

PRESS RELEASE

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Successful 2019 Alto Adige Wine Summit

At the second edition of the Alto Adige Wine Summit held in Bolzano and vicinity from September 5 to 8, 2019, 150 journalists and wine experts from all over the world received deep insights into the world of Alto Adige wine. With the motto “A World of Contrasts”, the event offered a program with great variety. The highlight: the “Preview” with over two hundred new wines that are not yet available on the market.

Every two years, the world of Alto Adige wine is presented to a large public involved in the industry at the Wine Summit. This year, the Consortium of Alto Adige Wine – the organizer of the event in cooperation with IDM Alto Adige – placed the focus of the conference on the future challenges to Alto Adige winegrowing regions from climate change. This was accompanied by widely varied tastings and vineyard tours. The goal of the Wine Summit was to show the leaders of the public from the industry the special features of the wine region of Alto Adige. The invitation was accepted by wine experts from a total of sixteen countries, including from as far away as the USA, Hong Kong, and Australia, and journalists from such renowned trade publications as *Decanter*, *Espresso*, *Falstaff*, and *Gambero Rosso*. On top of that, ten Masters of Wine from the Institute of Masters of Wine, the world’s most recognized educational institution for wine experts, also came to Alto Adige.

A welcome dinner at Maretsch Castle on Thursday evening rang in the Wine Summit. On Friday, on the other hand, everything centered upon the world of Alto Adige wine in the area of conflict between tradition and departure: specialized lectures on natural science and on culture with the motto “Contrasts in Alto Adige Winemaking” were given by Georg Niedrist (Institute for Alpine Environment, EURAC Research), Carlo Ferretti (the research company GIR – Geo Identity Research), and Leo Andergassen (South Tyrol Museum of Cultural and Provincial History) and provided the public with the opportunity to exchange information about current pressing topics, such as global warming.

At this second edition of the Wine Summit, another highlight was also the “Preview”: fifty-nine wine producers presented the international professional public with more than two hundred wines to taste that are not yet for sale on the market. The next day, six guided winegrower tours led the participants into the vineyards with the varieties of Pinot Blanc, Sauvignon Blanc, Gewürztraminer, Schiava (Vernatsch), Pinot Noir, and Lagrein at different elevations with different pedoclimatic properties. From the vineyards, the tours then headed up to the Seceda in the Val Gardena where, at an elevation of 2,400 meters (nearly 9,000 feet) above sea level, wines from different elevations were tasted, with a subsequent culinary finale.

POSITIVE RESULTS, AMBITIOUS PLANS FOR THE FUTURE

The theme of “contrasts” ran like a leitmotif through the event. Eduard Bernhart, director of the Consortium of Alto Adige Wine, emphasized that the Alto Adige Wine Summit has become an important program point for the internationalization of the Alto Adige wine industry.

“It is our desire to place Alto Adige wine in a larger context,” he explained. “Our international guests have the opportunity to experience firsthand the contrasts that characterize the local wine production. In that way, they can better understand and appreciate the quality of our wines.” According to Bernhart, these contrasts result from the different elevations, with vineyards between 200 and 1,000 meters (600 and 3,300 feet) above sea level, but also from the geological composition of the soils as well as the temperature ranges between day and night, which impart to the wines their scent and freshness. He went on to add that today, Alto Adige wine stands strongly and confidently in a local, national, and international context because, “The extraordinarily high density of awards for Alto Adige wines shows that the province as a small wine region has come to be held in esteem throughout the world.” Bernhart closed by pointing out, “A significant portion of Alto Adige wines is now being exported.”

The president of the Consortium, Maximilian Niedermayr, drew very positive results from the 2019 Wine Summit: “The Alto Adige Wine Summit more than met our expectations. Our guests from all over the world were inspired by the program.” He went on to emphasize that over the past forty years, Alto Adige wine production has made great progress, but further optimization continues to be possible. “We want to take another step forward,” Niedermayr declared. “One example is the upcoming introduction of eighty-six small zones with the goal of increasing the quality of the end product even higher.”

The second Wine Summit drew to a close on Saturday with a brunch with the Association of Alto Adige Sparkling Wine Producers in Soprabolzano on the Renon plateau. The next edition is planned for 2021.

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