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Lifestyle

## Why Prosecco Is Cool Again

Lana Bortolot | Sep 28, 2019

Prosecco producers are looking toward the future—and you may be surprised at their vision.

Prosecco, the Italian sparkling wine region responsible for the most toast-worthy bubbly, itself has a lot to toast about lately.

On a high note, this summer **UNESCO recognized Prosecco's uber-quality DOCG wine region as a world heritage site, calling out the hills around Conegliano and Valdobbiadene for their unique and historic terraced plots.**

"The greatest benefits of an official Prosecco rosé designation are quality control—for the category, producers and consumers—and managing consumer expectations," said Enoce Ceola, CEO of Freixenet Mionetto USA, a prominent producer of both DOC and DOCG wines. He added that while the world recognizes the quality of DOCG Prosecco—mainly because of its "heroic" vineyards on steeply pitched slopes, "there's something special about the terroir diversification in the DOC appellation that doesn't get enough attention."



Maurizio Donadi, owner of Casa Belfi, and his son check the homemade musical "wind cellos" in their biodynamic vineyard in Prosecco DOC's Treviso province. [-] LANA BORTOLOTT