



Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. raises its glass to the emotions that cinema creates

The Consortium of Producers of Conegliano Valdobbiadene Prosecco D.O.C.G. will be a sponsor of the 81st Venice International Film Festival. Its wines will be the official sparklers with which to celebrate the emotions of cinema.

Solighetto, 23rd July 2024 - The "Consorzio di Tutela del Conegliano Valdobbiadene Prosecco D.O.C.G." will be a sponsor of the 81st Venice International Film Festival – La Biennale di Venezia, as well as of the two subsequent editions.

Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. will be the official sparkling wine at the various convivial occasions that take place throughout the Festival. In particular, it will be served as the aperitif of welcome and at the gala dinners at the beginning and end of the event, during which customized bottles will be used, with a special label designed for the occasion.

There will also be numerous appointments at which the guests and film stars will be able to enjoy Conegliano Valdobbiadene Prosecco Superiore D.O.C.G., at various times of day and in the Festival's most iconic locations.

"Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. is an undoubted symbol of top-quality Italian production" states Franco Adami, President of the Producers' Consortium. "It has become one because it is the result of the labour and commitment of generations of vine-growers. They have worked on our slopes, even the steepest and most rugged ones, with great determination, creating a landscape of exceptional beauty, which is now a UNESCO World Heritage Site; and they have brought this same passion into their wineries, thus making a product that is unique. Just like a film, a glass of Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. is the result of craftsmanlike production and of expert, skilled workers who are able, through their efforts, to transmit extraordinary emotions. This collaboration with the Venice Biennale enables us to bring the name and the sparkling wines of Conegliano Valdobbiadene to wider audiences – but also highly authoritative ones – in Italy and around the world. The presence of our product in cultural contexts of such international importance contributes towards consolidating a position in the marketplace that our sparklers, produced in gruelling, heroic areas like the "Rive" of Conegliano Valdobbiadene, thoroughly deserve."

"Riprese collinari" ("Shooting in the Hills") is the idea that lies behind our label for 2024, designed by mimicodesign+DeRiva, which will adorn all our bottles during the Festival. Two "anthropomorphised" film cameras roam through the vineyards and, as silent and attentive observers, capture the magic of the Prosecco Hills of Conegliano and Valdobbiadene – a UNESCO World Heritage Site – to convey it around the world.

During the days of the Festival, the Consortium's support will also be promoted through the return on air of the advertising campaign featuring Giorgio Pasotti, as well as with digital activity that involves the community which gives added life to the Consortium's social media profiles.

The Consorzio di Tutela del Conegliano Valdobbiadene Prosecco D.O.C.G. is the private body, founded in 1962, that guarantees and controls adherence to the production regulations for D.O.C.G. Prosecco Superiore. The sparkling wines produced on the hillsides between Conegliano and Valdobbiadene, in the Province of Treviso, obtained Denominazione di Origine Controllata status in 1969 and the Denominazione di Origine Controllata e Garantita in 2009. The production zone includes 15 municipal areas: Conegliano, San Vendemiano, Colle Umberto, Vittorio Veneto, Tarzo, Cison di Valmarino, San Pietro di Fiesole, Refrontolo, Susegana, Pieve di Soligo, Farra di Soligo, Follina, Miane, Vidor and Valdobbiadene. The Consortium, whose current President is Franco Adami, has its headquarters in the village of Solighetto in Pieve di Soligo. It groups together 209 sparkling wine producers, 439 vinifying companies and 3,300 families of vine-growers, all of whom are involved in producing Conegliano Valdobbiadene Prosecco Superiore. It operates principally in three areas: protection and promotion of the product, both in Italy and abroad; encouraging knowledge of the product through educational activities, the organization of events, and relations with the press; and also offering technical assistance to its members, from the vineyard to the winery.

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