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NEWS

Delle Venezie DOC sees bottling boost

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By Louis Thomas

Consorzio delle Venezie DOC's 2023 production results reveal a 2% year-on-year increase in Pinot Grigio bottlings, with 1,661,384 hectolitres of wine bottled over the course of the year.



While the 2023 figure of 1.661mhl was 2% above that of 2022 (1.625mhl), it is slightly below the average for 2019 to 2022 (around 1.673mhl), but significantly above the bottling figure for 2018 (the first full year the DOC was established for), which was around 1.25mhl.

This abundance of new bottles is good news because the backlog from previous vintages has been cleared, with 7% less stock of Pinot Grigio **Delle Venezie DOC** now than there was this time last year, meaning that there is plenty of shelf space for the fresh, new vintage to come in.

Consorzio president **Albino Armani** noted the “guarantee of traceability attested by Triveneta Certificazioni and the governmental numbered seal on all bottles on the market”. Triveneta Certificazioni also validated the bottling data.

Consorzio director Stefano Sequino, **newly appointed to the role**, added: “It will be important to strengthen production and supply management measures useful for supporting the supply chain and monitoring volumes, as well as promotion activities, also on the domestic market, with the aim of supporting visibility, territorial identity, and maximum recognition by consumers. The objective, on the promotion front, is to consolidate the developed markets, such as the United States, the UK, Germany and Canada, but also to reach out to and solicit emerging markets.”

db recently attended Consorzio delle Venezie DOC's International Forum in Verona, which gave some insight into the commercial challenges and opportunities that lie ahead for north-eastern Italian Pinot Grigio.



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