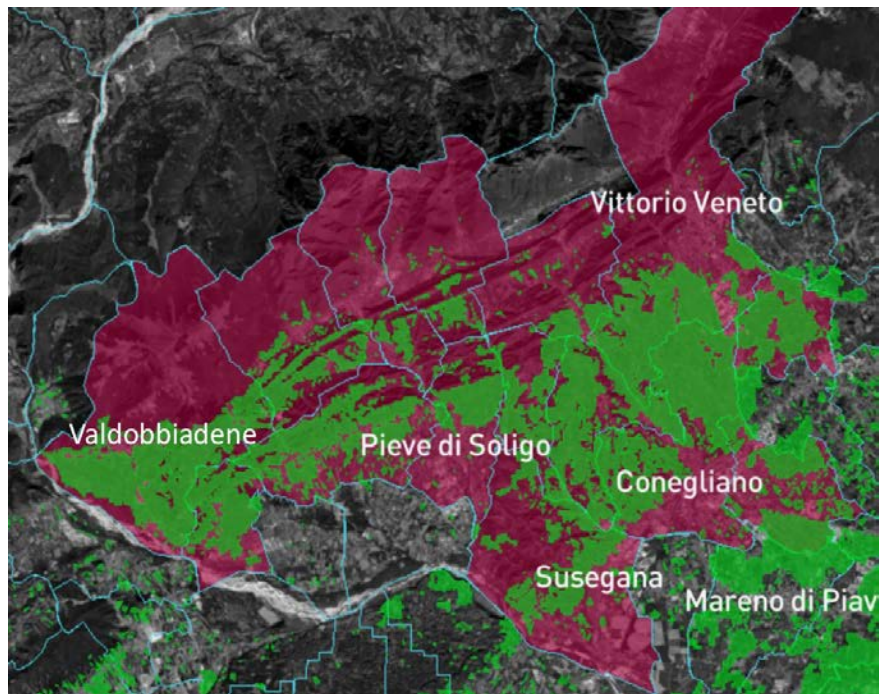


- TRADITIONAL RISK MANAGEMENT AIMS AT STABILITY WITH MITIGATION ACT
- **INNOVATION TRIES TO OVERCOME RISKS** BY TRANSFORMING THEM INTO GROWTH TOOLS
- TECHNICAL PERSPECTIVES?

ENVIRONMENT

- Sustainable cultivation (functional biodiversity, TOF);
- Soil quality management;
- Water quality management;
- Air quality (no drift, heat waves and tropical nights mitigation);
- Renewable energy;





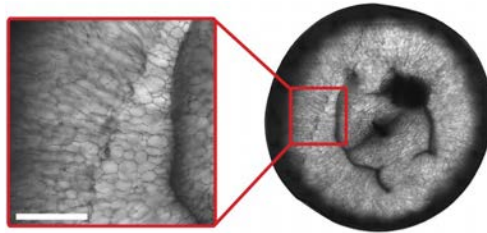
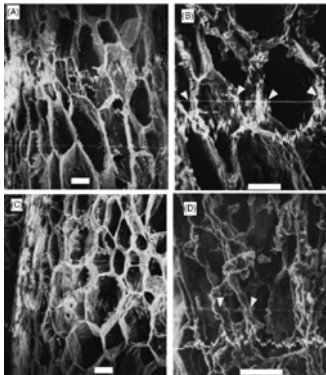
VINES

- PHYSIOLOGICAL STRESS CONTAINMENT;
- OPTIMIZE PLANT VIGOUR;
- GRAPES HEALTH AND RIPENING;
- GRAPES COMPOSITION (HM, APA, G+F.);



METHOD

- METHODOLOGICAL IMPROVEMENT;
- LIGHT ENOLOGY AT THE SERVICE OF VOCATIONALITY;



AGE

AGED WHITE WINES

- ✓ 29 Friuli DOC Collio top white wines of different vintage were characterized (1990-2012)

