

Winegrowing Region of Alto Adige/Südtirol



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Topics

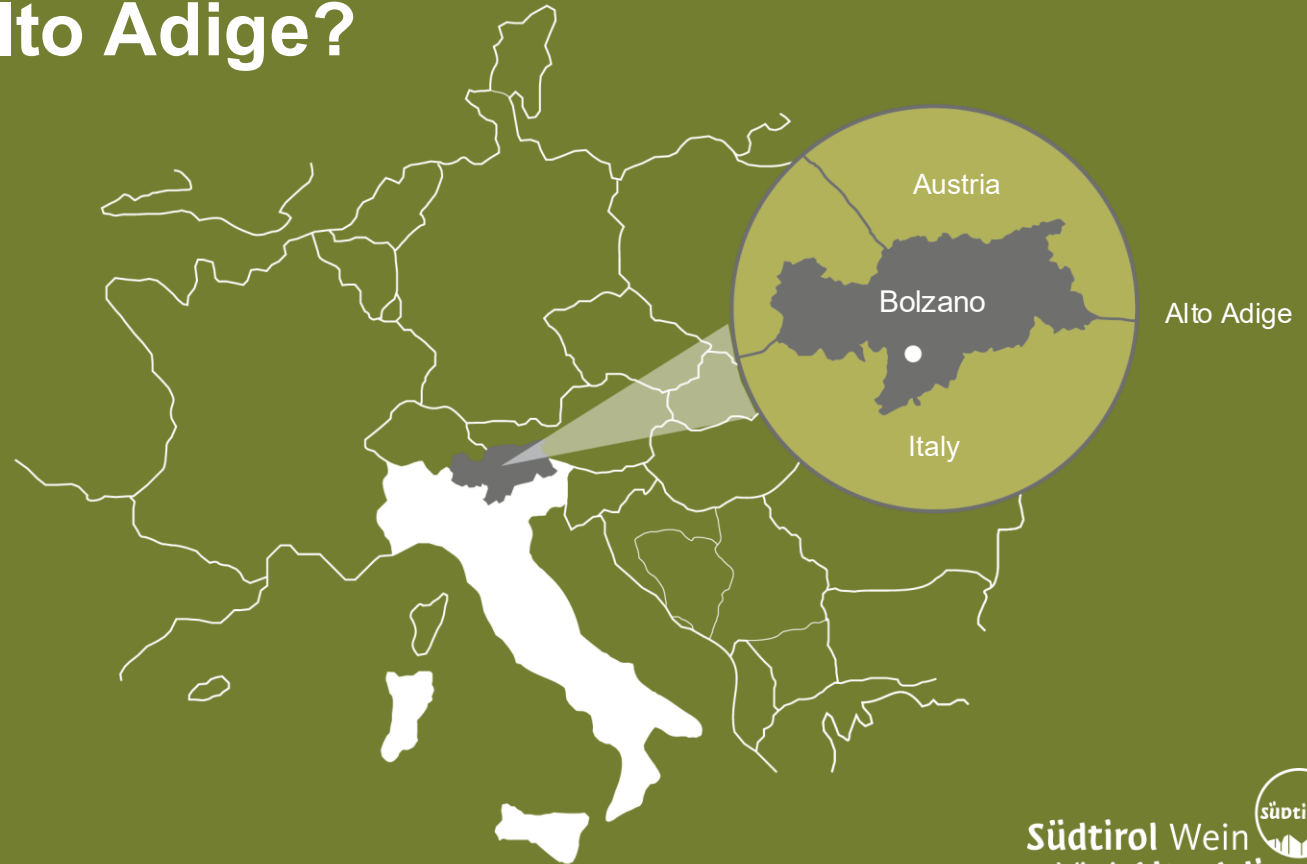
- Where the North becomes the South: Winegrowing Region of Alto Adige
- Facts and figures at a glance: Profile
- 2,500 Years of Tradition: History of Wine
- Vineyard, Mountain Wines: Terroir, Climate and Geology
- Those from the Province and World Stars: Wine Varieties
- Small Province, Great Variety: Regions and Locations
- Strong Together: Processing and Marketing
- What We Build On: Our Values

Where the North becomes the South

Winegrowing Region of Alto Adige



Where is Alto Adige?





Nature as a Master Builder

Formed as a coral reef and sculpted over millions of years by the forces of nature, the Dolomites are “the most beautiful mountains in the world” for Reinhold Messner. And he is not alone in this opinion: UNESCO declared the Dolomites a World Heritage Site in 2009 - also because of their “unique beauty”.

The Colors of the Sky

Emerald green and nestled between spectacular Dolomite walls, Braies Lake is considered a natural jewel. In the German TV series "*Die Bergpolizei – Ganz nah am Himmel*" Terence Hill is on duty here, one of the the most beautiful workplaces in the world.

Sunken Beauty

For seventy-five years, the church tower of Alt-Graun has been rising out of Lake Resia. Today, the sunken tower is the landmark of the Val Venosta region and the secret star of the Netflix series "Curon".



Miles and Miles of Wine

The Alto Adige Wine Road stretched over hills and past lakes, picturesque vineyards and ancient wineries for almost sixty years. It is one of the oldest wine routes in Italy and connects sixteen communities which, taken together, account for eighty percent of all of Alto Adige's wine production.

Südtirol Wein
Vini Alto Adige



Alto Adige Wine Road

16

Municipalities

70

wineries

42 km
(137795 ft.)

As the crow flies
between Salorno and Nalles

150 km
(492126 ft.)

Total Wine Road



Silent Night

The pre-Christmas season has a special flair in Alto Adige. Fresh snow surrounds you, and the scent of pastries, cinnamon, and mulled wine is in the air everywhere. It is the time of Christmas markets in the cities and villages.



Mercatini Originali Alto Adige/Südtirol
Original Südtiroler Christkindlmarkt

Il percorso della
Die fünf Stern

Südtirol Wein
Vini Alto Adige

A Dream in White

Skiing is right at home in Alto Adige. Around 1,600 kilometers (a thousand miles) of slopes in breathtaking landscapes are just waiting here. Individualists will find powder snow slopes on ski tours that will give them what they dream of: absolute freedom.

Südtirol Wein
Vini Alto Adige





Unlimited Possibilities

In Alto Adige, athletes can choose between exploring by foot, or on bike.

The offering is a broad one for everyone, hundreds of kilometers of trails stretch through the mountains, and exciting events await the experts: the HERO Dolomites, for example, or the bike day on the legendary Stelvio Pass.

Nature & Wine

Nothing makes the connection between wine and nature in Alto Adige as clear as Lake Caldaro. For enthusiasts all over the world it is an exceptional wine, while for nature lovers, it is a destination like no other. Happiness is not having to decide on one or the other.





Wine experiences in Alto Adige/Südtirol

Remarkable wines, extraordinary experiences.

Discover the region where Alto Adige DOC wines originate through **authentic wine tourism experiences**. Visit **wineries**, meet the **producers** and **experience the wines** at their place of origin.

Among **alpine vineyards**, **architecturally distinctive wineries** and breathtaking landscapes, explore wine culture in South Tyrol **on foot or by bike**.



Discover all wine tourism experiences
suedtirol.info/wine-experiences

Südtirol Wein 
Vini **Alto Adige**

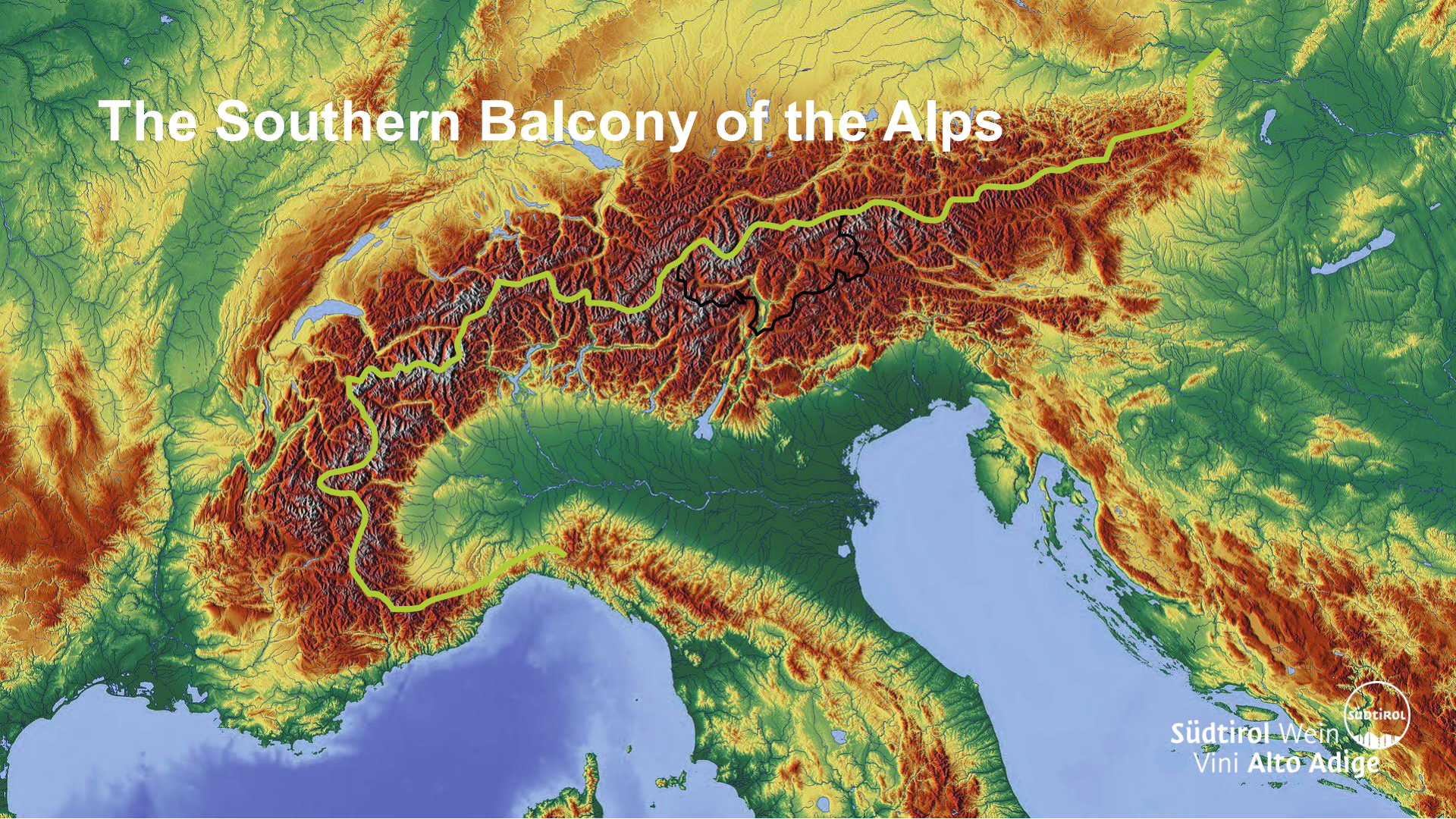
The Bearded One among Us

A glacier on the passage from the Senales Valley to the Ötz Valley released a mummy thirty years ago which turned out to be five thousand years old. It has given us a previously unknown glimpse into the lives of our ancestors.

