



The Prosecco Conundrum

In 2009, the Italian agricultural authorities introduced a directive to safeguard the origin and quality of its famous Prosecco sparkling wines. Over the past decades, the appellation “Prosecco” had been misused by various wineries that produced wines without adhering to the quality standards which had been defined by the “Consortio”, a group of prominent winemakers from the original Prosecco region.

The 2009 Directive is critical as it ensures the integrity of the origin, grapes and production process, thus protecting the Prosecco name from copycats with generic and doubtful origins. It rules that wines can only be labelled “Prosecco” when originating from a minimum set level of the “Glera” (Prosecco) grape grown in a specific area, produced using the Charmat method, and served in glass bottles. Frizzenti fully supports the 2009 Directive.

Frizzenti Prosecco DOP is a lightly sparkling wine made from the Glera grape, using the original Charmat method, and bottled at its winery close to Treviso.

Frizzenti Classico, served on tap from 20L steel kegs, contains the same quality wine as in the bottles, but under the 2009 Directive cannot have the same name as the bottled product.