



CREATORS

The Prosecco Push

By Robert Whitley [May 7, 2019](#)

My local grocery has floor-stacked Prosecco at prices ranging from \$10 to \$15. No wonder Prosecco is flying off the shelf. Unfortunately, the low prices sometimes give the false impression that it is cheap and somehow lesser than. The **Consorzio Conegliano Valdobbiadene Superiore DOCG** hopes to change the perception with a campaign to educate U.S. restaurateurs and consumers about the notable qualities of Prosecco from this most important of all the Prosecco-producing regions...



Conegliano Valdobbiadene is situated between Venice and the Dolomite mountains, with steep hillsides and a long tradition of producers dedicated to distinctive Prosecco that truly represents the terroir of the DOCG (the appellation, in layman's terms). Prosecco from the area tends to show more minerality, is generally made in the drier brut style and exhibits more precise fruit characteristics...

The consorzio has hired three highly regarded sommeliers — Amy Elizabeth Thurmond in New York, Jennifer Wagoner in Chicago and Iris Rowlee in San Francisco — to serve as ambassadors for the Conegliano Valdobbiadene DOCG and alter the perception of Prosecco with outreach programs aimed at consumers...