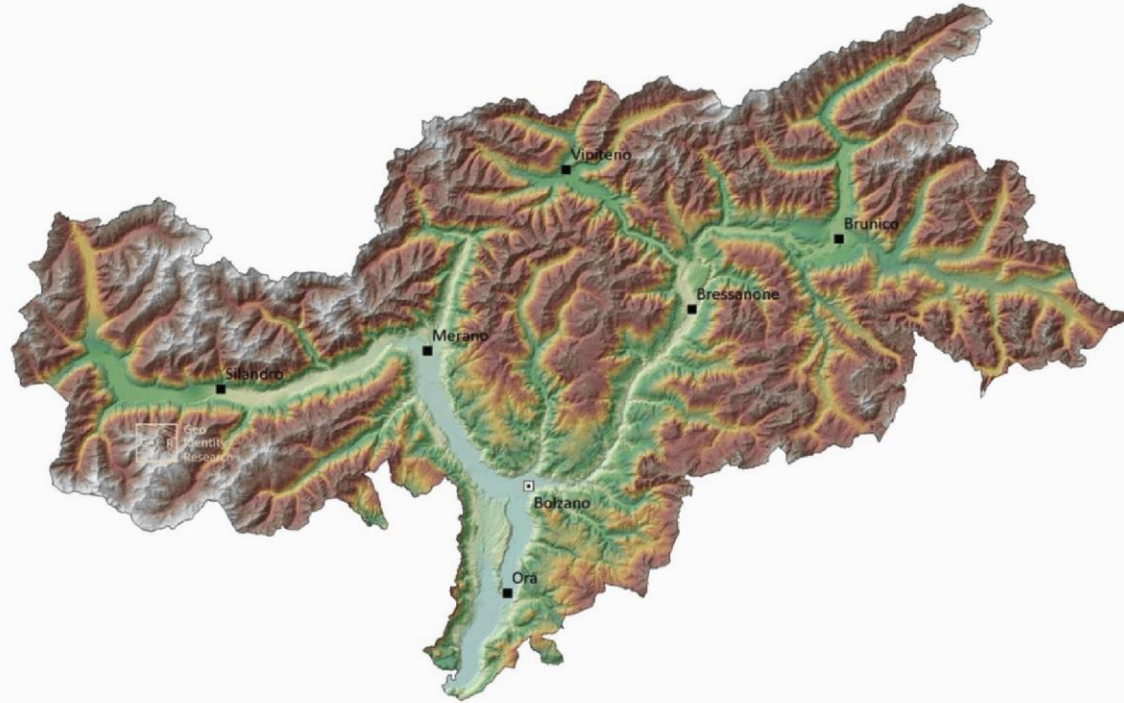
Today, “Ötzi” lies in the Museum of Archaeology in Bolzano and challenges the extreme mountaineer and border crosser Reinhold Messner for the title of the most famous Alto Adige resident.

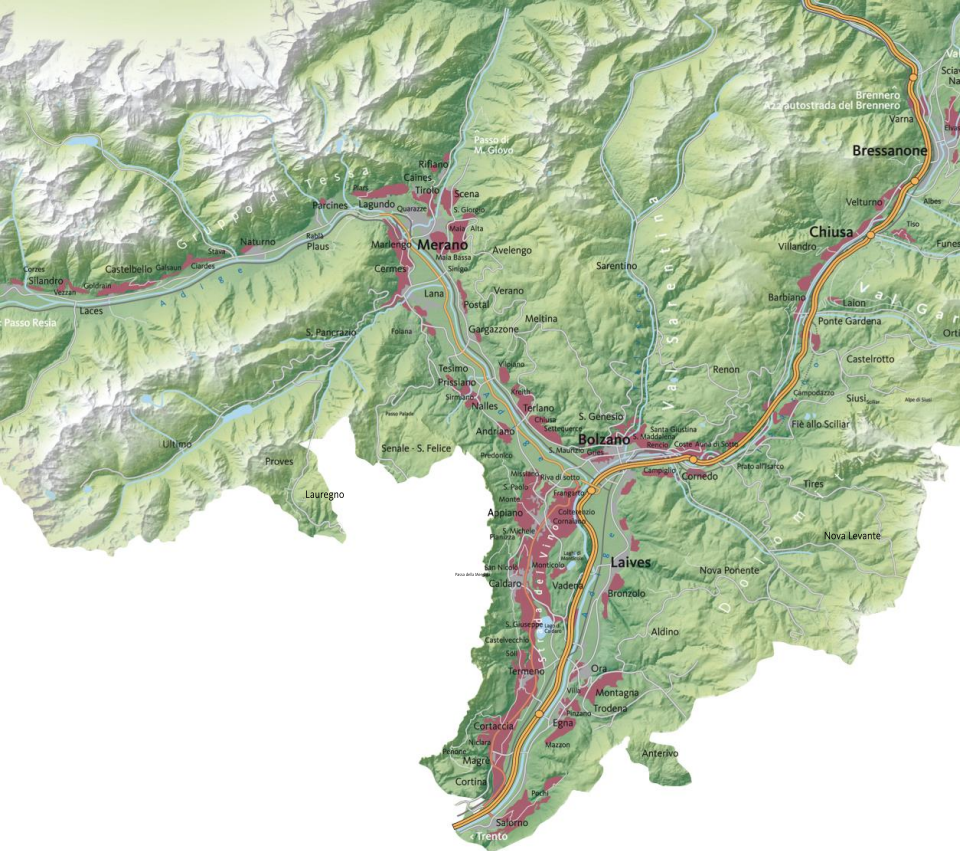


The Southern Balcony of the Alps



The Land in the Mountains





Where Does Alto Adige Wine Grow?

From gentle hills to steep slopes, from the mild Mediterranean climate to dry mountain valleys, the small winegrowing region of Alto Adige is full of diversity within its seven cultivation zones, each with its own unique character.

 vineyard

A Spot on the Map...

...But What a Spot!

[To the Website](#)

Facts and figures at a glance

Profile

Alto Adige Wine Profile



< 1%

of the total Italian
winegrowing area



96%

share of DOC wines



86

Additional Geographical
Units (UGA)



5,860 ha

(14,480 acres)
winegrowing area



4,800

winegrowers



1 ha

(2.5 acres)
average vineyard
area per grower

Alto Adige Wine Profile



263

wineries



200–1,000 m

(600–3,300 ft.)
altitude (a.s.l.)



65% / 35%

production
white/red wine



20

different
grape varieties



40,000,000

bottles per year



600,000

bottles of sparkling wine
(classical method)

2,500 Years of Tradition

The History of Wine



Südtirol Wein 
Vini Alto Adige



Majesty Follows New Paths

In the middle of the nineteenth century, it was none other than Archduke Johann who gave new impetus to Alto Adige viticulture.

He was the one to make the push to cultivate Burgundy and Bordeaux varieties for the first time as well as Riesling from Germany. And thanks to the Archduke, Riesling also became local to Alto Adige.

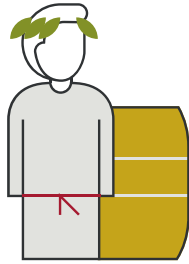
The Beginnings

500 BC



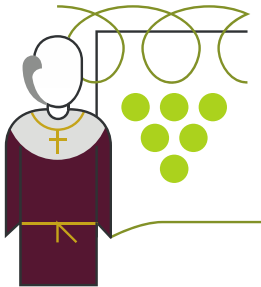
500 BC Wine was already being grown in Alto Adige around 2,500 years ago. This has been proven by archaeological findings.

15 BC



15 BC The Romans take over the wine culture of the Rhaetians and continue to constantly develop it.

700 AD



700 AD Bavarian and Swabian monasteries acquire winegrowing estates in Alto Adige.

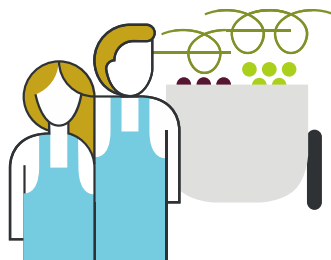
Innovation and Organization

1850



1850 Under Archduke Johann, Burgundy and Bordeaux varieties as well as Riesling are cultivated for the first time.

1893



1874 Instructional agriculture and experimental station founded in San Michele. For the first time, consulting, research, and training in viticulture are institutionalized.

1893 Founding of the first winery cooperative in Alto Adige in Andriano.

1896 First Bolzano Wine Tasting Festival.

1901 First discovery of phylloxera in vineyards. It can be assumed that the pest had already been present in Alto Adige for over ten years by that time.

1910 Largest expansion of viticulture in Alto Adige: 10,000 hectares (25,000 acres) (today just around 5,850 hectares (14,456 acres)).

1896



1970/1975



From Quantity to Quality

1931 Under the fascist Mussolini regime, Santa Maddalena is ranked alongside Barolo and Barbaresco as one of Italy's great wines.

1970/1975 The designations of origin "Lago di Caldaro classic DOC" and "Alto Adige DOC" are recognized.

1975 Founding of the Laimburg Agricultural and Forestry Experimental Center.

From 1980 Change in varieties and increasing demands for quality.

2007 The "Consorzio Alto Adige Wines" is founded.

2024 86 Additional Geographical Units (UGA) officially recognised

Today Alto Adige is the leading white wine region in Italy.

2007



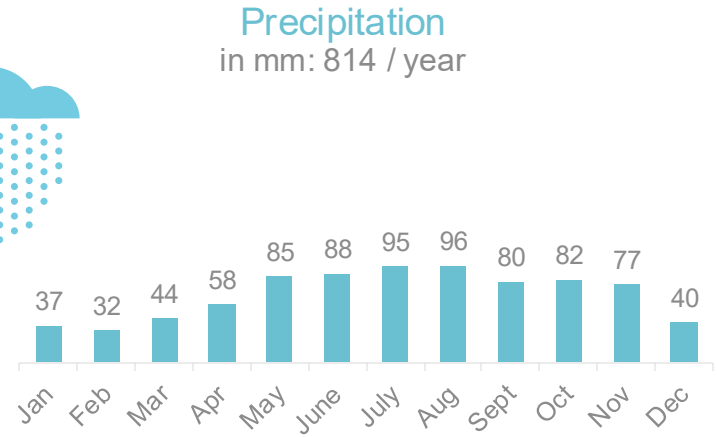
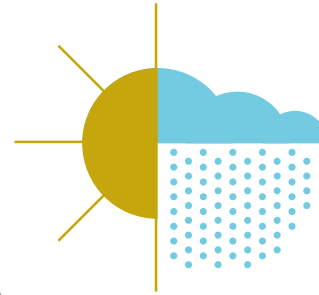
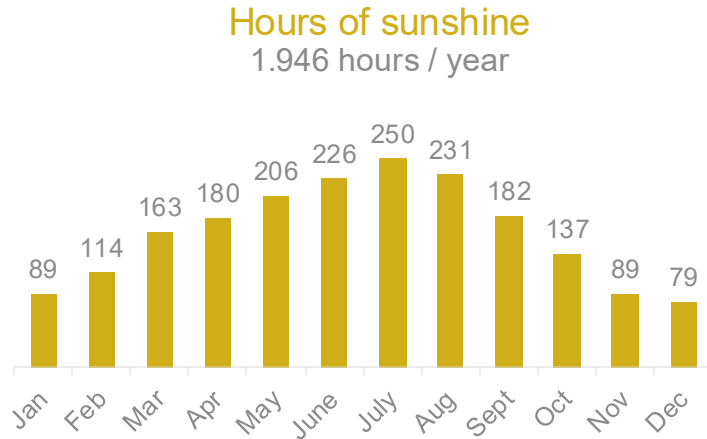
Today



