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TASTE THE  
DIFFERENCE

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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Digital Masterclass

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**CUSTOZA DOC: THE ITALIAN ART OF BLENDING**

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December 16th, 2021





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# What is TTD.EU about?

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European Quality Wines: Taste The Difference is a program that is funded by the European Union. Implementing by Unione Italiana Vini Servizi Soc. Coop.(UIV) and Promotora de Exportaciones Catalanas (PRODECA)

It is a 3 year promotion campaign that aims to increase trades' and influencers' awareness about European Quality wines (PDO or PGI) in China and the US.

## Objectives

- Increase the awareness of trade actors, influencers, and consumers about European Quality Schemes (PDO and PGI) and the related logos.
- Increase the competitiveness of Italian and Spanish quality wines (PDO and PGI), through the enhancement of awareness and perceived-quality by trade and consumers.
- Increase the market share of Italian and Spanish quality wines (PDO and PGI).



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# Beneficiaries



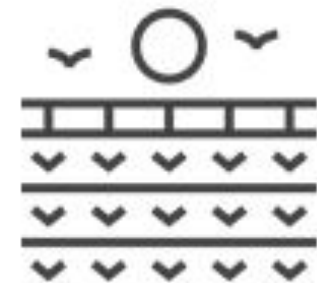
UNIONE ITALIANA VINI



Winegrowers  
150,000



Members  
assoc  
660



Hectares  
695



PDO/PGI Wine  
production  
+ 25.000  
millions

- Its members account for more than 50% of the total turnover of the Italian wine industry and 85% of the Italian export market
- With 408 PDOs



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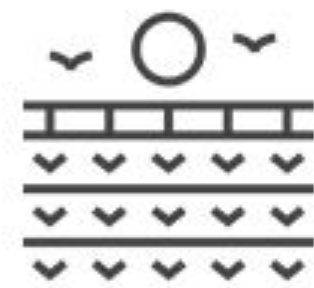
# Beneficiaries



Winegrowers  
8,359



Wineries  
626



Hectares  
42,822



DO Wine bottles  
110 millions



Net sales  
344 M€

It supports the agri-food sector and its companies with the knowledge, tools and experience to increase their products in Catalonia and worldwide.



