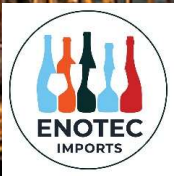




ENOTEC'S VENETO

Classic Authenticity, Modern Crafting. From Our Families, To Yours.



ENOTEC'S VENETO

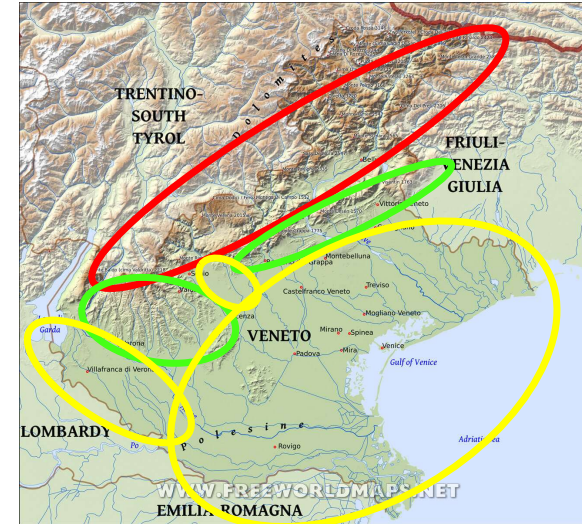


ENOTEC'S VENETO



LOCATION/CLIMATE

- ❑ In the north-eastern part of Italy, bordered by Friuli Venezia Giulia to the east, Emilia-Romagna to the south, Lombardy to the west, Trentino-Alto Adige to the northwest, and the country of Austria to the northeast.
- ❑ The 8th largest region in Italy, Veneto has an area of 7,103 sq mi. Its north-south extension is 130 mi running from the Austrian border to the mouth of the River Po. Venice is the capital, Verona it's largest city.
- ❑ By area, the surface of the Veneto is:
 - ✓ **Mountains (29%)**—The highest peak in the Dolomites is Mt. Marmolada at 10,965 ft.
 - ✓ **Hills (14%)**—Home to the Veneto's most famous vineyard appellations.
 - ✓ **Plains (57%)**—The Po River Valley extends from the mountains to the Adriatic sea, broken only by some low hills. This area is subdivided into the higher plain (bordering the hills with less fertile gravelly soils, home to many vineyards) and the lower plain (richer soils/more water, home to corn, peas, apples, cherries, sugar beets, tobacco, and hemp).
- ❑ The climate changes significantly throughout—continental on the plains; and milder along the Adriatic, Lake Garda, and in the hills. The coolest climates (Inland Hills) are ideal for white/sparkling wine production, while the slightly warmer Valleys and Hills in the Lake Garda zone produce the Veneto's famous red wines.



The Venetian lowlands are often covered by thick fog that travels down from the Alps and follows the path of the Po River from the Piedmont region to the Adriatic.

ENOTEC'S VENETO



VENETO'S PAST

- ❑ The area that is now the Veneto was inhabited by ancient tribes, including the Veneti, a group of Indo-European people. Evidence of winemaking dates back to the Bronze Age (at least to 1,200 BC).
- ❑ The region came under Roman control in the 2nd century BC. Grape growing and wine production flourished, and cities like Verona and Padua were established during this time.
- ❑ With the fall of the Western Roman Empire in 476 AD, the Veneto region experienced two centuries of invasions by different Germanic and Hunnic tribes, Byzantine Empire control, and then Kingdom of Lombard rule. In the late 7th century, the Byzantine/Lombard influence waned, and the rise of the Republic of Venice began.
- ❑ For over a millennium (697-1797) Venice was a powerful maritime and commercial empire, dominating eastern European trade routes, establishing colonies along the Adriatic and Mediterranean coasts, and giving its wines prominent exposure in international markets.
- ❑ Silk production in the Veneto—first started in the Middle Ages—became hugely significant to Venetian merchants, and the bamboo racking systems used to grow silk worms are still widely used throughout the Veneto today as drying racks to produce Appassimento wines like Recioto di Soave and Amarone.
- ❑ The Venetian Republic fell to Napoleon's forces in 1797. Following the Congress of Vienna in 1815, the Veneto region became part of the Austrian Empire, and it remained under Austrian rule until the unification of Italy (1861) and creation of the Kingdom of Italy (1866).