Vineyard, Mountain Wines

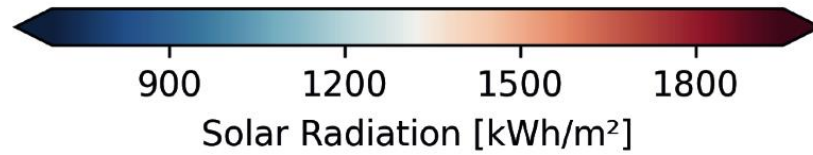
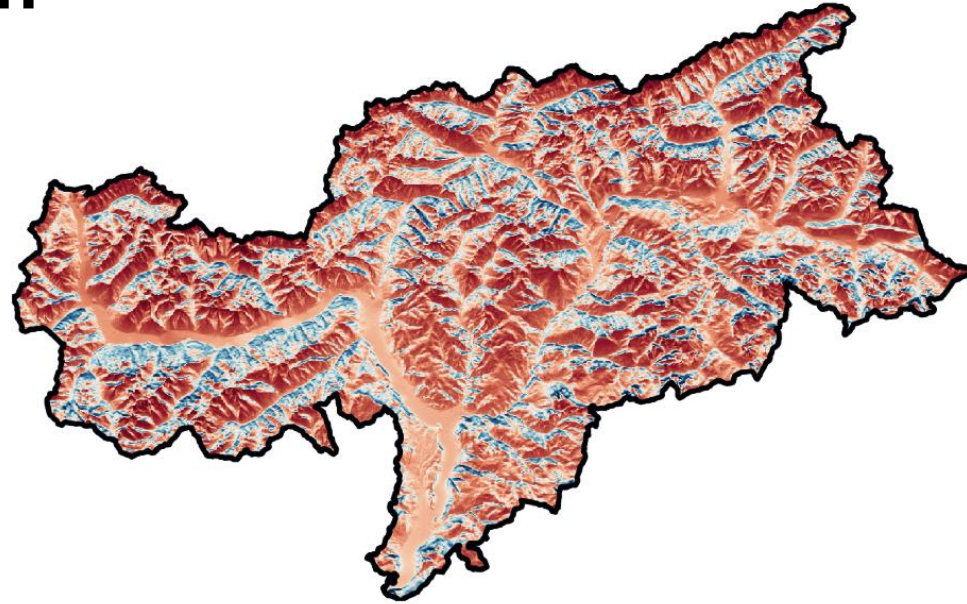
Terroir, Climate and Geology

(Almost) Ideal Wine Climate

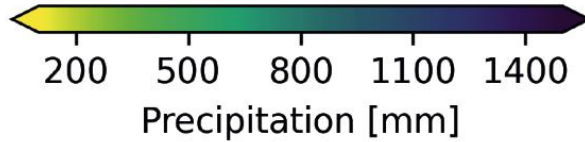
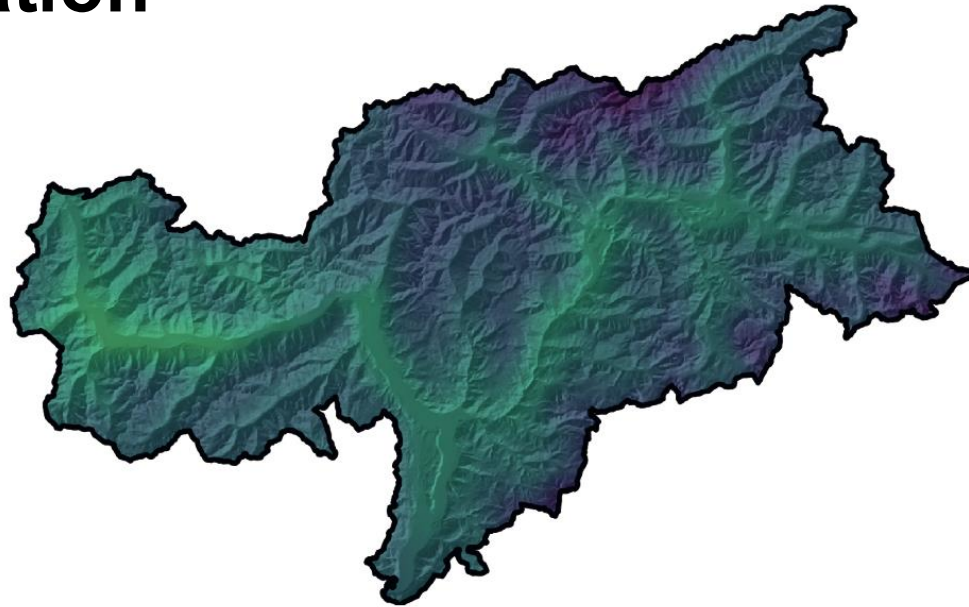


The long-term average values were measured at the Laimburg weather station at 222 meters (728 feet) above sea level. They prove to be nearly the ideal conditions for viticulture in Alto Adige.

Radiation



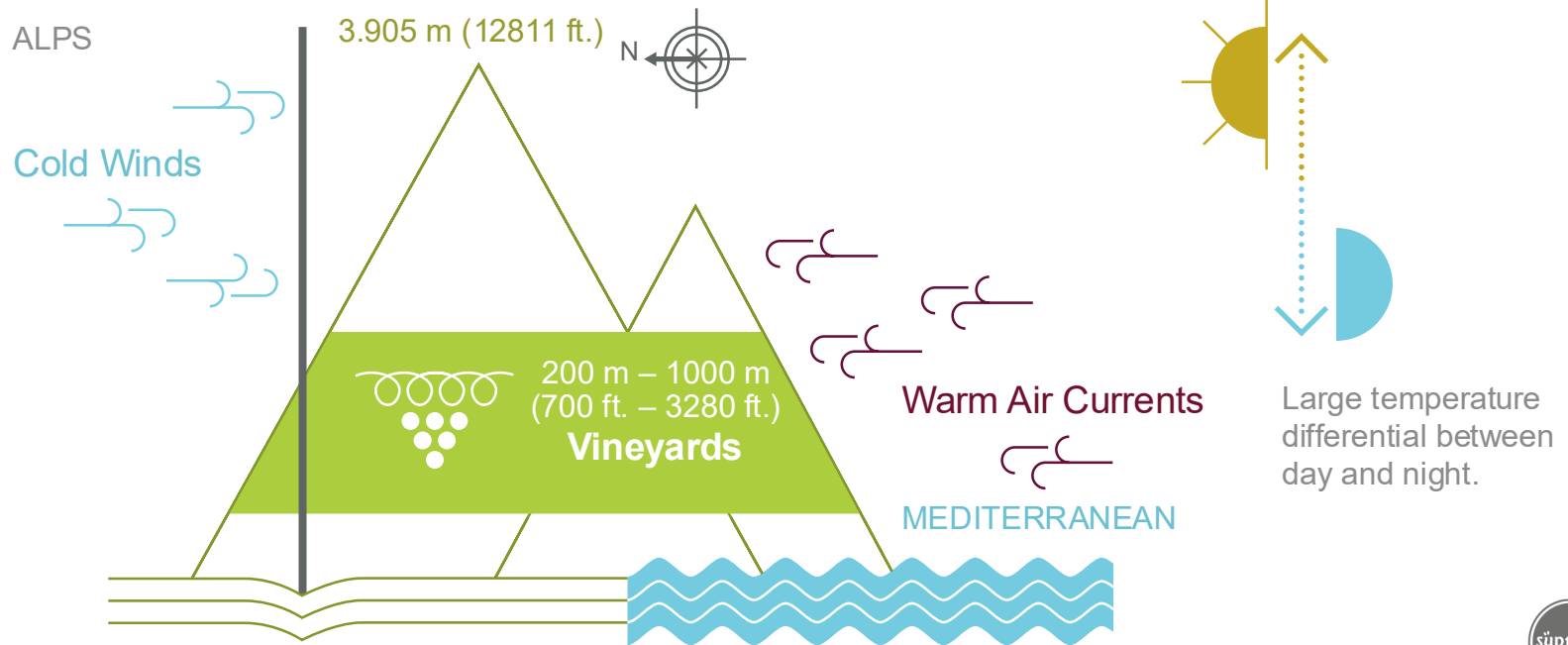
Precipitation



His Majesty

The peaks of the Ortles Group, including the ice sheet, rise almost 4,000 meters (13,000 feet) into the sky. The highest peak of the Austrian Empire are just as much a destination of longing for mountaineers today as they were more than two hundred years ago when “King Ortles” first climbed them.

Climate



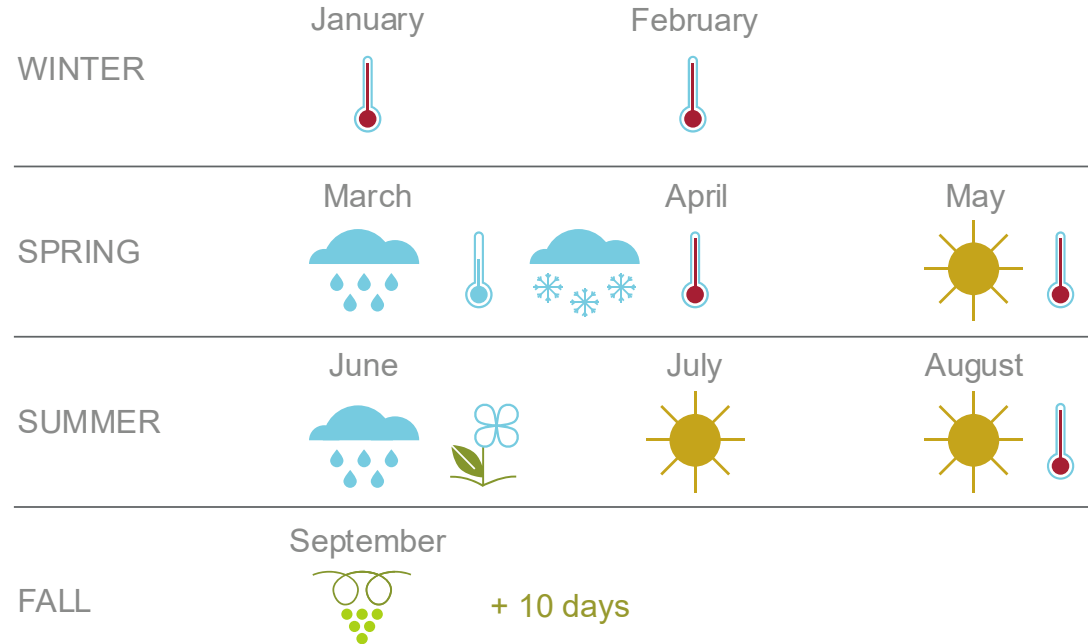
Well Aerated

The Adige Valley forms the gateway for mild air from the south. It flows in with steady winds, such as the Ora, a south wind from Lake Garda that blows every afternoon.