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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 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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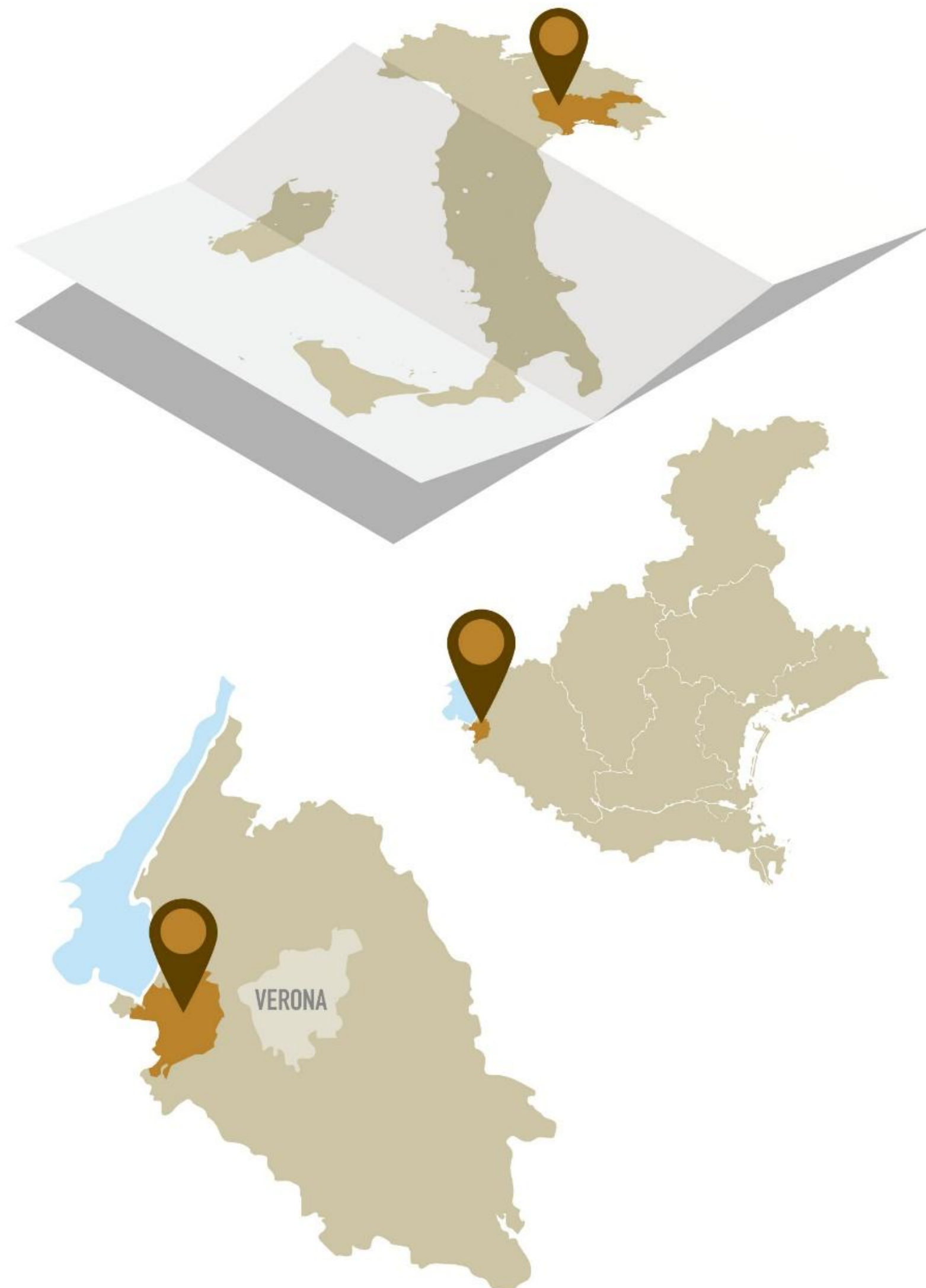


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## DESIGNATION of ORIGIN

**Custoza** is a **white wine** that comes from a land rich in evocative landscapes, history and priceless cultural heritage.

Located between the city of Verona and the Garda Lake, the Custozza production area is an extraordinary territory, where wine has been produced since the dawn of time.

**The Custozza DOC was recognized in 1971.**





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## Procedural guidelines

**9 municipalities:** Sommacampagna, Villafranca di Verona, Valeggio sul Mincio, Sona, Bussolengo, Lazise, Pastrengo, Peschiera del Garda, Castelnuovo del Garda.

**Main grapes (local grapes):** Garganega, Trebbianello (local biotype of Tocai Friulano), Bianca Fernanda (local clone of Cortese) and Trebbiano Toscano, for a minimum of 70%, with no single grape variety exceeding 45%.

**Other grapes:** up to a maximum of 30% Chardonnay, Pinot Bianco, Malvasia, Riesling, Manzoni bianco.

The richness and peculiarity of Custoza lies in the harmony of the blend, which allows for greater complexity and is a guarantee of quality in difficult vintages.







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## The Terroir

**The morainic amphitheater significantly characterizes the terroir.**

**Soil:** characterized by rocky material, rich in minerals, the work of glaciers in ancient times.

**Soil:** light and loose, rich in gravel which guarantees a perfect drainage of water.

**Composition:** mainly calcareous, an element which gives wines sapidity and minerality.

**Climate:** warm summers mitigated by breezes that blow from Lake Garda throughout the year.

**Unique microclimate.** The temperature range allows a complete ripening of the grapes, ensuring the maintenance of a good acidity, which is essential to bring freshness and fragrance to Custoza. The average winter temperatures are 4/5 degrees above the surrounding flat areas of the Po Valley and the average annual temperature range is only 21.5 degrees centigrade.



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### Custoza Wine

The savoir faire of the producers allows the Custoza blend to enhance the delicate, floral and fruity aroma of Garganega, the characteristic color of Trebbianello and the slightly aromatic scents of Bianca Fernanda, as well as the peculiar characteristics of the other white grape varieties grown in the area.

