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Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. Announces 2020 Communications Campaign for U.S. Audience

By **Press Release** - June 18, 2020

SAN FRANCISCO, June 18, 2020 – The Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. is pleased to announce its 2020 communications program for the United States. The Consorzio of vine-growers, winemaking companies and bottlers from Italy's Conegliano Valdobbiadene region, was established to safeguard the standards of what eventually became the D.O.C.G. criteria in crafting wines of the highest quality and distinct provenance. Their mission is to increase the recognition of D.O.C.G. Conegliano Valdobbiadene Prosecco Superiore and its nuanced, complex, world-class sparkling wines. The United States is the 4th largest importer of Prosecco Superiore, and the Consorzio hopes to further engage its loyal audience while introducing new sparkling wine lovers to the D.O.C.G. category



The aim of the U.S. campaign, as always, is to educate the trade and public about everything **Conegliano Valdobbiadene Prosecco Superiore D.O.C.G.** has to offer – regionality, authenticity, and high standards in winegrowing and winemaking. Understanding the nuances of high elevation winegrowing, regional variation between Conegliano and Valdobbiadene, the typologies of the wines from the region on a dryness scale, the Martinotti method among many other production cues helps the gatekeepers in the trade share the tremendous selling points of the region, particularly with its great price to quality ratio.