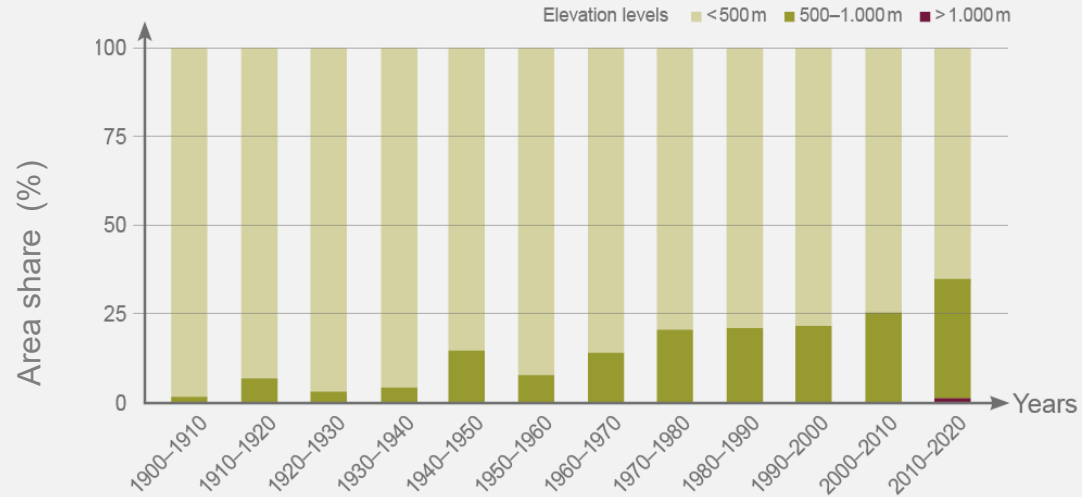
The Weather 2023

Formative influence on the vintage



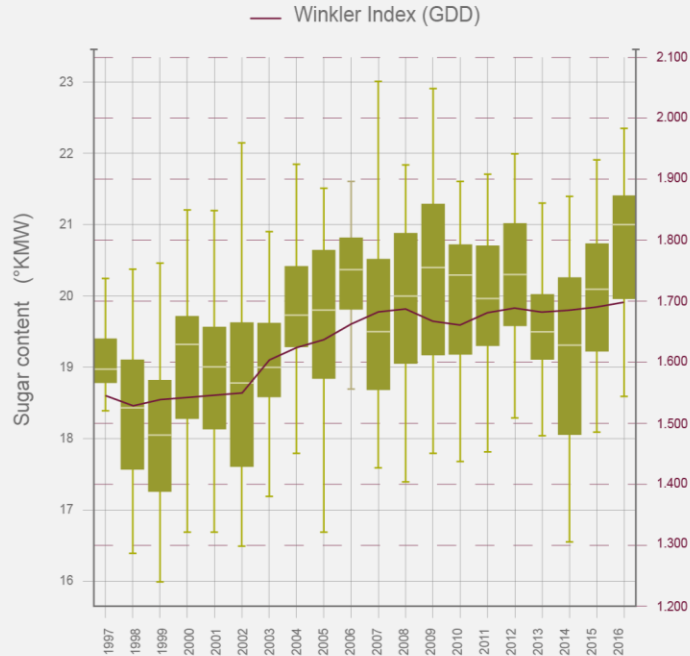
Viticulture in transition

Reaching higher: new vineyard plantings

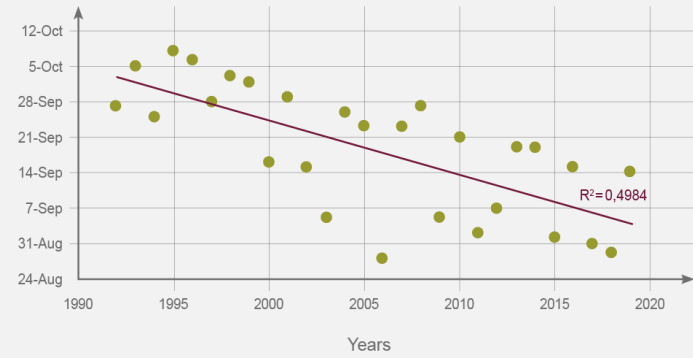


Viticulture in transition

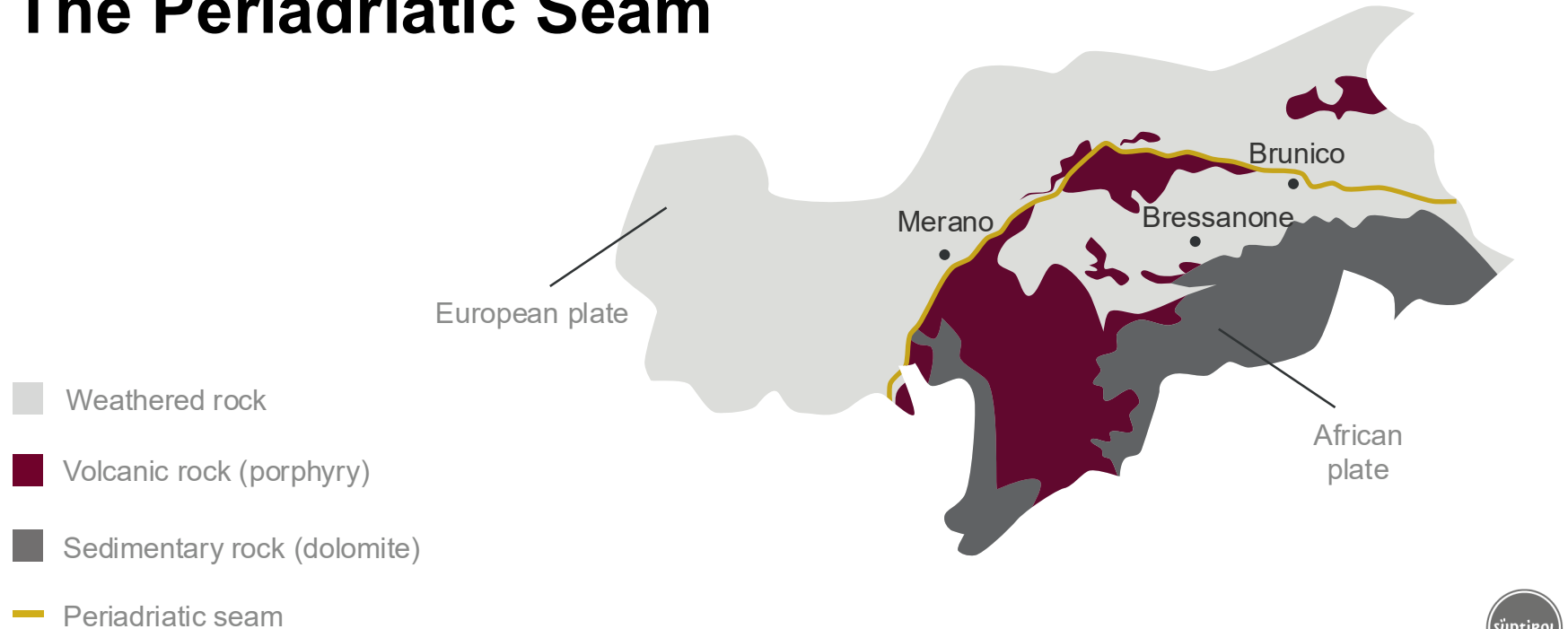
Changing conditions for our grapes: rising temperatures, increasing sugar content



Harvest: increasingly earlier start



Alto Adige's Geological Backbone: The Periadriatic Seam

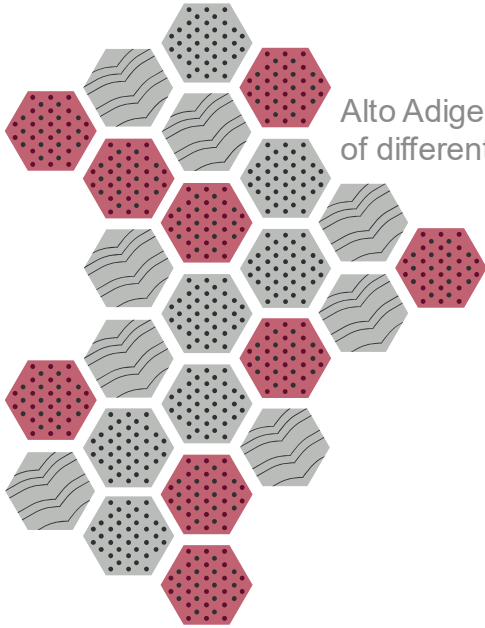


Diverse Land, Diverse Soils

- Well over 150 different rocks characterize the soils of Alto Adige.
- The palette ranges from volcanic porphyry to weathered primary rock soils of quartz and mica, limestone and dolomite rock, and sandy marl.
- The soil composition often differs fundamentally in the smallest space.

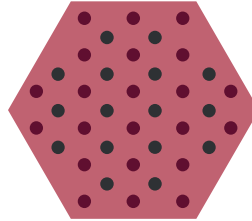


Geology and Soils

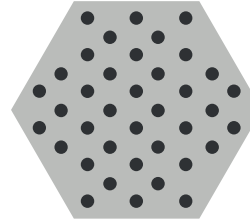


Alto Adige has a variety of different soils.

Volcanic porphyry



Primary rock soils of quartz and mica



Limestone and dolomite



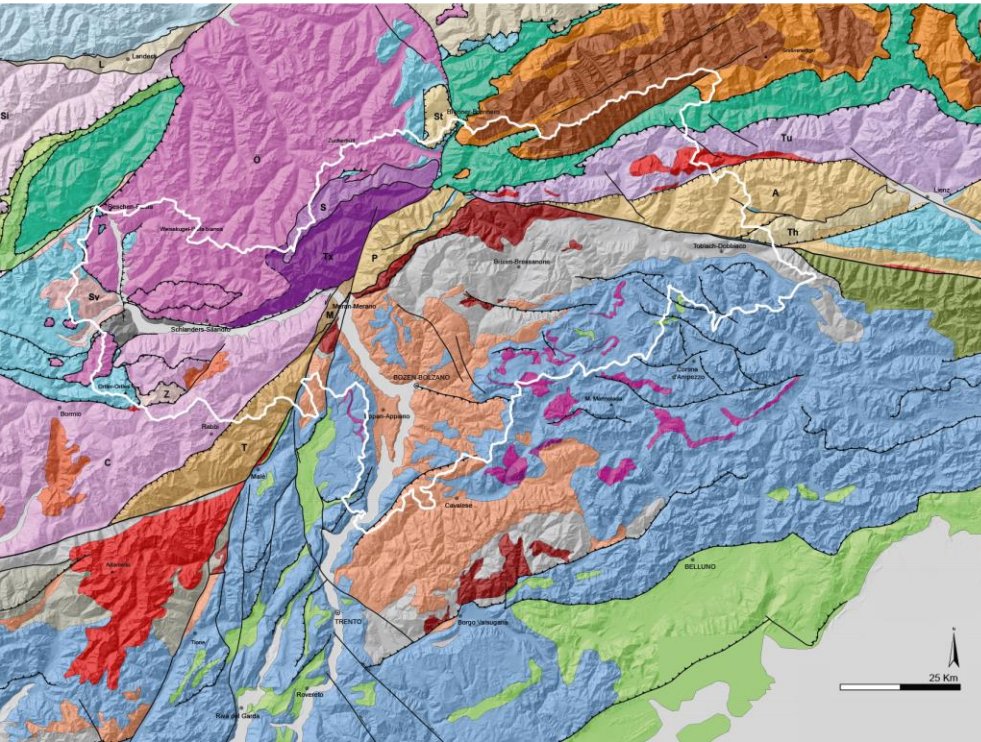
50 Shades of White

Hard, durable, weather resistant, but above all white. Whiter than white. Artists and architects have appreciated Lasa marble for two hundred years and thus it has left its mark all over the world. It can even be found in the new World Trade Center subway station in New York City.



