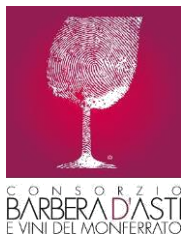




C O N S O R Z I O
BARBERA D'ASTI
E VINI DEL MONFERRATO

PRESS KIT

2020



INDEX

1. CONSORTIUM OF BARBERA D'ASTI AND MONFERRATO WINES **2**

1.1 History

1.2 The numbers of Consortium

2. THE TERRITORY AND ITS WINES **4**

2.1 The Soils

2.2 Barbera variety

2.3 Barbera d'Asti DOCG

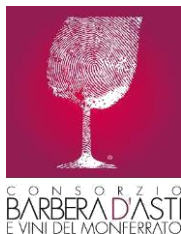
- The numbers
- Tasting
- Numbers

3. LATEST ACHIEVEMENTS **13**

3.1 Brand Promo

3.2 Control and vigilance

3.3 The Research



1. CONSORTIUM OF BARBERA D'ASTI AND MONFERRATO WINES

1.1 HISTORY

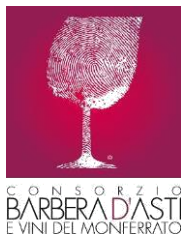
The Consortium was founded in 1946 to ensure the authenticity and expand the presence of Barbera d'Asti and Monferrato area wines for both the Italian and foreign markets through special distinctive labelling. **Thanks to discussions with the region's producers, the Consortium**, renamed "of Asti and Monferrato wines", **increased the number of participating wineries** from 7 at its beginning to 342 currently.

The Consortium is an interested observer of the new local wine Denominations, gradually joined, and it used its increasing power coming from law since the '90s, **to help the development of one of the most important Italian wine areas**. In this sense, we can consider the wine production control plans of 2007, which were transferred to an external certification entity; **while from 2015 all the "erga omnes" functions were provided by Community legislation**.

Thanks to this power in matters of promotion, protection and care of general interests, partially extended also to non-associated companies, the new board of directors had all the tools necessary to achieve **its primary objective: improving wine industry conditions, with special regard to the agricultural component, the real backbone of the territory**.

The name changed to "Consorzio Barbera d'Asti e Vini del Monferrato" to emphasize the Denomination and to represent the entire area. The logo changed to a fingerprint-shaped wine cup, and **their strategy was structured** to show to the world **the growth of the Barbera d'Asti and Monferrato** wines in the last 30 years, through events, promotions and public relations, while maintaining their attention and efforts within the territory.

Regarding the protection of the Denominations, there is a **verification program for the wines on sale**, made in accordance with the ICQRF Institute, which **offers customers the**

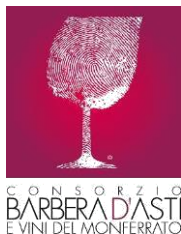


maximum guarantee of product quality. Analysis of Barbera d'Asti wines from both Italian and foreign wine shops showed no irregularities.

The Consortium also does research to improve wine quality. There are two active projects: Intelflavi, which aims to fight the “flavescenza dorata” disease and WildWine, which is searching for native yeasts on the Barbera grapes. **They also monitor harvests to better understand the Barbera vines' life phases.**

1.2 THE NUMBERS OF CONSORTIUM

- **370** associated companies
- **13** protected Denominations
 - 4 Docg: Barbera d'Asti, Nizza and Ruchè di Castagnole Monferrato and Terre Alfieri
 - 9 Doc: Albugnano, Cortese dell'Alto Monferrato, Dolcetto d'Asti, Freisa d'Asti, Grignolino d'Asti, Loazzolo, Malvasia di Castelnuovo Don Bosco, Monferrato, Piemonte.



2. THE TERRITORY AND ITS WINES

2.1 THE SOILS

The hills where Barbera is grown date back to the Tertiary age, about 2 million years ago, when the sea left the current Pianura Padana, and started the very intense erosive processes that shaped the current Piedmont region landscape. They are poor in organic substances and often dry in summer because the slopes can't hold water. **There are two main types of soils: the white soils and the Asti area sands.**

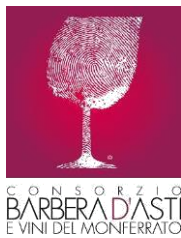
The first ones, more ancient, are common in the Canelli, Alessandria, Casale, and in the south of Asti areas. They are mainly calcareous soils on gentle slopes, with light grey or beige color, rich in calcium carbonate, silt and clay and in contact with the substrate at shallow depth where it's easy to find fossil shells. The wines produced in this areas are full bodied with a deep colour and long lasting.