AGED SPARKLING WHITE WINES

- ✓ 32+8 white wines on lees were studied and compared to characterize redox evolution through time (1992/2010-2013)

[CO₂]

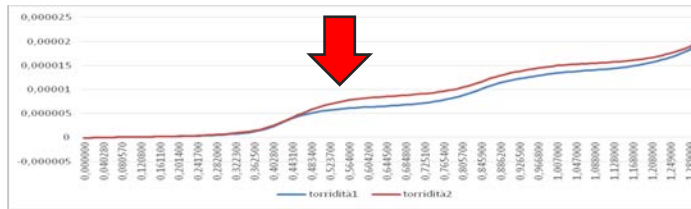
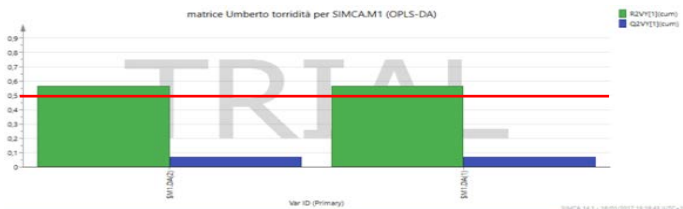
YOUNG WHITE WINES

- ✓ 3 wines oak vs steel tank (2015)

YOUNG SPARKLING WHITE WINES

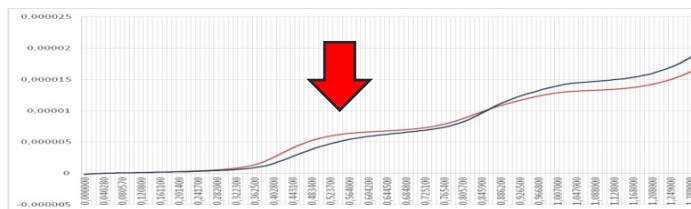
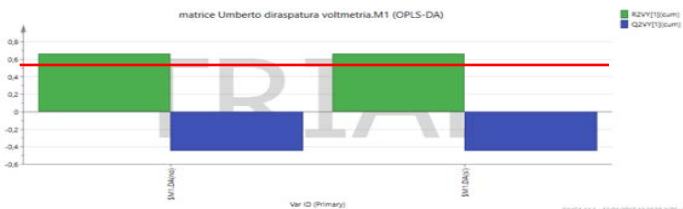
- ✓ 3+3 wines wild yeasts vs selected yeast (2015)

DEDUCTIVE AND PREDICTIVE EVIDENCE



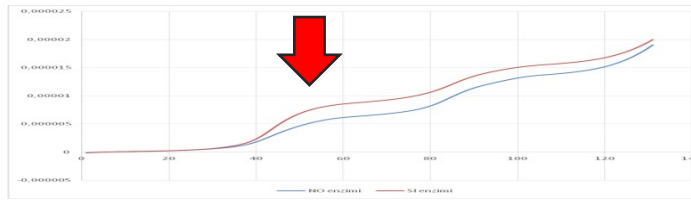
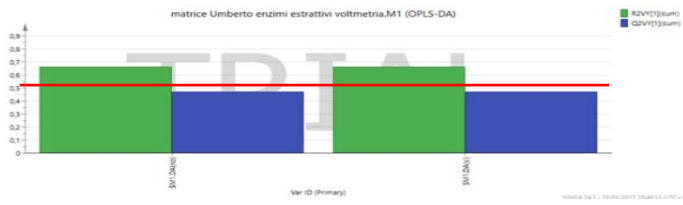
Scorching index