Multifaceted foundation:

The geology of the winegrowing area



- Quaternary continental deposits
- Tertiary plutons

PENNINIC UNITS

- Helvetic units
- Arosa-Zone (Flysch Cretaceous-Eocene)
- Tasna nappe (Trias-Eocene with basement)
- Calcschists with ophiolitic bodies
- Old European basement nappes
- Central Gneiss

SOUTHERN ALPS

- Cretaceous-paleogene sediments
- Permo-jurassic sediments
- Triassic vulcanites and volcanoclastites
- Triassic plutons
- Permian vulcanites
- Permian plutons
- Paleozoic succession (Alpi Carniche)
- Low grade metamorphic Variscan basement
- Medium grade metamorphic Variscan basement

- Periadriatic Line
- Tectonic lines
- Thrusts of mayor units
- Minor thrusts
- Thrusts with reactivation as normal fault
- Normal faults
- Strike-slip faults

AUSTROALPINE UNITS

- Permo-mesozoic succession of the Northern Calcareous Alps
- Northern paleozoic succession (Grauwackenzone)
- Permo-mesozoic succession of different tectonic units
- Permian plutons

CRYSTALLINE BASEMENT

- Steinach nappe (St) (Low variscan and alpine metamorphic grade)
- Thumtaler unit (Th) (Medium variscan and negligible alpine metamorphic grade)
- Antholz unit (A) (Medium-high variscan and negligible alpine metamorphic grade)
- Tectonic units of Passaier (P) (Medium-high variscan and negligible alpine metamorphic grade)
- Marlinger unit (M) (Medium-high variscan and low alpine metamorphic grade)
- Tonale nappe (T) (High variscan and negligible alpine metamorphic grade)
- Ötztal nappe (O) (Medium-high variscan and medium-low alpine metamorphic grade)
- Schneeberg unit (S) (Medium-high alpine metamorphic grade)
- Texel unit (Tx) (High variscan and alpine metamorphic grade)
- Taufers unit (Tu) (Medium-high variscan and alpine metamorphic grade)
- Zebrù unit (Z) (Low variscan and negligible alpine metamorphic grade)
- Orles-Campo nappe (C) (Medium-high variscan and low alpine metamorphic grade)
- Vinschgau shear zone
- Sesvenna unit (Sv) (Medium-high variscan and negligible alpine metamorphic grade)
- Silvretta nappe (Si) (Medium-high variscan and medium alpine metamorphic grade)
- Innbruck (I) and Landeck (L) phyllite (Low variscan and negligible alpine metamorphic grade)
- Bemina nappe (B) (Medium-high variscan and low alpine metamorphic grade)



Those from the Province and World Stars

The Wine Varieties

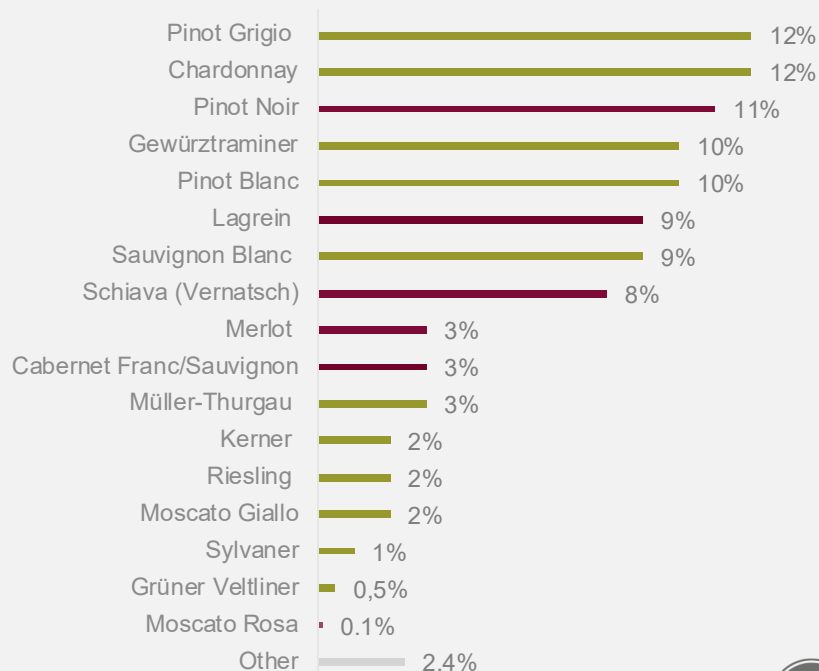


Small Province, Great Variety

The multifaceted terroir of Alto Adige allows the cultivation of around twenty different grape varieties. From these, the winemakers make a multitude of products that is unique for such a small winegrowing region.

Area Cultivation by Variety

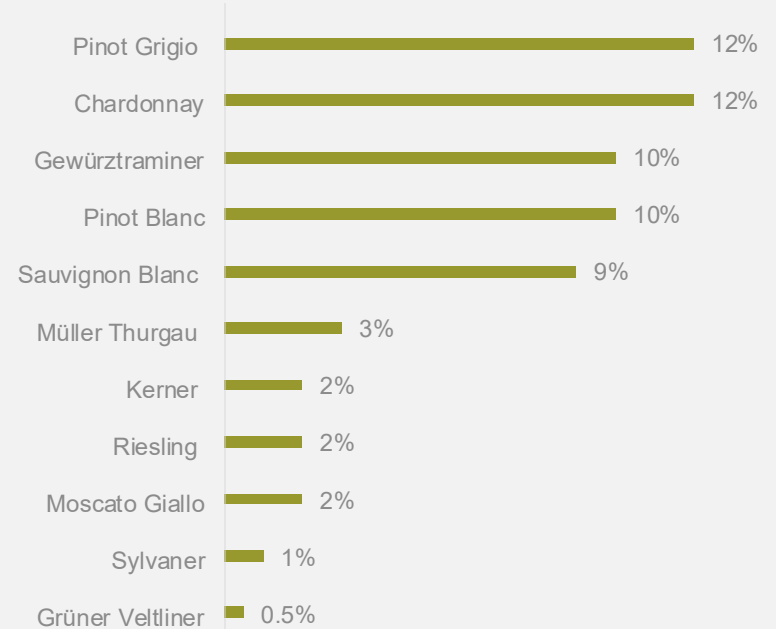
Referring to the total winegrowing area



The Diversity of White Wine

Area Under Cultivation by White Wine Variety

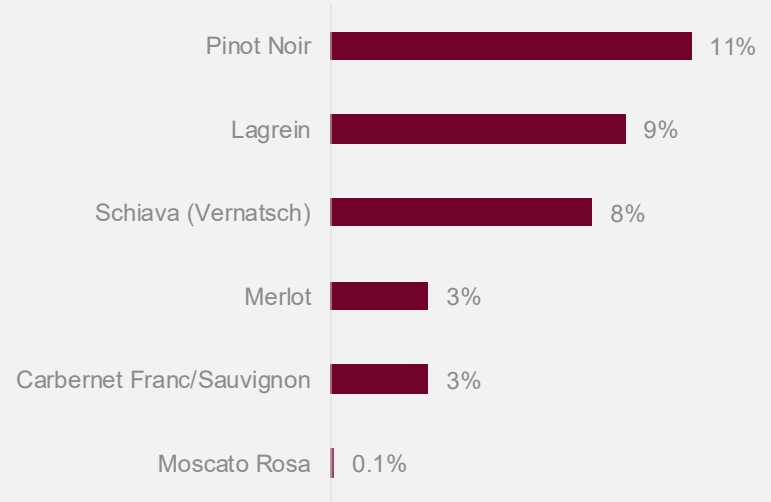
With reference to the total winegrowing area of Alto Adige



The Diversity of Red Wine

Area Under Cultivation by Red Wine Variety

With reference to the total winegrowing area of Alto Adige



Genuine Alto Adige: The Indigenous Varieties



Schiava (Vernatsch)



Lagrein

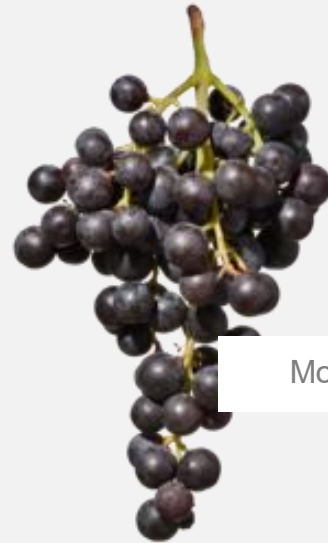
Alto Adige and the World: International Varieties