The Asti area sands are marine sedimentary deposits created in the Pliocene. They are mostly in the middle of the Asti Monferrato zone, on both sides of Tanaro river, with steep slopes. Wines from this area have less acidity and age more quickly.

2.2 THE BARBERA VARIETY

Barbera was probably first cultivated in the Middle Age, but **its first historic appearance is in a cadastral document from the municipality of Chieri that dates back to 1512.** From the beginning, Barbera grapes were used to produce wine for personal consumption only, starting the daily relationship between men and vine that represents its main identity.

Barbera spread quickly throughout all of the Monferrato, Asti and Alessandria areas, but officially became a Piemonte wine in the first version of "Ampelography", written in 1798 by the Count Nuvolone for the Società Agraria di Torino (Agrarian Society)



of Turin). In these years, Barbera **conquers the markets of the surrounding big cities, giving the producers high revenues.** The railroad to Genova opened new international markets, resulting in both commercial growth and an increase in the number of vines that grows further after the phylloxera period, thanks to Barbera's resistance to the disease.

During the 1900s, Barbera played the primary role in local viticulture, but **particularly in the 1980s a new growth stage started**, pushed by some producers who wanted to **improve its general quality.** They incorporated new concepts such as clonal selection, thinning, grape selection, and monitoring ripeness. In the winery, this growing professionalism worked on malolactic fermentation and the proper use of barrels and barriques for aging wine.

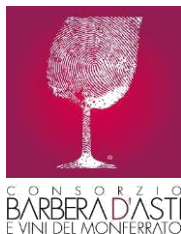
Barbera is a medium vigor vine with high fertility and a constant yield. **The fruit has high fixed acidity levels that gives the wine longevity** and a pleasant mouthfeel; high levels of anthocyanins for a deep and bright color, and it is low in tannins. **The vines can be trained with different systems**, but the most commonly used system is "Guyot contropalliera", leaving one fruiting branch with 10 buds. Barbera has a good resistance to peronospora, oidio and phylloxera diseases.

2.3 THE BARBERA D'ASTI DOCG

The DOC was created in 1970 but has recently had some interesting developments.

In 2000, three distinct subzones were inserted into the Production Specification, Nizza (which in 2016 becomes an autonomous DOCG), Tinella and Colli Astigiani. **In 2008 the DOC became a DOCG, reflecting the growth started long before.**

Trained on the best sun-exposed hills, **Barbera is harvested in late September.** Currently, the winemakers practice thinning and the grape selection in the vineyard to improve their fruit quality. Their experience combined with scientific analysis can produce wines with the typical Barbera vitality, but also smoothing out the contours resulting in **wines that are both authentic and modern.**

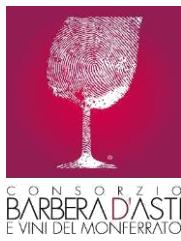


If in the vineyard, all the cultivation methods are virtually the same, focused on the grape quality, in the winery, **there are two production processes**: fermentation in steel for a fresh wine that **can be enjoyed young or aging in barrels and barriques for Barbera Superiore**, a wine with complex aromas and taste designed for a deferred consumption over time. Thanks to its natural acidity smoothed out by malolactic fermentation, **Barbera d'Asti can be both a fresh and easy to drink wine, as well as a complex wine able to wait for a better moment to be opened.**

This double personality combined with its food-friendliness helps Barbera d'Asti find even more space in the mature and conscious foreign markets. A recent study on 100 important winemakers **conducted by the Consortium shows that the current domestic and export sales are almost the same**. In 2008, 55.93% of Barbera was sold in Italy and 44.07% abroad, while in 2014 the export sales reached the 49.42%. The highest growth was recorded in the USA. In 2010, this market was only 10% of the total, but in 2014 it was 22%, climbing 4 positions and passing Germany whose 18%, had been in the 1st place for 4 years. The other countries are England (14%), Canada (10%), Denmark (7%), Switzerland (6%).