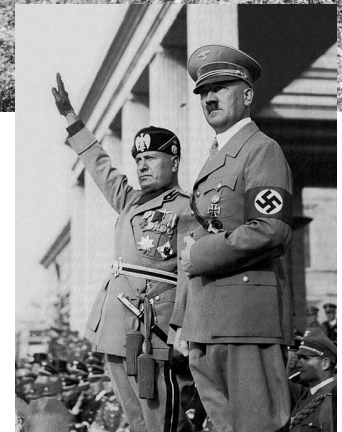
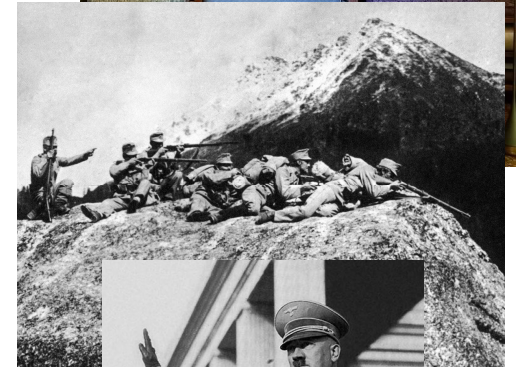


ENOTEC'S VENETO



VENETO'S PAST

- ❑ The years following Unification saw disruptions in the Venetian economy, but cities like Venice and Verona continued to thrive as cultural and economic hubs.
- ❑ In the late 19th/early 20th centuries, the Veneto experienced a transformation away from its agrarian past toward a more diversified and industrialized economy. The region's industrial and manufacturing sectors grew, particularly in textiles, machinery, and chemicals. Veneto became known for its entrepreneurial spirit.
- ❑ World War I (1914-1918) had a profound impact on the Veneto region. Located near the Italian front, cities like Venice and Verona experienced the effects of the war directly, with military operations, destruction, and population displacement.
- ❑ The economic hardships/sense of disillusionment following the war contributed to the popularity of Benito Mussolini and the rise of Fascism in the Veneto and Italy—culminating in Mussolini/Italy joining Adolf Hitler's WWII Axis Alliance.



ENOTEC'S VENETO



VENETO'S PAST

- ❑ After the Allied invasion of Sicily in July, 1943, Mussolini was arrested and an armistice ending the war between Italy and the Allies approved. This prompted the German invasion of Italy from the north later that year, and eventual Nazi occupation of most of northern and central Italy.
- ❑ On September 12th, 1943, German paratroopers rescued Mussolini from his prison in the mountains of Abruzzo and installed him as leader of The Italian Social Republic—a Nazi puppet state. Operations for the Republic were set up in the town of Salo on the shore of Lake Garda just west of Verona. The creation of this “Second Italy” signaled the start of the Italian Civil War.
- ❑ During their occupation, German forces plundered wine cellars throughout the Veneto, causing many wineries to quickly construct false walls to hide large portions of their underground cellars.
- ❑ The Veneto region—including Venice, Verona, and Padua—were engulfed in the fighting and experienced destruction of infrastructure and historical landmarks from both Allied and German bombings. Today, the Veneto is home to numerous memorials/cemeteries dedicated to those who lost their lives during this time.
- ❑ After the war, the Veneto region, including its wine industry, received Marshall Plan funding to assist in rebuilding cities and factories, revive agriculture, and restart economic activities.