Merlot



Cabernet



Moscato Rosa

Alto Adige and the World: International Varieties



Pinot Noir



Pinot Grigio



Pinot Blanc

Alto Adige and the World: International Varieties



Chardonnay



Sauvignon Blanc



Müller Thurgau

Alto Adige and the World: International Varieties



Kerner



Moscato Giallo

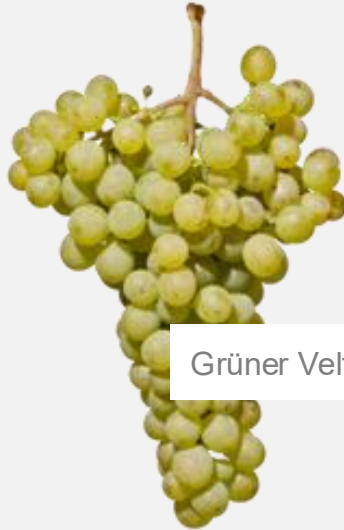


Riesling

Alto Adige and the World: International Varieties



Sylvaner



Grüner Veltliner

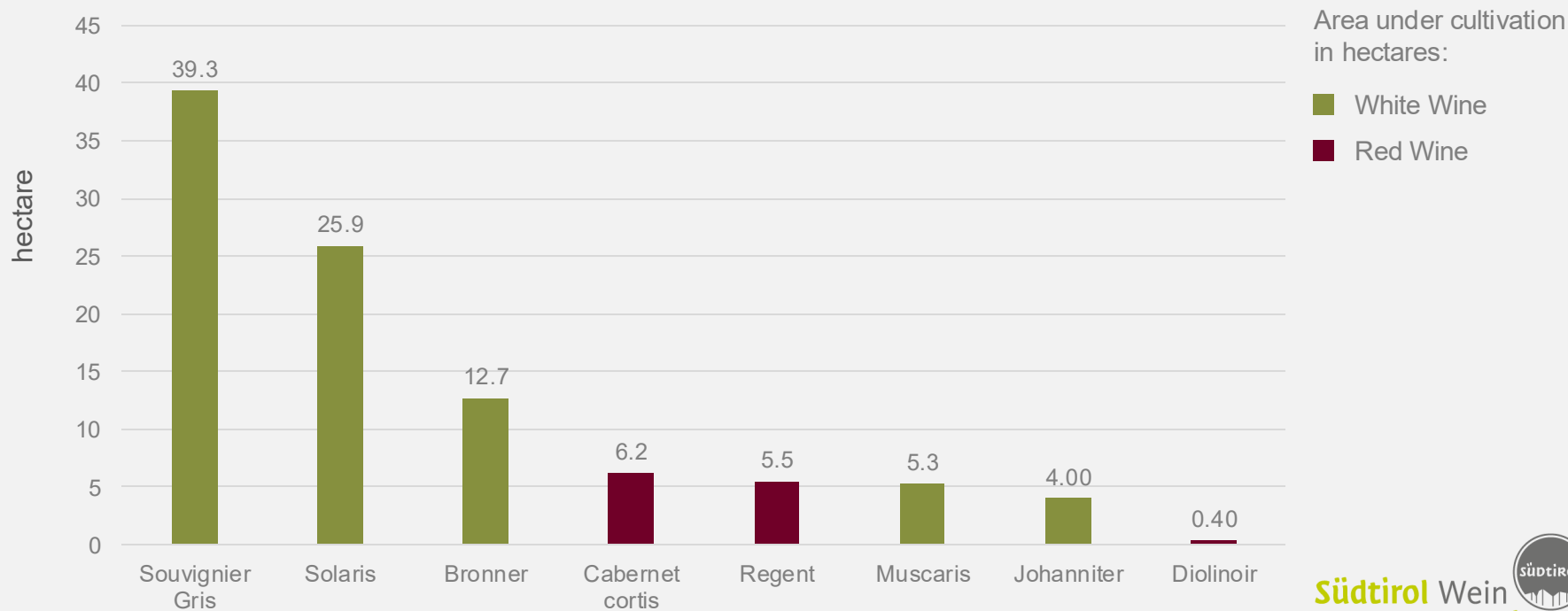


Gewürztraminer

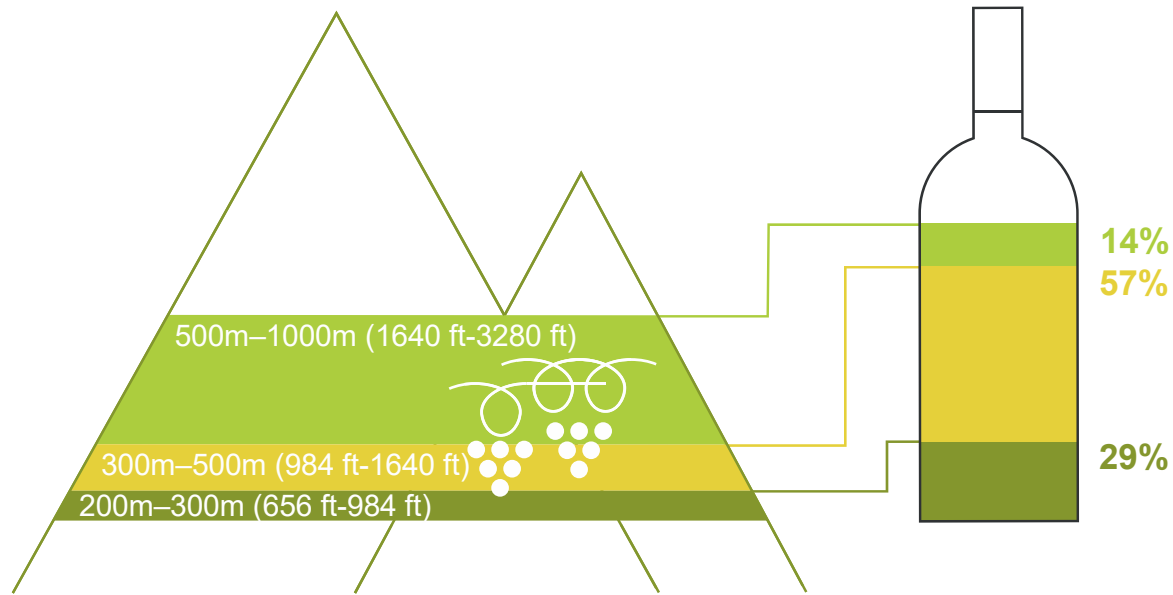
History in Bottles: Old Varieties

2,500 years of wine culture leaves traces behind. Old varieties that have disappeared elsewhere have been preserved in Alto Adige, in individual vineyards, and are grown with passion and a know-how that has been passed down through generations. These historical local varieties include: Blatterle, Fraueler, Furner Hottler, Versoaln, and Weißterlaner.

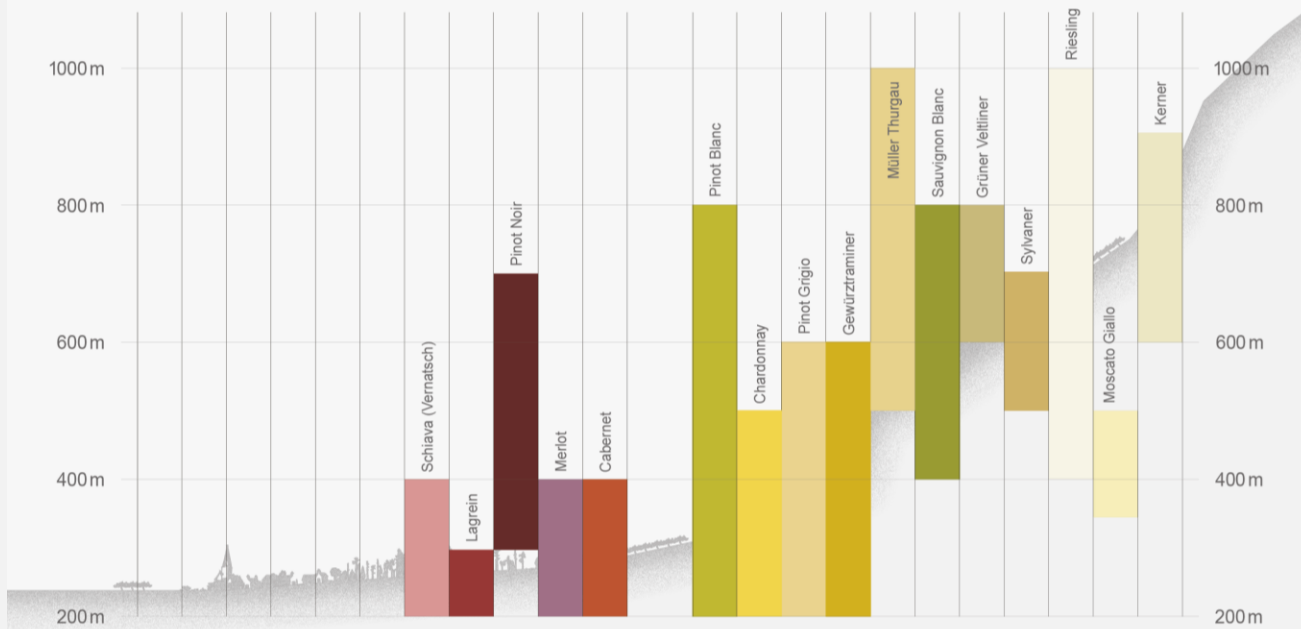
Fungus-resistant Grape Varieties



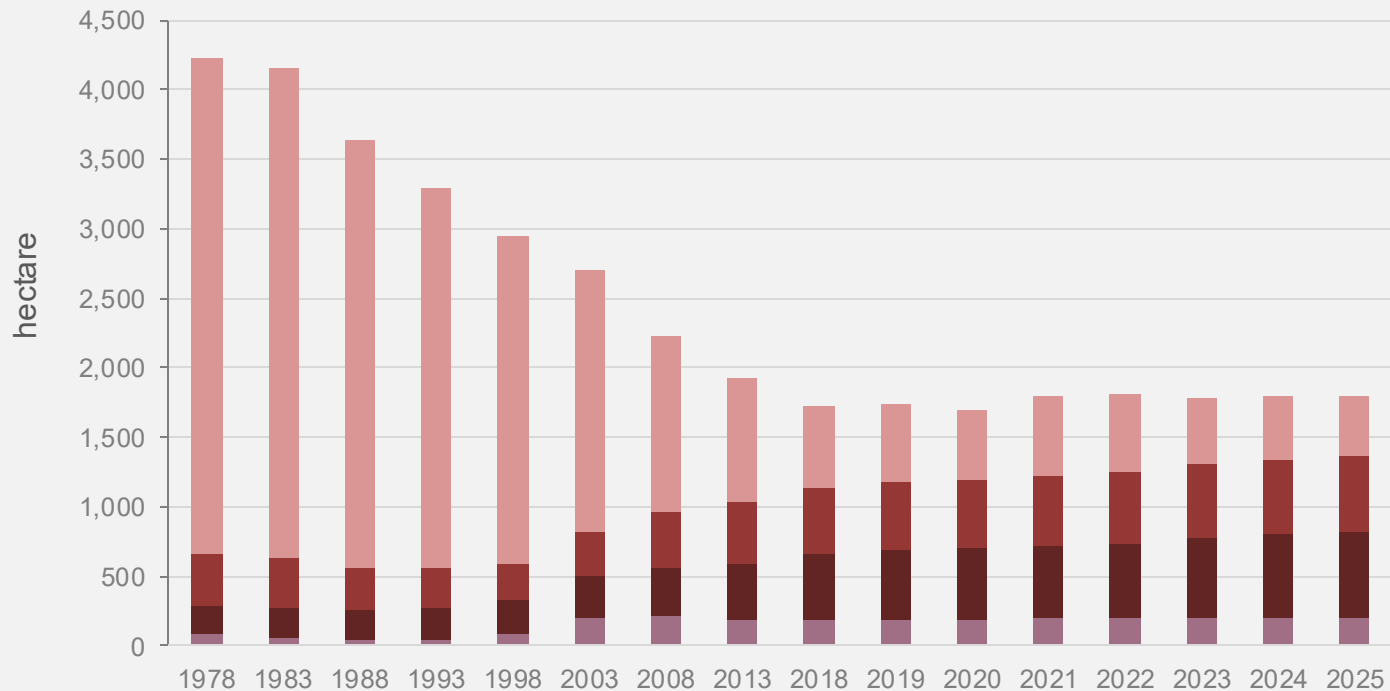
Variety according to altitude



The higher the altitude, the whiter the wines: grape varieties by elevation



From a Red Wine Land ...



Area under cultivation
in hectares:

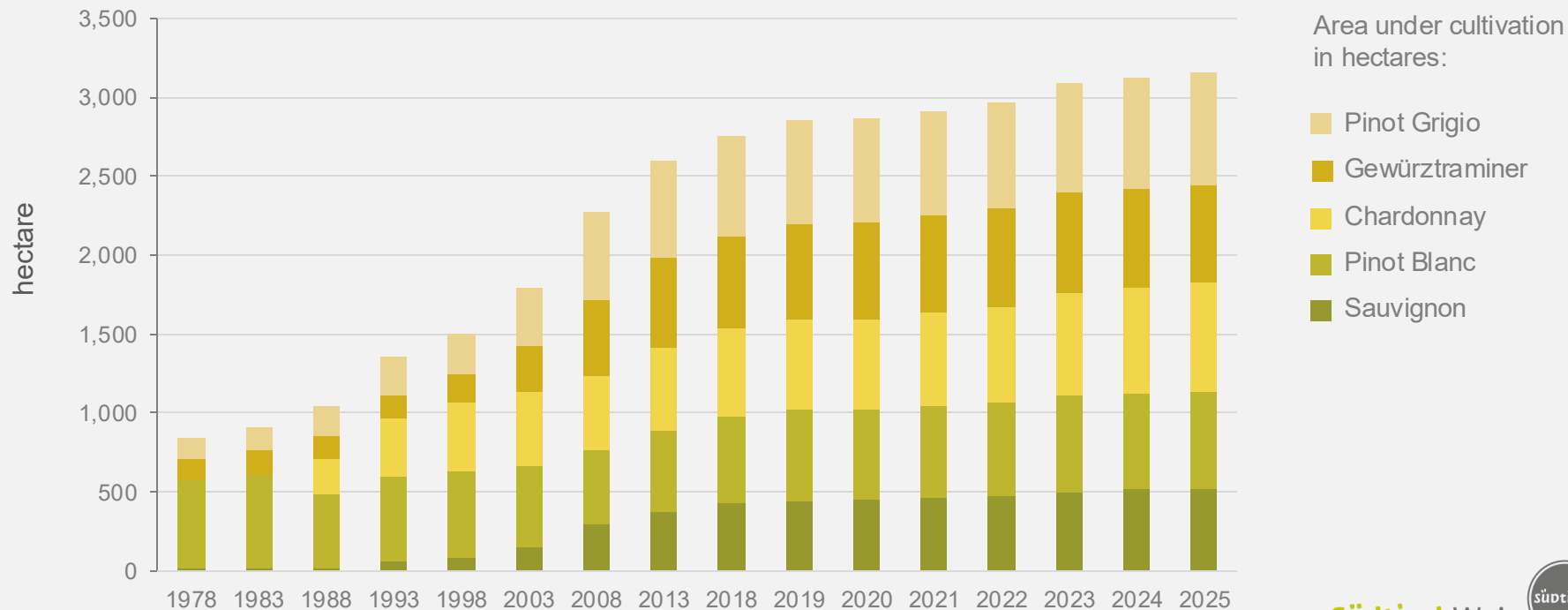
Schiava (Vernatsch)