The production specifications

- **Territory**: 167 municipalities in the provinces of Asti and Alessandria
- **Ampelography**: not less than 90% Barbera grapes, 10% other non-aromatic red grapes allowed to be grown in Piedmont region
- **Yield**: 90 q.ls/hectar
- **Minimum natural alcohol content**: 12.0% vol, 12.50% vol for Superiore
- **Release in the market**: Barbera d'Asti not before March 1st of the years following the harvest vintages; Barbera d'Asti Superiore not before January 1st of the the second years following the harvest vintages, with a minimum aging period of 6 months in oak barrels

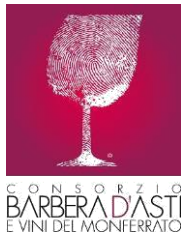


- **Barbera wine characteristics:** minimum total alcohol content 12.00% vol, 12.50% vol for Superiore; dry extract: 24 gr/l and 25 gr/l for Superiore; total acidity: 4,5 gr/l minimum

The numbers Of Barbera D'Asti Docg

vendemmia	Barbera d'Asti Docg	Piemonte Doc Barbera
	HL rivendicati	HL rivendicati
2000	215.602	n.d.
2001	247.526	n.d.
2002	225.636	n.d.
2003	229.578	n.d.
2004	255.960	n.d.
2005	244.094	n.d.
2006	276.368	n.d.
2007	282.715	n.d.
2008	229.567	104.840
2009	231.946	110.478
2010	221.170	162.369
2011	232.673	94.043
2012	223.057	76.112
2013	226.806	145.711
2014	209.399	121.014
2015	215.306	89.024
2016	218.626	105.910
2017	211.113	73.106
2018	222.941	105.056
2019	217.335	74.934

anno solare	Barbera d'Asti Docg		Piemonte Doc Barbera	
	HL	Bottiglie (0,75 l)	HL	Bottiglie (0,75 l)
2011	178.552	23.806.994	198.901	26.520.175
2012	157.686	21.024.744	159.579	21.277.249
2013	157.595	21.012.708	147.756	19.700.839
2014	166.046	22.139.475	154.900	20.653.397
2015	153.595	20.479.354	145.444	19.392.572
2016	149.043	19.872.469	144.737	19.279.121
2017	158.506	21.134.233	151.949	20.259.944
2018	150.721	20.096.221	145.217	19.362.317
2019	106.416	21.388.893	146.201	19.493.592

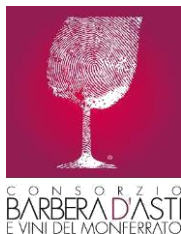


Tasting the Barbera D'Asti

Barbera has a bright and deep ruby color that turns to garnet with aging. The nose is intense and vigorous, with winy notes typical of a young Barbera and a red fruit bouquet, fresh at the beginning like cherry, blackberry, raspberry and plum. The Superiore version, **thanks to the aging in wood, is rich in spicy notes** like vanilla and cocoa that create a complex wine.

In the mouth, the impact is immediate: first is a pleasant acidity, then a dry, intense taste with a mix of fruit and delicate floral notes. Barbera d'Asti is round and silky, with a nice sapidity **and good balance among its organoleptic elements**. In the **Superiore wines, the sensations are more complex with spicy notes of chocolate**, vanilla and coffee that go well with the lush, fruity taste.

In general, Barbera d'Asti, especially Barbera Superiore, **is an intense, complex and persistent wine**, with well-balanced acidity, alcohol and fruitiness where the freshness renews with every sip which make it a unique experience.



2.4 THE OTHER DENOMINATIONS

The **other varieties cultivated since The Middle Ages in the Monferrato area should also be remembered since they together with Barbera create a unique biodiversity in the Italian wine scene** that is well-represented by the high number of denominations protected by the Consortium.

Some of them represent small areas, others are very large and include all the regional varieties, such as the DOC Piemonte. Whatever the characteristics of each DOC, the Consortium's efforts to protect and promote them don't change.