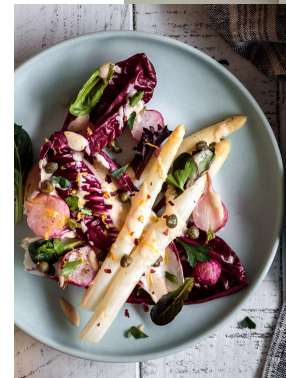


ENOTEC'S VENETO



VENETO'S PRESENT

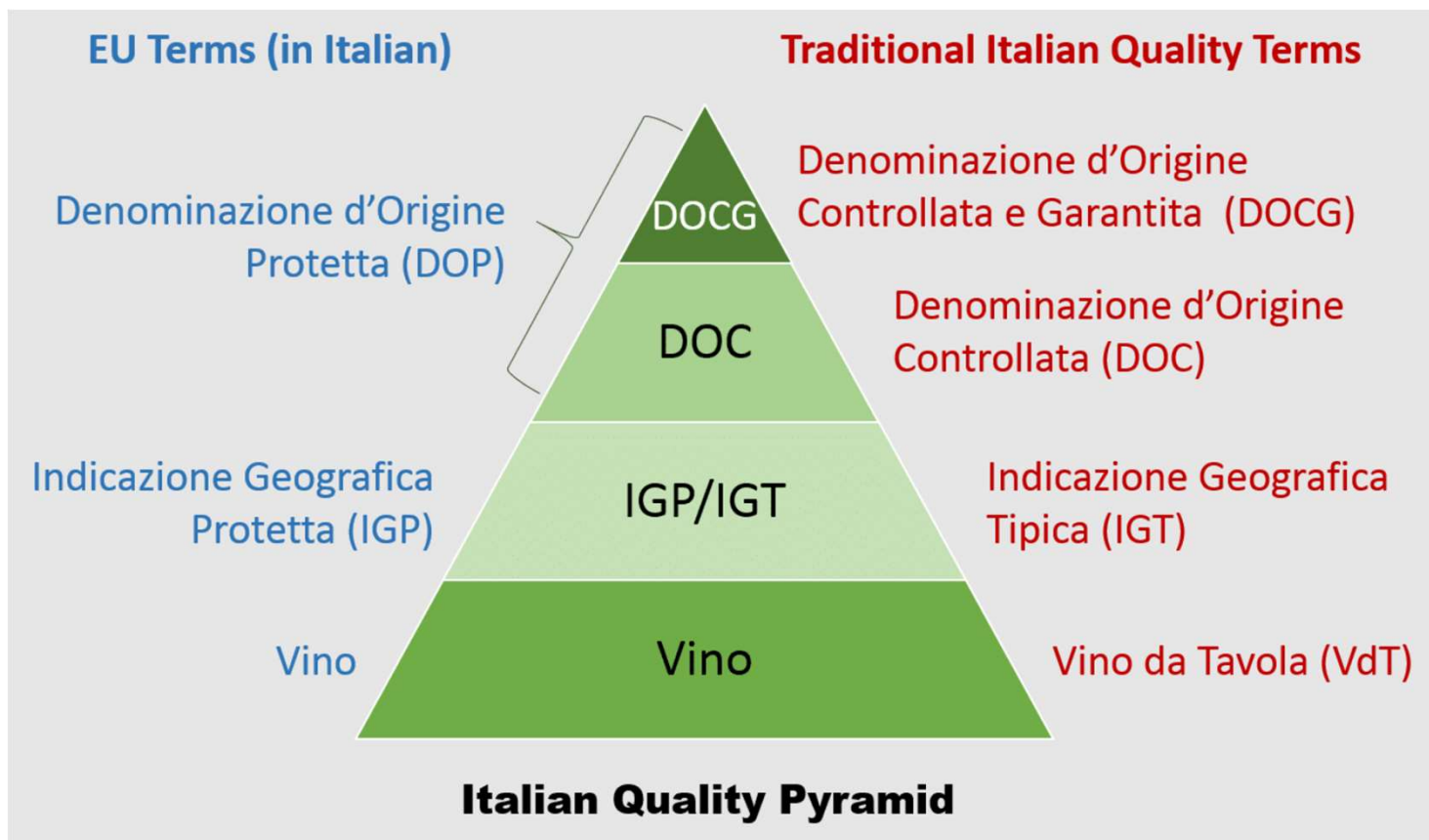
- ❑ Seven (7) Administrative Provinces, with population relatively evenly split across all but Belluno and Rovigo (1/4 the size of other provinces).
- ❑ The Veneto is the third largest regional economy of Italy. It's diversity includes:
 - ✓ Agriculture: Among the most productive in Italy, specializing in wine, fruit and vegetables, and cattle (15% of national stock)
 - ✓ Industry: Food Products, Wood/Furniture, Fashion (Benetton, Bottega Veneta, Diesel, Calzedonia, and Tecnica are all Venetian brands), Chemistry, and Electronics.
 - ✓ Tourism: The Veneto is the #1 region in Italy for tourism, attracting over 60 million visitors every year (20% of Italy's foreign tourism) and generating 12 billion Euros in revenue annually.
- ❑ It's also famous for its cuisine, including:
 - ✓ Risotto al Nero di Seppia (squid's ink risotto)
 - ✓ Gnocchi di Malga (alpine hut-style gnocchi)
 - ✓ Pastissada de Caval (horse meat stew)
 - ✓ Asiago and Grana Padano Cheeses
 - ✓ Radicchio and White Asparagus
 - ✓ Tiramisu



ENOTEC'S VENETO



ITALY'S REGIONS/APPELLATIONS



ENOTEC'S VENETO

REGIONS/APPELLATIONS



- ❑ Veneto has the second most DOCG's (14) in Italy, along with 29 DOC's and 10 IGP's.
- ❑ Veneto is the most prolific Italian wine region, its 240,800 acres of vineyards produced 132 million cases of wine in 2022 (53 million--40%--of which was Prosecco), enough to rank seventh in the world if Veneto were listed separately.
- ❑ Some 81% of Veneto's production is white wine, thanks mainly to Prosecco and Pinot Grigio Delle Venezie DOC's.
- ❑ 78% of Veneto's production is DOP level wine.