The freshness, the light aromaticity, the fruity and sapid notes make it a versatile wine, extremely enjoyable for its drinkability and ease in pairing.

The wine, in particular when it comes from particular selections made in vineyards, is crisp and pleasing when young and it also shows excellent aging capabilities over time.



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## The numbers of Custozza

**Surface of the Designation: 1400 hectares**

**Production claimed in the last 3 years:**

**2018: 99.400 hl**

**2019: 103.600 hl**

**2020: 102.200 hl**

**Number of wineries making wine: 60**

**Number of bottling companies: 85**

**Number of winemakers: 480**

**Consortium representation: 90% of the  
sector**





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## VIA Tasting Grid

DATE: \_\_\_\_\_ THEME: \_\_\_\_\_

**INFO** PRODUCER \_\_\_\_\_ LABEL \_\_\_\_\_ VINTAGE \_\_\_\_\_

**APPEARANCE**

**INTENSITY** Pale M Deep

**HUE** Straw Lemon Gold Purple Ruby Garnet Pink Salmon Orange

**AROMAS & FLAVORS**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**STRUCTURE**

**SWEETNESS** D O O S

**ACIDITY** L - M - H

**TANNINS (reds)** L - M - H

**BODY** L - M - H

**ALCOHOL** \_\_\_\_\_ %  
(±0,5%)

**TEXTURE/MOUTHFEEL** (sparklings) L M H

**QUALITY**

**INTENSITY** L - M - H

**CONCENTRATION** L - M - H

**LENGTH** L - M - H

**COMPLEXITY** L - M - H

**BALANCED**  YES  NO

**AGE-WORTHINESS** 0 5 10

TOO HARD  TOO SOFT

**TYPICITY (OPTIONAL)** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**GRAPE** \_\_\_\_\_ **REGION** \_\_\_\_\_





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## Seiterre

### Custoza DOC "Amerigo Vespucci"

- Garganega
- Trebbiano Toscano
- Trebbianello
- Bianca Fernanda
- Chardonnay
  
- Cryomaceration
- Fermented at 16 Celsius
- 3 months in steel

Info: [anna.rizzi@seiterre.com](mailto:anna.rizzi@seiterre.com)



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### Cantina Castelnuovo de Garda Custoza DOC "Ca' Vegar"

- Garganega
- Trebbiano Toscano
- Bianca Fernanda
- Trebbianello
  
- Fermented at 16 Celsius
- 4 months in steel with periodic battonage

Info: [r.sembenini@vitevis.com](mailto:r.sembenini@vitevis.com)



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## Tamburino Sardo Custozza DOC

- Garganega
  - Bianca Fernanda
  - Trebbiano Toscano
  - Trebbianello
- 
- Cryomaceration
  - Fermented at 10-12 Celsius
  - 3-6 months in steel
  - Lees stirred 1-2 times per week

Info: [info@aziendaagricolatamburinosardo.it](mailto:info@aziendaagricolatamburinosardo.it)



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### Gorgo Custoza DOC "San Michelin"

- Garganega
- Bianca Fernanda
- Trebbiano Toscano
- Riesling Renano
  
- Vino Biologico
- Late harvest
- Cryomaceration
- Fermented at 16 Celsius
- 6 months in steel with weekly battonage

Info: [gorgo@cantinagorgo.com](mailto:gorgo@cantinagorgo.com)





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### Monte del Fra Custoza Superiore DOC "Ca del Magro"

- Garganega
  - Trebbiano Toscano
  - Bianca Fernanda
  - Manzoni Bianco
- 
- Late harvest
  - Cryomaceration
  - Fermented at 12-16 Celsius in concrete
  - 8 months lees ageing with battonage for 2 mo.

Info: [info@montedelfra.it](mailto:info@montedelfra.it)



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### Menegotti Custoza Superiore DOC "Elianto"

- Bianca Fernanda
- Garganega
- Trebbiano Toscano
  
- Cryomaceration
- Fermented at 15 Celsius in cement
- Aged 2 years in cement with weekly battonage during the first year

Info: [info@menegotticantina.com](mailto:info@menegotticantina.com)



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