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**TASTE THE  
DIFFERENCE**

**Quality wines from the heart of Europe**

THE EUROPEAN UNION SUPPORTS  
CAMPAIGNS THAT PROMOTE HIGH  
QUALITY AGRICULTURAL PRODUCTS.

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# Quality wines from the heart of Europe

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## Exploring Italian Terroir from North to South

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Hosted by Alexander LaPratt, MS  
December 9, 2021





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# What is TTD.EU about?

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European Quality Wines: Taste The Difference+ is a three-year project financed by the European Union and managed by Unione Italiana Vini and Prodeca for the promotion of PDO and PGI European wines abroad in China and US.

## Objectives

- Increase the awareness among industry members, media and consumers of European Quality Schemes (PDO and PGI) and the related logos.
- Enhance the competitiveness of European quality wines with PDO and PGI designations.
- Growth market share of European quality wines with PDO and PGI designations.



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# How to recognize EU Quality Schemes?

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PDO – Protected Designation of Origin

PGI – Protected Geographical Indication

PDO and PGI designated wines are considered to be high-quality product, produced in accordance with national and European regulations.

The EU Geographical indications system protects the names of products that originate from specific regions and have specific qualities or enjoy a reputation linked to the production territory.



QUALITY AND WARRANTY STAMPS



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# What does a PDO / PGI guarantee?

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Any food, beverage or agricultural products displaying PDO and PGI logos on their labels gives consumers an indication that the quality of such products is guaranteed.

They are a guarantee that products have undergone strict quality controls, enforced by the EU.

The quality controls ensure food safety, traceability, authenticity, animal wellbeing, labelling accuracy and nutrition protection, preserving product characteristics of quality, taste, tradition and diversity.

Quality assurance

Food safety

Traceability

Authenticity

Animal protection

Respect the environment

Sustainability

Origin

Terroir



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## Italy's Wine Regions





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# Tenimenti Civa, Ribolla Gialla Spumante Extra Brut

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Friuli Venezia Giulia

Varietal: Ribolla Gialla

12.5% ABV





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# Castello Di Cacchiano, Spumante Brut Rosè 2016

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Tuscany

Varietal: 100% Sangiovese

12.5% ABV





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# Cantine Su'entu, Su'Imari 2020

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Sardinia D.O.C

Varietal: 100% Vermentino

13.5% ABV







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# Seiterre, Fontana

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Lugana DOC

Varietal: Turbiana / Trebbiano di Lugana

13% ABV





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# Tenimenti Civa, Ribolla Gialla Bellazzoia 2019

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Friuli Venezia Giulia

Varietal: Ribolla Gialla

13% ABV





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# Ruffino, Riserva Ducale Oro

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Toscana - Chianti Classico DOCG

Varietal: 85% Sangiovese, 10% Merlot,  
5% Colorino

14.5% ABV





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# Seiterre, Sassoscritto

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Tuscany

Varietal: Sangiovese, Cabernet, Merlot  
and Syrah

13% ABV





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# Ruffino, Alauda

Toscana IGT

Varietal: 40% Cabernet Franc, 35%  
Merlot, 25% Colorino

14.5% ABV





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# La Cantina Di Andria - Vignuolo Rosso

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Puglia - D.O.C Castel Del Monte

Varietal: Nero di Troia, Aglianico, Montepulciano

13% ABV





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# La Cantina Di Andria - Vignuolo Nero Di Troia

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Puglia - D.O.C Castel Del Monte

Varietal: Nero di Troia

13% ABV





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# Cantine Su'entu, Su'Unico 2018

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Sardinia D.O.C

Varietal: 100% Bovale

15.5% ABV







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# Castello Di Cacchiano, Vin Santo Del Chianti Classico 2004

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Tuscany - Chianti Classico DOC

Varietal: 85% Malvasia del Chianti Bianca,  
15% Canaiolo

14% ABV





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