ENOTEC'S VENETO



WHITE GRAPES

❑ Glera (31% of Veneto plantings)

- ✓ Native to the Veneto, with 94% of Italy's acreage located here.
- ✓ Variety was called "Prosecco" until 2009, when Prosecco was granted Geographical Indication (GI) protection by the EU. Today, only wines made in the Prosecco region can use that name, and the grape variety must be referred to as "Glera".
- ✓ High in acidity. Aromas & flavors: Buttercup, green apple, white peach.
- ✓ Produces White, Sparkling White, and Passito White Dessert wines.
- ✓ Primary Grape in 3 DOCG's: Asolo Prosecco, Conegliano Valdobbiadene Prosecco



ENOTEC'S VENETO

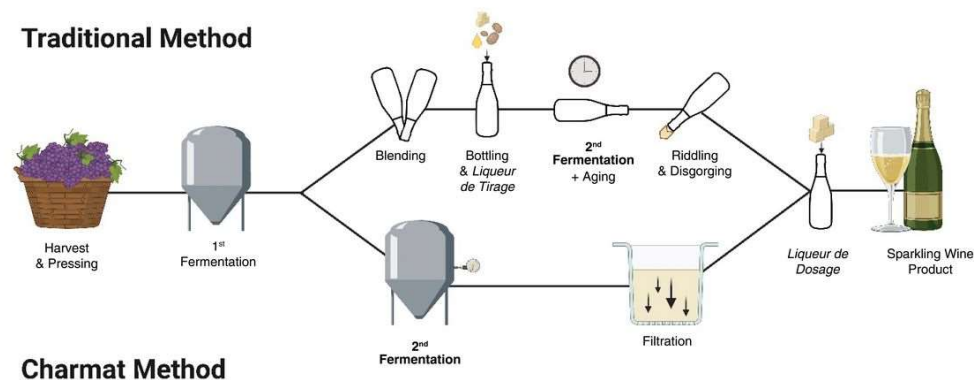


PROSECCO WINE

- ❑ The Glera grape has ancient origins and was cultivated in the Veneto region as far back as Roman times. The name "Prosecco" is derived from the village of Prosecco near Trieste.
- ❑ Prosecco was historically made as a still wine, or a Traditional Method sparkler, until the late 19th century when the Charmat (Martinotti) method was introduced to the region. This allowed the floral/fruity character of the Glera grape to be retained in the finished sparkling wine.
- ❑ Today, Sparkling ("Spumante"), Semi-Sparkling ("Frizzante"), and Still ("Tranquillo") styles of Prosecco are made, but the vast majority is Spumante.
- ❑ Likewise, both the Traditional and Charmat Methods are used, but nearly 100% today is Charmat.
- ❑ The Prosecco region (nine provinces in the Veneto and Friuli) was granted DOC status in 1969. Prosecco from the Conegliano-Valdobbiadene-Asolo area was elevated to DOCG status in 2009.
- ❑ In recent years, the Prosecco category expanded to include Prosecco Rosé, made from Glera and a small percentage of Pinot Noir.



Traditional Method



ENOTEC'S VENETO



WHITE GRAPES

❑ Glera (31% of Veneto plantings)

- ✓ Native to the Veneto, with 94% of Italy's acreage located here.
- ✓ Variety was most often called "Prosecco" until 2009, when Prosecco was granted Geographical Indication (GI) protection by the EU. Today, only wines made in the Prosecco region can use that name.
- ✓ High in acidity. Aromas & flavors: Buttercup, green apple, white peach.
- ✓ Produces White, Sparkling White, and Passito White Dessert wines.
- ✓ Primary Grape in 3 DOCG's: Asolo Prosecco, Conegliano Valdobbiadene Prosecco



❑ Garganega (12% of Veneto plantings)

- ✓ Native to the Veneto but related to many varieties (Albana, Catarratto, Marzemina Bianca, and Trebbiano Toscana, among others).
- ✓ One of Italy's oldest and greatest white varieties.
- ✓ Steely, minerally, ageworthy—the best wines can be compared to Premier Cru White Burgundy.
- ✓ Aromas & flavors: White flowers, apricot, citrus, yellow apple, hay.
- ✓ Produces White, White Sparkling, and White Passito Dessert wines
- ✓ Primary Grape in 3 DOCG's: Recioto di Gambellara, Recioto di Soave, Soave Superiore