The Denominations currently protected are:

- Barbera d'Asti Docg
- Ruché di Castagnole Monferrato Docg
- Nizza Docg
- Terre Alfieri Docg
- Albugnano Doc
- Cortese dell'Alto Monferrato Doc
- Dolcetto d'Asti Doc
- Freisa d'Asti Doc
- Grignolino d'Asti Doc
- Loazzolo Doc
- Malvasia di Castelnuovo Don Bosco Doc
- Monferrato Doc
- Piemonte Doc

The numbers of the other protected denominations

- The other denominations: claimed

	vendemmia 2015		vendemmia 2016		vendemmia 2017		vendemmia 2018		vendemmia 2019	
	Superfici rivendicate (ettari)	Produzione vino (ettolitri)	Superfici rivendicate (ettari)	Produzione vino (ettolitri)	Superfici rivendicate (ettari)	Produzione vino (ettolitri)	Superfici rivendicate (ettari)	Produzione vino (ettolitri)	Superfici rivendicate (ettari)	Produzione vino (ettolitri)
Albugnano	20	826	18	823	22	946	26	1.149	32	1.100
Barbera d'Asti	4.047	215.306	4.020	218.626	4.129	211.113	4.024	222.941	4.142	217.335
Cortese dell'Alto Monferrato	238	14.085	238	15.023	275	12.702	249	14.746	296	16.668
Dolcetto d'Asti	139	6.903	115	5.944	116	5.478	124	6.327	113	5.446
Freisa d'Asti	224	9.713	218	9.661	197	8.027	207	9.551	219	8.991
Grignolino d'Asti	278	12.264	280	12.581	282	10.873	268	12.086	274	11.090
Loazzolo	1,59	34	1,68	29,1	0,84	5	1,59	25	1,31	23,7
Malvasia di Castelnuovo don Bosco	59	3.884	59	3.563	56	3.073	60	4.004	57	2.730
Monferrato	1.008	52.464	1.002	55.258	986	45.976	1.028	57.079	1.032	50.815
Nizza	88	4.179	131	5.978	196	8.754	204	9.227	223	10.243
Piemonte	3.907	237.686	3.951	257.748	3.262	176.374	3.832	260.977	3.546	204.980
Ruchè di Castagnole Monferrato	126	6.205	133	7.529	135	6.954	148	7.726	158	8.494
Terre Alfieri	36	2.059	49	2.702	49	2.620	55	3.205	57	3.026
TOTALI	10.172	565.608	10.216	595.465	9.706	492.895	10.227	609.04	10.150	540.942

• **The other denominations: bottled**

	anno solare		anno solare		anno solare		anno solare		anno solare	
	2015		2016		2017		2018		2019	
	Ettolitri	N° bottiglie (rapportate alla capacità 0,75 litri)	Ettolitri	N° bottiglie (rapportate alla capacità 0,75 litri)	Ettolitri	N° bottiglie (rapportate alla capacità 0,75 litri)	Ettolitri	N° bottiglie (rapportate alla capacità 0,75 litri)	Ettolitri	N° bottiglie (rapportate alla capacità 0,75 litri)
Albugnano	363	48.440	347	46.328	334	44.648	319	42.619	346	46.143
Barbera d'Asti	153.595	20.479.354	149.043	19.872.469	158.506	21.134.233	150.721	20.096.221	160.416	21.388.893
Cortese dell'Alto Monferrato	6.831	910.876	8.323	1.109.796	6.576	876.848	6.287	838.356	5.910	788.104
Dolcetto d'Asti	3.337	444.980	3.130	417.441	3.344	445.943	4.853	647.067	3.533	471.088
Freisa d'Asti	3.625	483.377	3.983	531.193	4.676	623.492	4.011	534.800	4.732	631.043
Grignolino d'Asti	8.923	1.189.733	7.650	1.020.000	8.171	1.089.540	8.237	1.098	8.058	1.074.467
Loazzolo	63,33	8.444	13,5	1.800	29,76	3.968	29	3.920	21	2.767
Malvasia di Castelnuovo don Bosco	3.476	463.518	3.031	404.191	2.039	271.957	2.028	270.400	2.562	341.612
Monferrato	38.290	5.105.381	35.983	4.797.737	37.783	5.037.799	32.246	4.299	35.637	4.751.715
Nizza	0	0	791	105.492	2.004	267.257	3.146	419.467	4.465	595.420
Piemonte	268.826	35.843.494	262.662	35.021.681	267.892	35.719.065	253.446	33.792.931	258.137	34.418.371
Ruchè di Castagnole Monferrato	5.169	689.308	5.820	776.051	6.260	834.757	6.531	870.872	7.271	969.555
Terre Alfieri	1.313	175.067	1.469	195.867	1.782	237.732	2.231	297.503	2.105	280.673
TOTALI	493.811	65.841.972	482.246	64.300.046	499.397	66.587.239	474.089	63.211.907	493.198	65.759.849