Lagrein

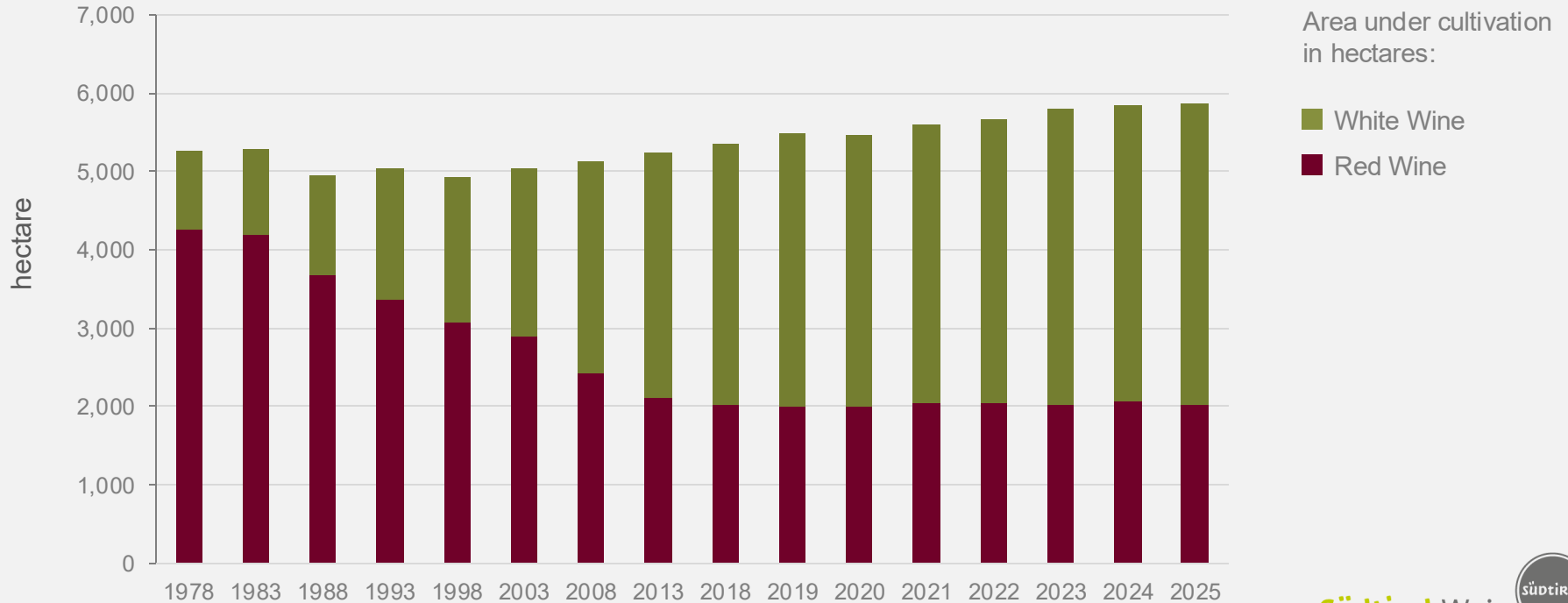
Pinot Noir

Merlot

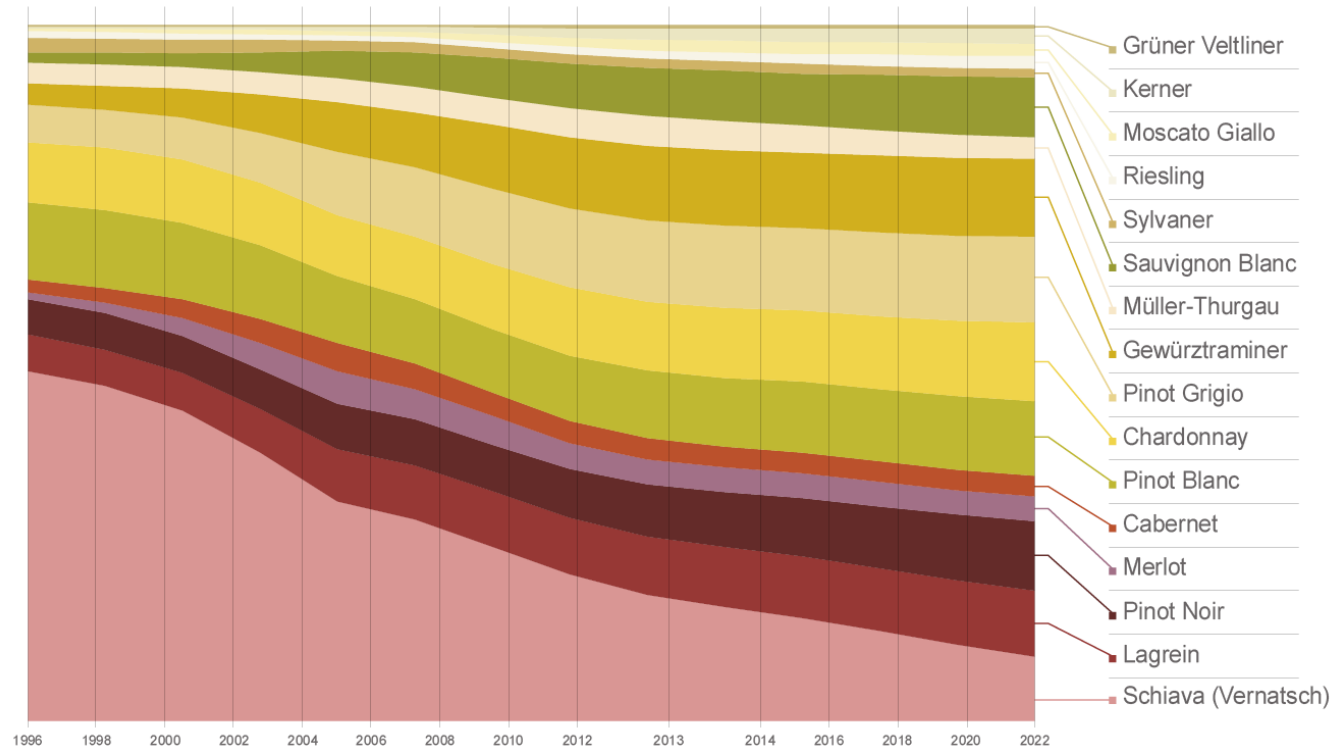
... to a White Wine Land



The development over the Past 47 Years



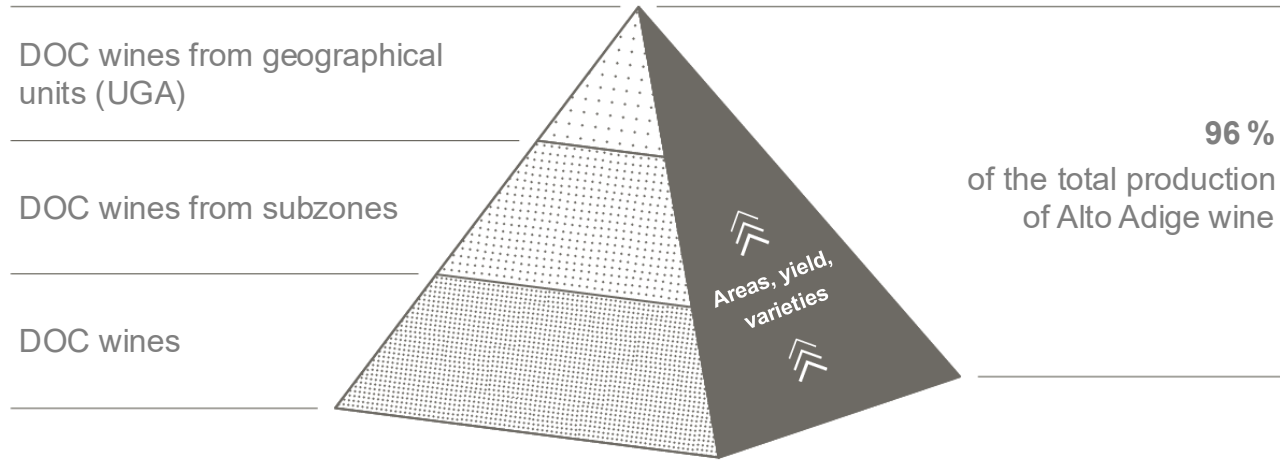
Grape varieties: greater diversity in the vineyard



Small Province, Great Variety

Regions and Locations

The Alto Adige Origin Pyramid



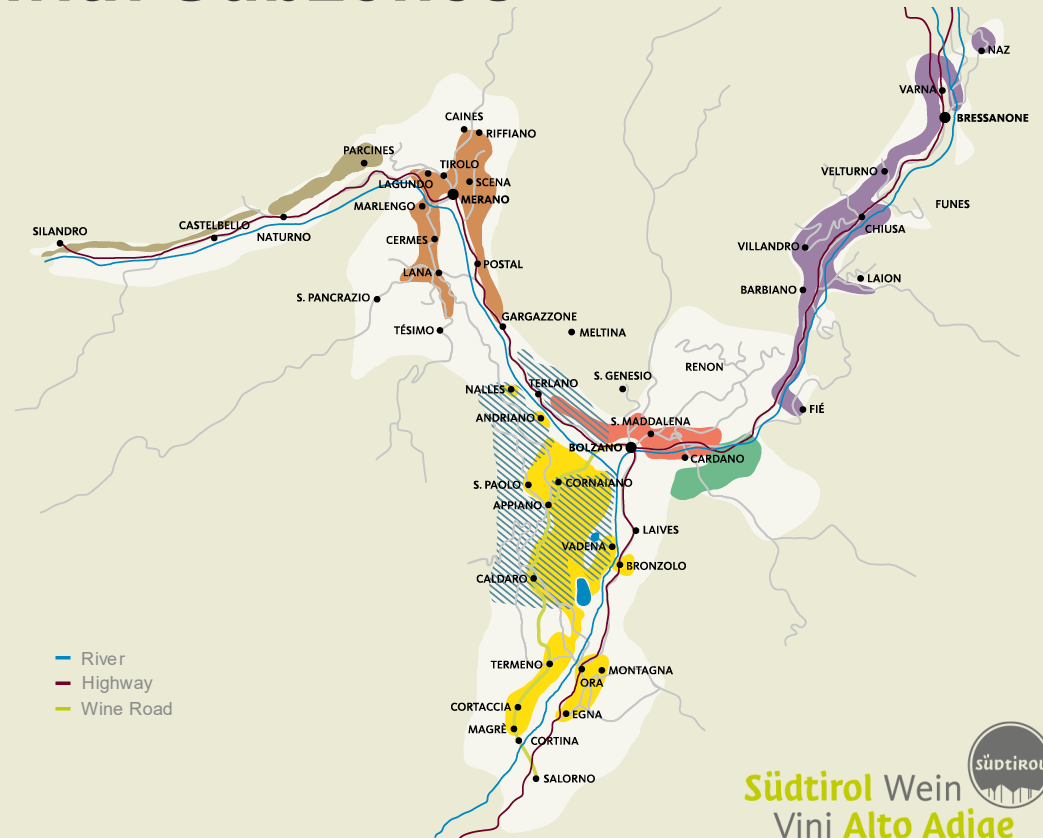
Alto Adige winegrowers produce their wines according to strict quality regulations with regard to maximum yields and the grape varieties that are allowed.