❑ Other prominent white varieties planted

- ✓ Autochthonous: Friulano, Trebbiano di Soave (Verdicchio), Verduzzo
- ✓ International: Moscato, Chardonnay, Pinot Grigio, Sauvignon Blanc



ENOTEC'S VENETO



RED GRAPES

- ❑ Corvina (8% of Veneto plantings)
 - ✓ Native to Veneto. Often blended with Rondinella and Molinara.
 - ✓ Thick skinned, ideal for **Appassimento** air-drying.
 - ✓ Light in color and tannin. Aromas & flavors: Violet, blackberry, red cherry, herbs.
 - ✓ Believed to be a descendant of Marzemino and Refosco.
 - ✓ Produces Red, Rose, Sparkling Rose, and Red Passito Dessert wines
 - ✓ Primary grape in 3 DOCG's: Amarone della Valpolicella, Bardolino Superiore, Recioto della Valpolicella



ENOTEC'S VENETO



APPASSIMENTO PROCESS

- ❑ “Appassimento” is an Italian term to describe the process of partially drying grapes before fermentation.
- ❑ Dried-grape wines were developed in ancient Greece (500 BC), most likely to extend the shelf life of wine by increasing alcohol and sugar.
- ❑ The technique spread throughout the Mediterranean, and the Romans brought it with them as they conquered Europe.
- ❑ “Passito Wines”—dessert-style wines made from dried grapes—remained extremely popular throughout Italy during the Middle Ages until about the 14th century.
- ❑ While rarer today, Italy still boasts more dried-grape wines (both Sweet and Dry styles) than any other country:



Sweet

- Vin Santo from Tuscany
- Passito di Pantelleria from Sicily
- Picolit from Friuli
- Recioto di Soave (white) and Recioto della Valpolicella (red) from Veneto

Dry

- Governo-style Chianti from Tuscany
- Sforzato di Valtellina from Piedmont
- Amarone della Valpolicella from Veneto
- Valpolicella Ripasso from Veneto



ENOTEC'S VENETO



APPASSIMENTO PROCESS

- ❑ The Appassimento process is a labor-intensive method that requires careful monitoring to prevent mold/undesirable microbial growth on the drying grapes.
- ❑ Step 1—Pick the grapes:
 - ✓ For Sweet styles, grapes are picked slightly early, increasing acidity and reducing the chance of Botrytis rot, which is not a desired quality for Passito.
 - ✓ For Dry styles, grapes are picked at normal ripeness, but clusters are carefully selected to be free of Botrytis and unripe berries.
 - ✓ In both instances, the picking is done by hand and whole grape clusters carefully placed in shallow, well ventilated picking bins to avoid crushing/bursting berries.
- ❑ Step 2—Dry the grapes:
 - ✓ In the past, grapes would be spread out on straw mats to dry in the sun.
 - ✓ Today, most Appassimento drying takes place indoors on racks (or strings!) in lofts with open windows for ventilation, or in temperature and ventilation controlled rooms.
 - ✓ The grapes dry for three weeks to six months, losing 10 to 60 percent of their moisture content, depending on the grape variety and desired style of wine (longer drying period for Sweet wines, shorter for Dry).
 - ✓ This leads to a concentration of sugars, flavors, and other compounds, that create a more intense and complex finished wine.