3.LATEST ACHIEVEMENTS

3.1 THE BRAND PROMOTION

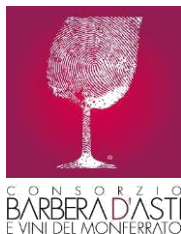
The promotional plan of Consortium has the **dual purposes of consolidating the Barbera brand in the main markets** (Italy, USA, Germany, UK, Northern Europe) and developing quality in the production area. The plan wants to reach all the interested groups like journalists, distributors, importers and the final customers. In addition to the main message of Barbera standard of quality, the Consortium wants to underline the strong relationship between Barbera and the territory of Monferrato and Asti. Central is the organization of **a lot of local, national and international events**.

3.2 CONTROL AND VIGILANCE

Together with the controls that make the Italian Denominations the most guaranteed world-wide, **the Consortium decided to make all the additional controls that are provided by law** but currently not mandatory to ensure the Barbera consumer receives a high-quality product.

In accordance with the ICQRF of Torino, **a plan to monitor the 4 Denominations has been established**, where a special agent personally took Barbera samples from GDO, wineshops and small shops. **The results of the tests on these bottles said that all the 50 samples collected were complying with the certifications issued**. In collaboration with the Consortium tutela dell'Asti, **DOCG Barbera d'Asti from German, Swiss and Austrian markets was also tested, taking 20 samples from the GDO**. This analytical and organoleptical testing also didn't find any irregularity.

Several authorizations were issued to packaged products that wanted to use the Consortium brand on their labels. The requests have been dozens, and they were mostly for mustards, sausages, vinegars, sweets and ice cream.



In 2018, the Consortium **wants to improve the level of these controls by the increasing the number of tests and their accuracy** as well as the markets they will be sampling. Everything is done with the consciousness that only serious controls make the laws real.

3.3 THE RESEARCH

The Consortium supports important research activities about the quality improvement and the safeguarding of the production areas.

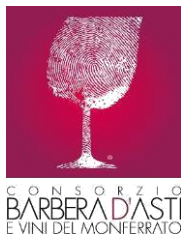
The first project (Intelflavi) fights against the “*Flavescenza dorata*” disease and its negative impact on the territory. This study is trying to find a form of coexistence between the vine and the disease, instead of destroying the carriers or the phytoplasma.

Developed with DISAFA (food, agricultural and forestal science dept.) of University of Torino, it uses an integrated approach that considers the plant, the carrier and the phytoplasma of the disease. It consists of three phases that have to be accomplished within 36 months from the starting point (January 2014), and it intends to highlight some unclear questions about the relationships among the three elements. For this purpose, the research will try to:

- set new genetic markers
- create axenic cultures, in field and in protected environments
- study the carrier activity through epidemiological studies
- value the recovery induction on plants grown in controlled conditions.

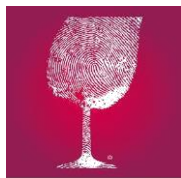
Everything to reach these goals:

- characterize the phytoplasma genome
- define the infection epidemiology



- find new techniques that stop the disease based on: the control of the carriers infectivity, the use of more resistant materials, and the induction of abiotic stress to the vine.
- Determine the molecular components of the resistance phenomena and recovery, and their related use as target for control interventions.

Another project with DISAFA, started in 2012 with European funding and recently completed, is WildWine, where the purpose was finding native yeasts on the Barbera grapes to produce a wine that come completely from its terroir. In 4 years, the research group has isolated some yeasts with high enological potential and after some tests have established which *Saccharomyces cerevisiae* yeast is the best for the Barbera wine production. Soon it will be commercially available.



CONSORZIO
BARBERA D'ASTI
E VINI DEL MONFERRATO



CONSORZIO
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