









Quality wines from the heart of Europe



Exploring Italian Terroir from North to South

Hosted by Alexander LaPratt, MS **December 9, 2021**









What is TTD.EU about?

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.











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.



QUALITYAND WARRANTYSTAMPS











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















Tenimenti Civa, Ribolla Gialla Spumante Extra Brut

Friuli Venezia Giulia

Varietal: Ribolla Gialla













Tuscany

Varietal: 100% Sangiovese















Sardinia D.O.C

Varietal: 100% Vermentino

















Lugana DOC

Varietal: Turbiana / Trebbiano di Lugana









Tenimenti Civa, Ribolla Gialla Bellazoia 2019

Friuli Venezia Giulia

Varietal: Ribolla Gialla

13% ABV

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Toscana - Chianti Classico DOCG

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









Tuscany

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Varietal:Sangiovese, Cabernet, Merlot and Syrah













Toscana IGT

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









Puglia - D.O.C Castel Del Monte

Varietal: Nero di Troia, Aglianico, Montepulciano















La Cantina Di Andria - Vignuolo Nero Di Troia

Puglia - D.O.C Castel Del Monte

Varietal: Nero di Troia















Cantine Su'entu, Su'Unico 2018

Sardinia D.O.C

Varietal: 100% Bovale

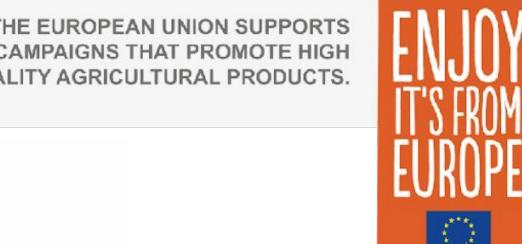












Castello Di Cacchiano, Vin Santo Del Chianti Classico 2004

Tuscany - Chianti Classico DOC

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



CAMPAIGN FINANCED

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