Step 3—Crush and Ferment the grapes/Age the Wine



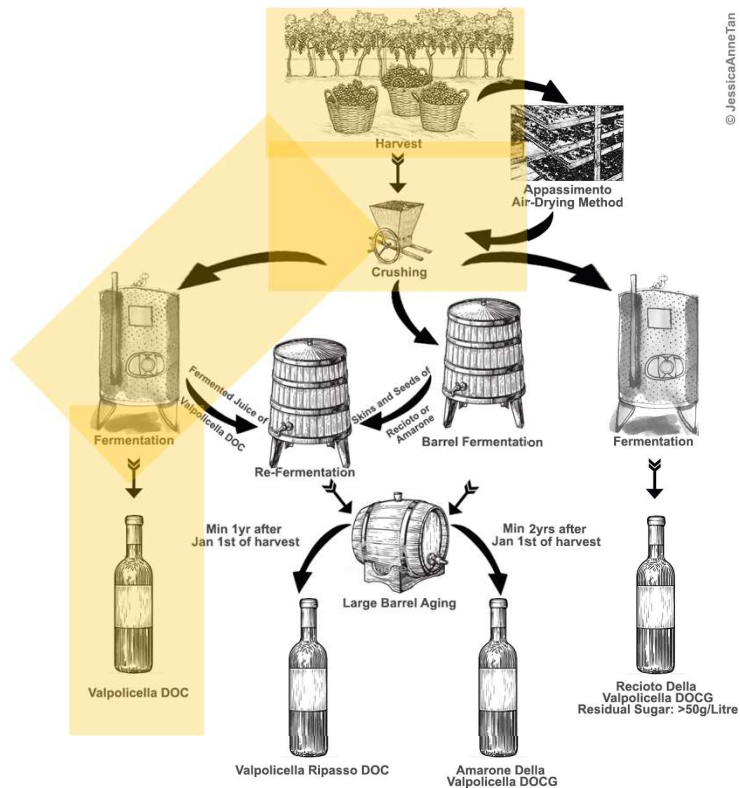
ENOTEC'S VENETO



VALPOLICELLA'S UNIQUE "4 PATHWAYS TO THE BOTTLE"

Pathway #1

Valpolicella/Valpolicella Superiore DOC



© JessicaAnneTan



**Wine-Making Techniques of
Valpolicella Wines**



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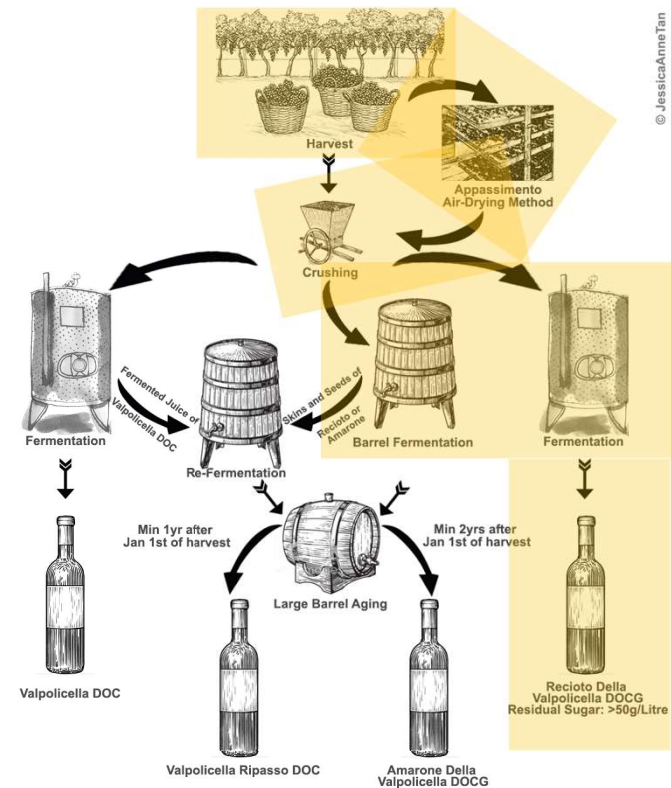
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VALPOLICELLA'S UNIQUE "4 PATHWAYS TO THE BOTTLE"

Pathway #2

Recioto della Valpolicella DOCG



**Wine-Making Techniques of
Valpolicella Wines**



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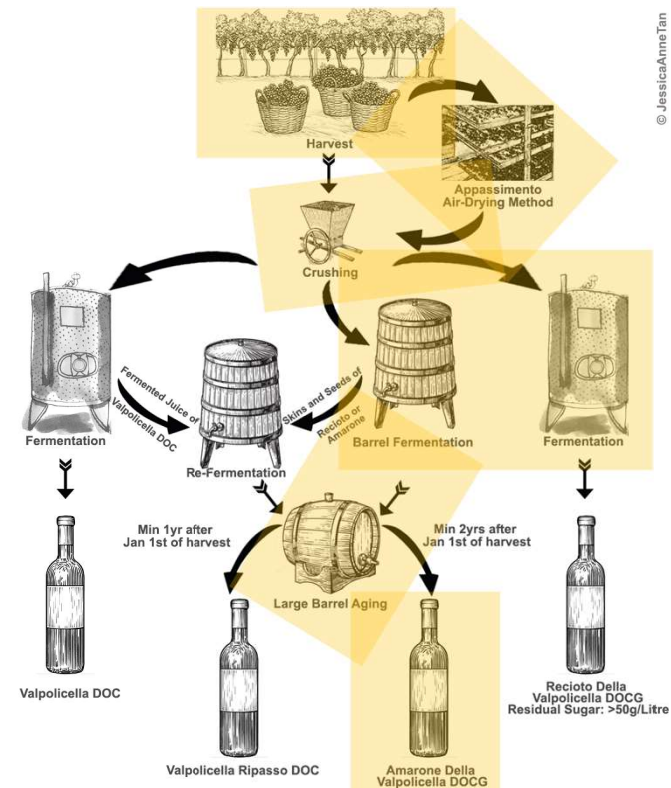


