

## VENEZIE DOC POSTS 34% RISE IN SALES

31st January, 2020 by Phoebe French

The Venezie DOC consortium has revealed that despite 2019 being “a real challenge”, sales were up 34%, equating to a rise of almost 53 million bottles compared to 2018.



In a statement, the consortium said 2019 had proved difficult due to the economic situation and a 25% drop in production in 2018.

Despite this, it revealed that sales of DOC wines were considerably up on the numbers recorded in the previous year, with a total of 223 million bottles sold. Exports to the UK experienced a 5% dip, however, which the consortium attributed to Brexit uncertainty.

Established in 2017, the DOC covers the Friuli-Venezia Giulia, Trentino-Alto Adige and Veneto regions, and permits the use of Chardonnay, Friulano, Garganega, Müller-Thurgau, Pinot Bianco, Pinot Grigio and Verduzzo.

Commenting on the results, president Albino Armani said: “The denomination has not yet reached the desired and deserved economic and social recognition, and we still have to work a lot on this alongside the producers and the whole supply chain.

“In 2019 the Pinot Grigio DOC has been able to deal with a complex development between the last two marketing campaigns and achieving good results. The consortium hopes to maintain this positive trend, continuing to go against the possibility of expansion in production and avoiding risks of price speculation in favour of a climate of commercial serenity.

“The key task of the denomination through the consortium is clear: a fully traceable production chain is a guarantee for the producers themselves and, above all, a protection for the consumer”.

Tasks for the consortium going forward include improving the positioning and perception of the DOC in both the domestic and international markets. It will also work to strengthen the “identity value” of Pinot Grigio by focusing on the production area and the terroir.

An official headquarters San Vito al Tagliamento will be opened today (31 January), bringing together the consortias of DOC Friuli-Venezia Giulia, DOC Friuli Grave and DOC delle Venezie, in addition to the control bodies CEVIQ, Valoritalia and Triveneta Certificazioni. A statement said this will help strengthen the “identity and sense of regional belonging”.

The Venezie DOC consortium is set to begin its 2020 events schedule with an appearance at trade show Wine Paris and Vinexpo on 10-12 February. It will also appear at Prowein in March and Vinitaly in April.

Nazareno Vicenzi, marketing and promotion manager of the consortium, said: “We intend to maintain and possibly strengthen our ‘guiding role’ to ensure effective promotional offers for both producers and the international consumers, by continuing to participate in events and exhibitions of international appeal, both new and consolidated throughout the world – from the USA to Japan to northern Europe – which are important opportunities for meeting and comparison with the specialised public of buyers, press or professionals in the sector.”



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