Red: hot vintage voltamogram
Blue: cold vintage voltamogram



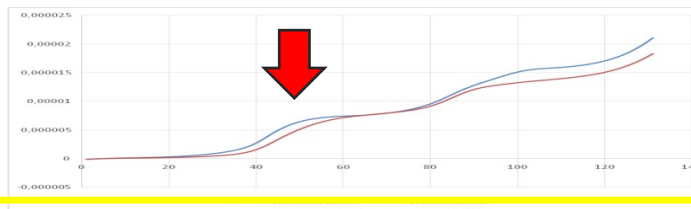
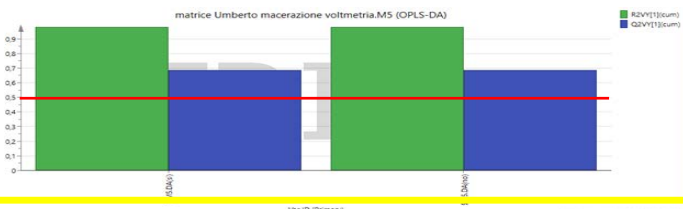
Destemming

Red: destemmed grapes
Blue: full grapes



Enzymes

Red: with enzymes
Blue: without enzymes



Skin contact

Red: skin contact
Blue: free run

WHO SURVIVES?

Wine with a value accounting,
With something to say,
understandable:

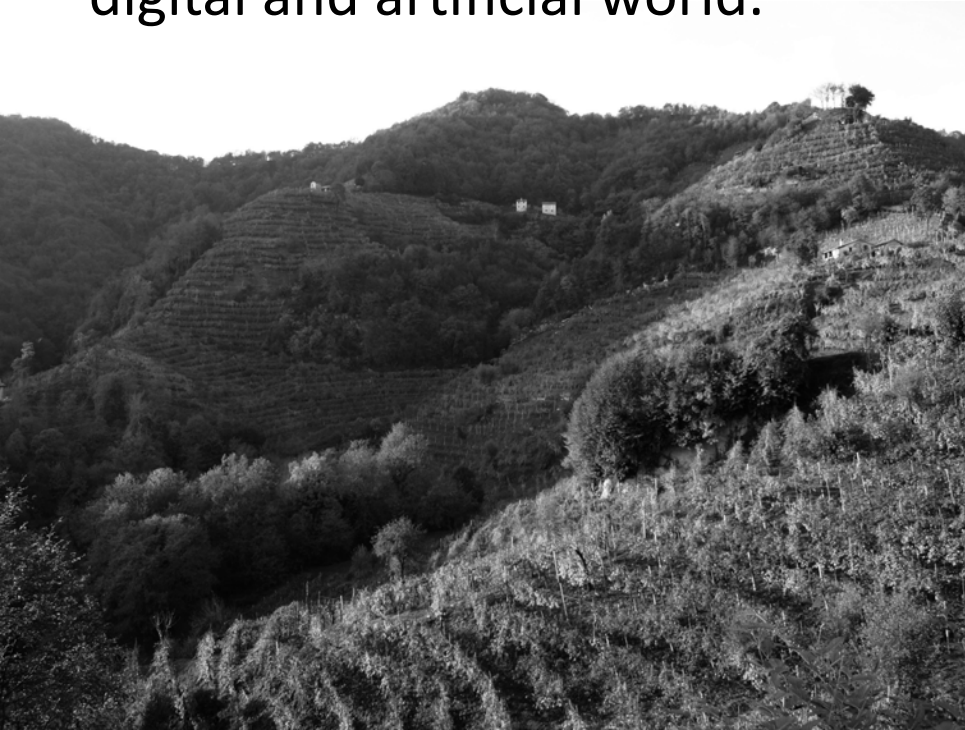
- Clear identity, **Specialist**,
- Clear skills, **Knowledge**,
- Clear production, **Supply chain**,
- Organoleptic Expressiveness, **Real taste**,
- Sustainable, **Biodiversity**,
- Versatile, Celebratory, Evocative,
- Digestible!



CONEGLIANO VALDOBBIADENE DOCG
NATURAL INCLINATION TO SURVIVES



Heroic Viticulture means Human Viticulture.
It maintains high level of human participation and natural intelligence applied in a highly mechanized, digital and artificial world.



**VIII. INTERNATIONAL
CONGRESS**
MOUNTAIN AND STEEP SLOPES
VITICULTURE
Montreux – Switzerland
6 - 8 May 2026



Thank You
Umberto Marchiori

