

FOOD & WINE

Does Prosecco Refer to the Region or Just the Grape?

The E.U. wants to ban Australian winemakers from using the term, but Australia had been using it before it was protected.

By [Mike Pomranz](#) | Updated January 16, 2020

Prosecco made a name for itself as an inexpensive alternative to Champagne. In fact, in the past especially, colloquially referring to Prosecco as champagne was extremely common. Such is the power of Champagne: The term is often used generically for similar sparkling wines. But now that Prosecco has become so popular that people ask for it by name, the Italian sparkling wine is facing the same problem: companies wanting to co-opt Prosecco's success by using the term.



Needless to say, Italy's Prosecco Consortium isn't feeling these arguments. Innocente Nardi, the group's president, recently told The Drinks Business that "the authenticity of our product must be protected and guaranteed." He continued, "Our denomination has over fifty years of history ... and it is thanks to the know-how of the producers and the vocation of the territory that this product has been able to achieve international success." Nardi also pointed to "the recent recognition of the Prosecco hills of Conegliano Valdobbiadene as a UNESCO World Heritage Site" as evidence of Italy's attachment to Prosecco.

