

Alto Adige Wines U.S. Newsletter

Volume 1 | 2014



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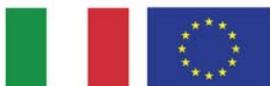
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Südtirol Wein
Vini Alto Adige

WINES OF THE ITALIAN ALPS



Alto Adige Wines Announces 2014 Campaign Activities in the United States

Alto Adige Wines, also known as Südtirol, has launched a new three-year campaign targeting consumers, trade, and press. The comprehensive program includes market research, an educational video series, an influencer trip to the region, sommelier master classes, media relations, advertising and social media initiatives.

Market Research

In order to obtain a clear understanding of Alto Adige Wines' current presence in the U.S. and evaluate the region's competitive potential, the prominent wine market research authority, Wine Opinions, will conduct quantitative and qualitative research. Both portions of the research will target key trade influencers, including retailers, importers, distributors and restaurant/hospitality professionals in leading U.S. cities.

The quantitative research will generate a snapshot of the trade's perceptions and general awareness of the Alto Adige wine region and its core varietals, providing much needed statistical data. The second phase of the research, known as a "Vintrospective," will be an in-depth, moderated online discussion, further exploring key points raised in the quantitative research. Results will include detailed analysis and reporting. The first phase of the research is scheduled to begin in early February with results published in late spring.

For more on Wine Opinions, visit: www.wineopinions.com.



“Wine Opinions”

Alto Adige Wine School: Educational Video Series with Tim Gaiser, MS

Alto Adige Wines is partnering with Tim Gaiser, MS, to create an educational video series. The campaign will work with Tim to create short, easy-to-understand, engaging videos targeting consumers (as well as press and trade) across the U.S. The videos will focus on core varietals, the region's history and culture, international food and wine pairings, and more. Hosted on YouTube, Vimeo, and the campaign website, the series will also be promoted through social media and drive traffic to all the campaign's digital platforms.



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Alto Adige Wines Announces 2014 Campaign Activities in the U.S.

Tim Gaiser, MS, is an internationally-renowned wine expert and lecturer. From 2003 to 2011, he served as the Education Chair and the Education Director for the Court of Master Sommeliers Americas. Tim has developed wine education programs for restaurants, wine schools and wine distributors, and has taught classes on wine and spirits at every level of education. Tim also moderated the 2013 Alto Adige Grand Tasting Tour seminars after having traveled to the region earlier that same year.

For more on Tim, visit www.timgaiser.com.

Press Trip

In 2014, Alto Adige Wines will bring a group of influencers to the region, creating lifelong ambassadors for the wines of the Italian Alps. Top editors and freelancers specializing in wine, food, and travel will visit Alto Adige to learn first-hand about the region and its high-quality wines. The group will tour vineyards, meet campaign producers, and of course, taste the wines. Participants will also explore food and wine pairings and the region's unique culture. The goal of the program is to generate feature coverage for Alto Adige wines in top outlets reaching target audiences.



Growth in Trade Awareness with the 2014 Master Class Series

Building upon the unprecedented success of the 2013 Master Class series, Alto Adige Wines will expand its partnership with the Guild of Sommeliers in 2014. Geoff Kruth, Master Sommelier and Guild of Sommeliers' Chief Operating Officer, will once again lead a six-class series in key U.S. wine markets throughout the spring and summer. The classes give sommeliers and other wine professionals an in-depth education on Alto Adige wines. Each class will include a tasting of 10 wines from a variety of producers to showcase the highest quality and diversity.

For more information on the Guild of Sommeliers, visit: www.guildsomm.com.

Alto Adige Wines Increases Online Presence in 2014 with Digital Ad Campaign

In addition to print advertising in *Wine Spectator*, look for Alto Adige Wines banner ads appearing this spring on www.foodandwine.com. The online version of *Food & Wine* magazine has an audience of over 1.45 million unique visitors a month. Sponsored posts on *Food & Wine*'s popular Facebook page will reach over 376,000 consumers. Using eye-catching creative designs showcasing the region, these ads will captivate consumers while driving traffic and engagement on social media platforms, including the Alto Adige Wines Facebook page which currently has 6,300+ followers.



Interview with Top Sommelier, Jane Lopes, of the Altamarea group

Jane Lopes received a degree in Renaissance Literature from the University of Chicago. After graduation, she stayed in the Windy City and began her career in the wine and spirits industry, bartending at The Violet Hour, ranked the #3 cocktail bar in the U.S. by *GQ* magazine. She created well-known cocktails, developed the bar's wine list, and ran staff education. These roles led her to managing LUSH Wine and Spirits shop, voted "Best Wine Store" in *Time Out Chicago*. In addition to her management duties, Jane designed pairing dinners, conceived and taught monthly classes, and conducted wine tastings and training.

