

# Wine Connoisseur



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MAGAZINE

## PROSECCO

AN ICON  
OF THE  
ITALIAN  
WINE  
WORLD

## NIAGARA WINE

CANADA IS WORLD  
RENOWNED FOR  
THEIR ICE WINES!

## TOKAJ GRAND

INAUGURAL GREAT TOKAJI TASTING

## THE BURGUNDY SHOP

LES DEUX CHEVRES

## THE RICHEST RED WINE IN TANNINS

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## PROSECCO

AN ICON OF THE ITALIAN WINE WORLD

By Chiara Giorleo

**I**n addition to personal preference, the sparkling wine called **Prosecco** is a symbol of the Italian wine business. Its success is demonstrated by the fact that Prosecco is one of the most exported Italian wines—especially in recent years. Prosecco is an easy drinking wine—highly pleasant, fruity, and full of minerals—thanks to the sea that covered this land thousand years ago. This Italian aperitif is a symbol of celebrations.

According to recent magazine and newspaper articles, Prosecco has even exceeded its French competitor, Champagne, in bottles sold worldwide: a great honor for the “Made in Italy” brand!

**But what is the difference between Prosecco and Champagne?**

Prosecco is a light, fresh, white wine produced in Northeastern Italy. It is mainly produced as a sparkling wine and using the “Glera” grape, which has notes of white flowers, green apple, and citrus. The main difference between *Champagne* (produced in Champagne, France) and the Italian sparkling wines produced in *Franciacorta* (the Lombardy region) and *Trento* (Trentino-Alto-Adige region) is the way they are produced.

All sparkling wines generally require a second fermentation where sugar and yeast are added. This

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forms the bubbles. The “Martinotti method” (also known as “Charmat”) is used for making Prosecco. Using this method, large containers speed up the second fermentation process, which maintains the freshness and notes of the grape uniformly.

The “Classic/Champenoise Method” is used to make Champagne and the sparkling wines produced in Italy (again, in the areas of *Franciacorta* and *Trento*). Using this method, the second fermentation takes place in the bottle.

Prosecco’s producers and associations emphasize that the Charmat/Martinotti method is not less prestigious than the classic one. In fact, it is the appropriate method for this grape, even though the classic method was initially used in Italy. This method has also improved over time, making it a better option for making Prosecco.

Until a regulation is in place, many areas of Italy, as well as some other countries distinguish **Prosecco DOC**, from **Prosecco DOCG**. Prosecco DOC is produced only in Italy—specifically in 9 Italian regions of Veneto and Friuli. In the heart of this area lies “*Conegliano Valdobbiadene*.” In this historical region, a Prosecco DOCG called “Superiore” is produced. Thanks to the favorable terrain and the steep hills, this is truly a heroic vintage with its cru, or “Cartizze,” situated high in the hills!



Underground cellars at  
Villa Sandi





Antonio Carpenè

Carpenè-Malvolti and the family Carpenè are well-known producers of this historical wine. Mr. Antonio Carpenè founded the company in the 1868, producing sparkling wines using the grapes of this land. He was faced with some old agricultural regulations, but he persisted, improving upon local attempts to change the laws. He introduced the "sparkling method" he learned in France, dreaming of producing an "Italian champagne," shifting from the classical method, Champenoise, to the "Italian" one, Martinotti, and improving it over time. The Carpenè family founded the first Italian school of Enology in Conegliano (1876), as well as the Consorzio (1962), with 10 other wine producers to protect and harvest the area. The Carpenè family is also famous for its innovative and progressive marketing campaigns. The family added the production area to its wine labels in 1924, before the modern concepts of regulation and cru. Today, this winery is the only one located in the middle of the town of Conegliano and it is still managed by the family. Carpenè-Malvolti is in its 4th generation of production, with as many as five million bottles a year, most of which contain their pleasant and balanced Proseccos, along with some sparkling wine that uses the classic method, brandy, and grappa (including a wine that is still produced in its original bottle, reminiscent

of the farmers who brought pumpkins, removed the pulp, and filled them with water and grappa. Another fascinating Italian winery is the Villa Sandi. Known for its hospitality and style, this family business is in its 3rd generation. It features an underground cellar that dates back to the Eighteenth Century (part of the cellar was rediscovered during World War I). The name of the company is the name of its brand. The family produces as many as 4 millions of bottles a year, mainly Prosecco (ranging from a basic version to a cru called "Cartizze"). The company also uses the classic method to produce a line of sparkling wines called "Opere," as well as some reds. Their wines are exported to several countries, including the United States. Villa Sandi is wonderful location chosen for special events by many Americans. "Corpore," a well-rounded red wine, is produced in collaboration with a famous Italian winemaker, Mr. Riccardo Cotarella. I love their cute "Locanda Sandi," a rustic, warm inn with an elegant style surrounded by vineyards, which gives it a magical atmosphere. Now you have another reason to visit Italy, with its hidden treasures in every region and its tradition full of culture, landscape, hospitality, food, and wine.



<http://www.veneto-esapori.it/en/protagonist/carpenè-malvolti>

<http://www.italialgroup.com/fbs/eng/wine/carpenè-malvolti.php>

<http://www.cellartours.com/italy/italian-wineries/villa-sandi-winery.html>

<http://hungrytravelers.com/tag/villa-sandi/>

<https://lavieenlavender.wordpress.com>

Left: Antonio Carpenè

Right: Villa Sandi