ENOTEC'S VENETO

VALPOLICELLA'S UNIQUE "4 PATHWAYS TO THE BOTTLE"

Pathway #3

Amarone della Valpolicella DOCG



**Wine-Making Techniques of
Valpolicella Wines**



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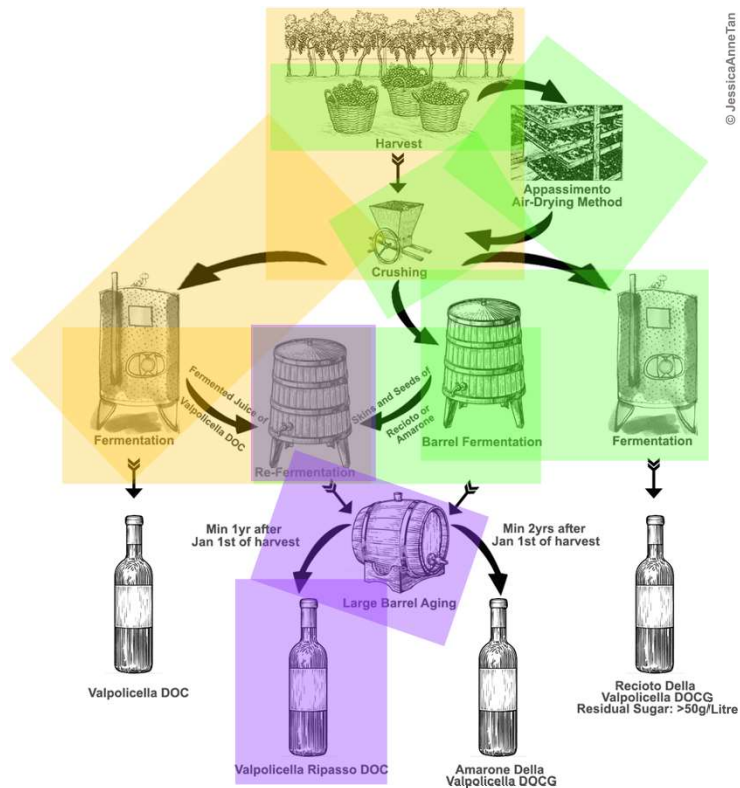
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VALPOLICELLA'S UNIQUE "4 PATHWAYS TO THE BOTTLE"

Pathway #4

Valpolicella Ripasso DOC



**Wine-Making Techniques of
Valpolicella Wines**



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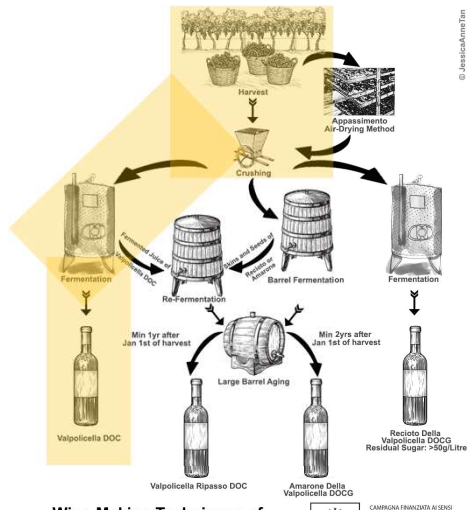


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VALPOLICELLA'S UNIQUE "4 PATHWAYS TO THE BOTTLE"