In August of 2011, Lopes moved to Nashville to be the opening Beverage Director/Front of House Manager at the nationally-acclaimed Catbird Seat. Since opening, The Catbird Seat has been named one of the best new restaurants in the country by *GQ*, *Bon Appétit*, and *Food & Wine*. Jane's unique style of creating pairings and her approach to the beverage program has been featured in the *New York Times*, *Imbibe*, *Wine Enthusiast*, and *Architectural Digest*, and other media outlets.

Lopes moved to New York in January of 2013, and in August of the same year she passed the rigorous Advanced Examination with the Court of Master Sommeliers. Jane joined New York's Altamarea Group at their new restaurant, Ristorante Morini, in December 2013. Jane also traveled to Alto Adige in September 2013 as part of the campaign's scholarship program with the Guild of Sommeliers

You recently traveled to Alto Adige. What were your impressions of the wines of the region

Alto Adige is full of surprises, when it comes to wine, people tend to think of it as a place to go for high-quality, lean white wines (which it certainly is), but the quality of the reds, sweet wines, and diversity of the whites is staggering. Unlike many regions of the world, Alto Adige truly does have something to offer every palate.

Was there a winery or coop that stood out to you as the most memorable?

What a tough one! I have to say our visit to Cantino Terlano can't be replicated. Tasting Chardonnays and Pinot Biancos that had spent 10+ years on their lees in tank!? Absolutely incredible and really unparalleled — not only in Alto Adige, but anywhere else in the world.

Is there a grape variety that you think best illustrates the region?

Except for a few examples in Germany and Austria, I don't think any other region is doing Pinot Bianco as well as Alto Adige. It represents the diversity of wine styles that the region has to offer — you can find Pinot Biancos that are

lean, youthful and crisp, ones that are leesy, textural, and developed, and even styles that are oaky, unctuous and rich. But I have to give a big shout out to Schiava as well, which is one of my favorite wines to drink. Light, quaffable, and still utterly complex and delicious.

Are there any challenges in selling Alto Adige wines to your guests at the Altamarea Group's restaurants?

The difficulties in selling Alto Adige wine lie in its diversity and the relative obscurity of some of its varieties. Want to sell a delicious Alto Adige Pinot Grigio for \$12 a glass? No problem. Want to sell Schiava, Lagrein, Kerner, and Sylvaner? It gets a little more difficult. I think as long as there are good sommeliers on the floor to hand-sell these wines, they are an incredible value.

What do you think are the best selling points of Alto Adige wines?

VALUE. These wines are not expensive, and so incredibly delicious and food friendly.

What are your favorite pairings with Alto Adige wines?

Speck and Schiava. Aged Gewürztraminer with smoky cheese.

Press Highlights



What the Press Has to Say: Alto Adige in the Media

"[Alto Adige] produces deliciously complex white wines unlike almost anywhere else in the world. They take what can be humdrum varieties elsewhere (like Pinot Grigio and Pinot Bianco) and turn them into something special."

Jon Thorsen, *The Reverse Wine Snob*
April 25, 2013

"The mountain climate is the only place in Italy where the pinot noir (called pinot nero in Italian) can grow, and if you're one of the legions of pinot noir fans, do yourself a favor and give Alto Adige pinot nero a try."

Jason Wilson, *Table Matters*
June 10, 2013

"The peak of Italian wine-making is found in Alto Adige....From the Alto Adige come refreshing, versatile pinot Bianco and intense, ruby-hued Lagrein."

Peter Gianotti, *Newsday*
July 25, 2013

"[In Alto Adige], the views are breathtaking – lush, rolling vineyards and the picturesque Dolomites leading to the Alps in the distant background. Although the daytime temps can get as high as 90 degrees, at night, it cools off because of the mountains, giving the vines critical recovery time and the grapes good acidity."

Stanley Browne, CS, CSW, *Ladue News*,
September 26, 2013

"Back in 2008 I posted about the wonderful wines of Alto Adige. In mid-September I was fortunate enough to revisit the area. Once more I was captivated not just by its picture postcard beauty, but by the diversity and deliciousness of its wines – an authentic expression of Alpine purity and focus."

Mary Gorman-McAdams, *The Kitchn*
October 2, 2013

Check out the Alto Adige Wines Blog

www.altoadigewinesUSA.com/blog

The blog features posts from a variety of wine professionals, including sommeliers, journalists, and even MWs.

Also, check the new and improved trade portal for details on what's going on in the US campaign:

Username: aatrade
Password: sudtirol

Contact Information

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Changed importers?
News from your winery?
Questions about the campaign?
Let us know!

Email Elyse at
egenderson@cornerstonepr.com
with updates, questions to receive all information regarding upcoming campaign activities.

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