Pathway #1

Valpolicella/Valpolicella Superiore DOC

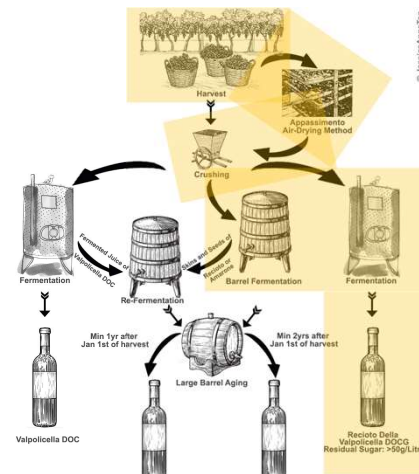


Wine-Making Techniques of Valpolicella Wines



Pathway #2

Recioto della Valpolicella DOCG

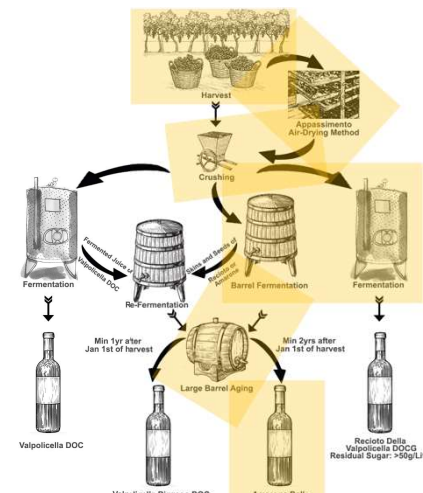


Wine-Making Techniques of Valpolicella Wines



Pathway #3

Amarone della Valpolicella DOCG

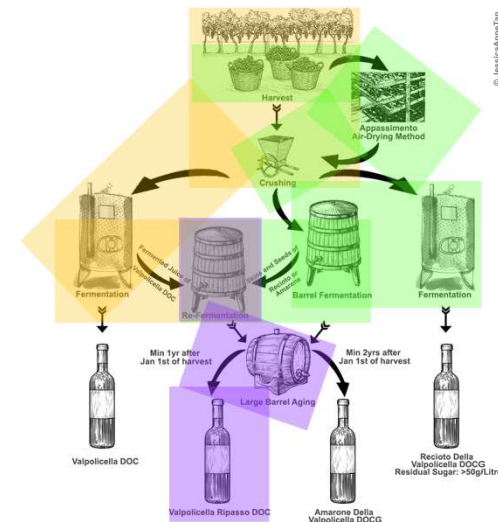


Wine-Making Techniques of Valpolicella Wines



Pathway #4

Valpolicella Ripasso DOC



Wine-Making Techniques of Valpolicella Wines



ENOTEC'S VENETO



RED GRAPES

❑ Corvina (8% of Veneto plantings)

- ✓ Native to Veneto. Often blended with Rondinella and Molinara.
- ✓ Thick skinned, ideal for Appassimento air-drying.
- ✓ Light in color and tannin. Aromas & flavors: Violet, blackberry, red cherry, herbs.
- ✓ Believed to be a descendant of Marzemino and Refosco.
- ✓ Produces Red, Rose, Sparkling Rose, and Red Passito Dessert wines
- ✓ Primary grape in 3 DOCG's: Amarone della Valpolicella, Bardolino Superiore, Recioto della Valpolicella

❑ Raboso (1% of Veneto plantings)

- ✓ Native to Veneto.
- ✓ Very high in acid, tannins, and anthocyanins (but loses color quickly).
- ✓ Aromas & flavors: Strawberry, black cherry, violet, tobacco, black pepper.
- ✓ Produces Red, Rose, Sparkling Rose, and Red Passito Dessert wines
- ✓ Primary grape in 2 DOCG's: Piave Malanotte, Bagnoli Friularo

❑ Other prominent varieties planted

- ✓ Autochthonous: Rondinella, Molinara, Corvinone, Marzemino, Refosco
- ✓ International: Merlot, Cabernet Sauvignon, Cabernet Franc, Carmenere



ENOTEC'S VENETO



VENETO'S FUTURE

- ❑ Likely to be shaped by a combination of technical innovations, traditional practices, evolving consumer preferences, environmental considerations, and global market dynamics.
- ❑ Global Climate Change has already prompted many Veneto winemakers to adopt/expand sustainable and/or organic methods, plant both new and previously forgotten local grape varieties, and adjust harvest times to maintain the quality and characteristics of their wines. These initiatives will continue.
- ❑ Advances in technology, including precision viticulture, data analytics, and modern winemaking techniques (especially those that enhance the Appassimento process) will continue to play a role in improving the quality of winemaking in the Veneto region.
- ❑ While embracing innovation, winemakers in the Veneto region are continuing to preserve and promote the traditional grape varieties and winemaking styles that have made the region famous. Wines like Amarone, Soave, Valpolicella, and the wildly popular Prosecco have a strong identity and are likely to remain essential to the region's winemaking heritage.
- ❑ Wine tourism has become increasingly important to the Veneto, with its rich history, picturesque cities and vineyards, renowned wineries, and delicious local cuisines. These factors, combined with Venice's direct access to the booming Cruise Industry, will continue to increase exposure to "Eno/Gastro Tourists" from around the world.



A wide-angle photograph of a Venetian canal at sunset. The sky is filled with large, dramatic clouds in shades of orange, yellow, and grey. The water reflects the warm light from the setting sun. On the left, a row of historic buildings with varied architectural styles, including arched windows and balconies, lines the canal. Several gondolas and small motorboats are visible on the water. The overall atmosphere is serene and picturesque.

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