Guarantee of Origin

The two DOC designations “Alto Adige” and “Lago di Caldaro” distinguish Alto Adige wines according to their origin. There are six subzones for the DOC designation “Alto Adige”: Valle Isarco, Santa Maddalena, Terlano, Meranese, Val Venosta and Colli di Bolzano.

DOC in Alto Adige with Subzones

- DOC Alto Adige
 - Alto Adige Valle Isarco
 - ▨ Alto Adige Terlano
 - Alto Adige Meranese
 - Alto Adige S. Maddalena
 - Alto Adige Colli di Bolzano
 - Alto Adige Val Venosta
- DOC Lago di Caldaro - Alto Adige



Alto Adige Lago di Caldaro

If “Lago di Caldaro” is produced in one of the nine defined Alto Adige communities of origin, both the addition “classico - klassisch” and the designation “Alto Adige” may be used. High quality wines may also be marketed as “superiore”. The original municipalities are: Caldaro, Appiano, Termeno, Cortaccia, Vadena, Egna, Montagna, Ora and Branzollo.





Alto Adige Valle Isarco

In the Valle Isarco, white wines are almost exclusively produced. The only exception is the “Klausner Laitacher”. The designation “Alto Adige Valle Isarco” must be followed by a varietal or site designation. Sylvaner, Veltliner, Pinot Grigio, Müller Thurgau, Kerner, Gewürztraminer and Riesling are permitted. Starting with the 2024 vintage, Pinot Blanc, Sauvignon, Chardonnay, as well as the white cuvée Valle Isarco Bianco.

Alto Adige Santa Maddalena

“Santa Maddalena” grows on the slopes north of Bolzano and is a classic wine made from Schiava (Vernatsch) wine that may contain up to 15% of other red grape varieties that thrive in Santa Maddalena vineyards. If the “Santa Maddalena” wine comes from vineyards in the villages of Santa Maddalena, S. Giustina, Rencio, Coste, or San Pietro, it may bear the additional designation “classico - klassisch”. As of the 2024 vintage, S. Maddalena can also be produced as a Riserva.





Alto Adige Terlano

This designation may only be used for white wines from the Terlano area. Without specifying the grape variety, the name “Alto Adige Terlano” identifies a white wine cuvée with an amount of at least 50% Pinot Blanc and/or Chardonnay.

Alto Adige Meranese

The “Alto Adige Meranese” grows in the wine-growing area around Merano and is made from the Schiava (Vernatsch) grape variety. It may contain up to 15% of other red grape varieties that thrive in the mixed vineyards.





Alto Adige Val Venosta

Pinot Blanc, Chardonnay, Pinot Grigio, Müller Thurgau, Riesling, Kerner, Sauvignon Blanc, Gewürztraminer, Schiava (Vernatsch), and Pinot Noir are permitted in Alto Adige's newest DOC area. The designation "Alto Adige Val Venosta" must be followed by the indication of the grape variety.

Alto Adige Colli di Bolzano

The “Alto Adige Colli di Bolzano” is a Schiava (Vernatsch) whose growing area is like a belt around the “Santa Maddalena” area and may contain up to 15% of other red grape varieties that grow within the cultivation zone.



The Origin makes the difference

The 86 Additional Geographical Units of Alto Adige DOC

Wines from a designated area reflect a piece of individual winegrowing cultivation and the local wine culture.

What stands behind the Alto Adige concept of UGA classification, is the knowledge that wine quality is influenced by the soil and microclimate, but also by elevation above sea level, the steepness of the slope, solar radiation, air circulation, precipitation and the selection of the most suitable grape variety.



Alto Adige UGA classification at a glance

86

86 additional geographical units
(Unità Geografiche Aggiuntive, UGA)



2024:
first vintage of UGA wines



Only wines with the **designation of origin**
DOC Alto Adige can be UGA wines



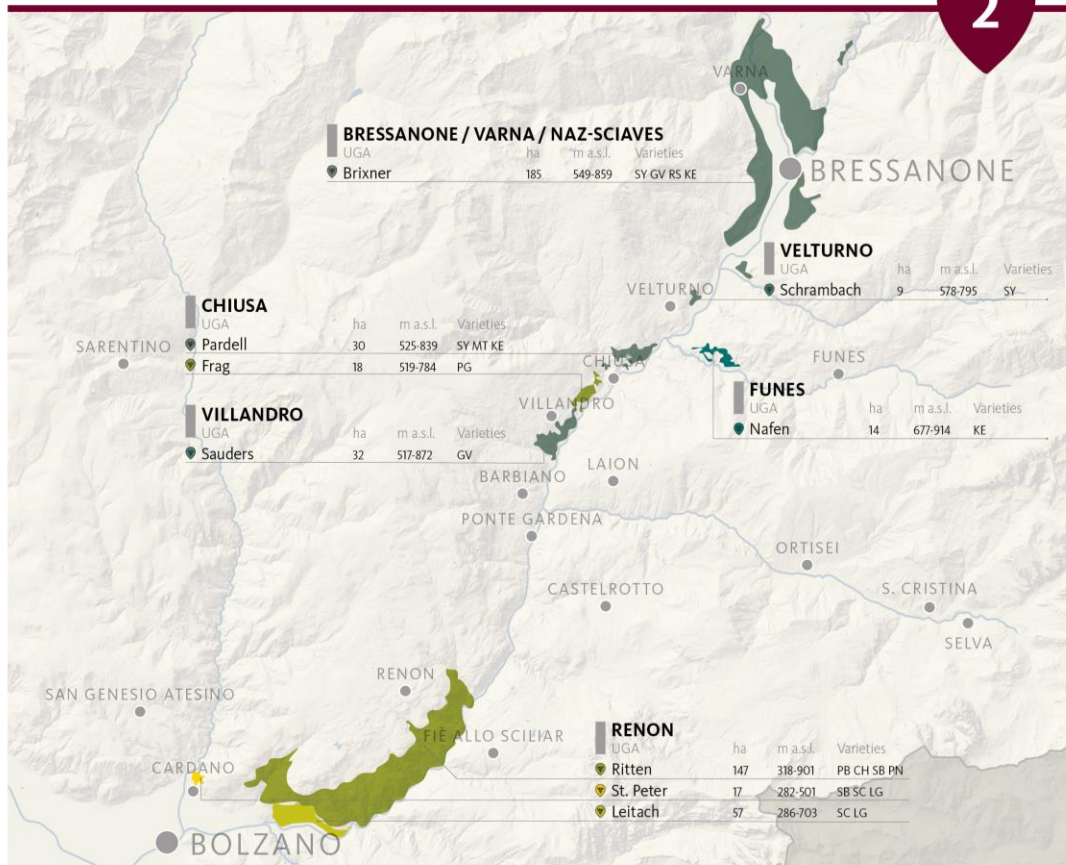
1 to 5 varieties have been defined for
each geographical unit.



Yields reduction up to 25 percent
compared to Alto Adige DOC
regulation



The **UGA symbol** on the label makes
UGA wines recognizable



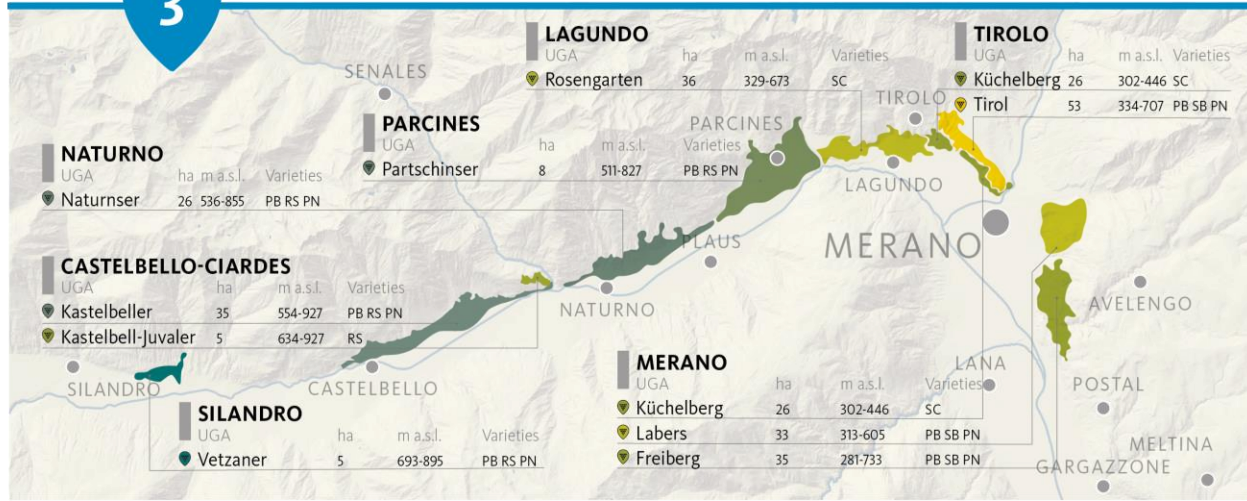
Varieties

Pinot Blanc	PB
Chardonnay	CH
Sauvignon	SB
Pinot Grigio	PG
Müller Thurgau	MT
Gewürztraminer	GT
Sylvaner	SY
Grüner Veltliner	GV
Kerner	KE
Riesling	RS
Moscato Giallo	MG
Pinot Noir	PN
Cabernet	CB
Merlot	ME
Lagrein	LG
Schiava (Vematsch)	SC

Area (hectares) =
Total viticulture area
within the designated
geographical unit [hectares],
as of 2025



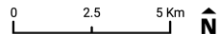
3



Varieties

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The UGA symbol

The Guarantee for Wines from Geographical Units

The UGA symbol guarantees the origin of an Alto Adige DOC wine from a distinctly defined and legally protected geographical unit. Both the UGA symbol and the exact name of the additional geographical unit are clearly indicated on every label of a designated wine from a geographical unit.



Strong Together

Processing and Marketing



Everything Under a Single Roof

The Consorzio Alto Adige Wines

The Consorzio Alto Adige Wines brings together all the forces operating in the Alto Adige wine sector since 2007 and was founded as a platform for the marketing and promotion of the image of Alto Adige winegrowing. It is an association of the cooperative wineries, the estate wineries of Alto Adige and the Independent Winegrowers in the province and has approximately 200 members.

Alto Adige's wine world: diversity, quality, collaboration

In Alto Adige, there are different groups of wine producers. Whether part of an association or operating independently, they all stand for the diversity and high quality of Alto Adige wines:

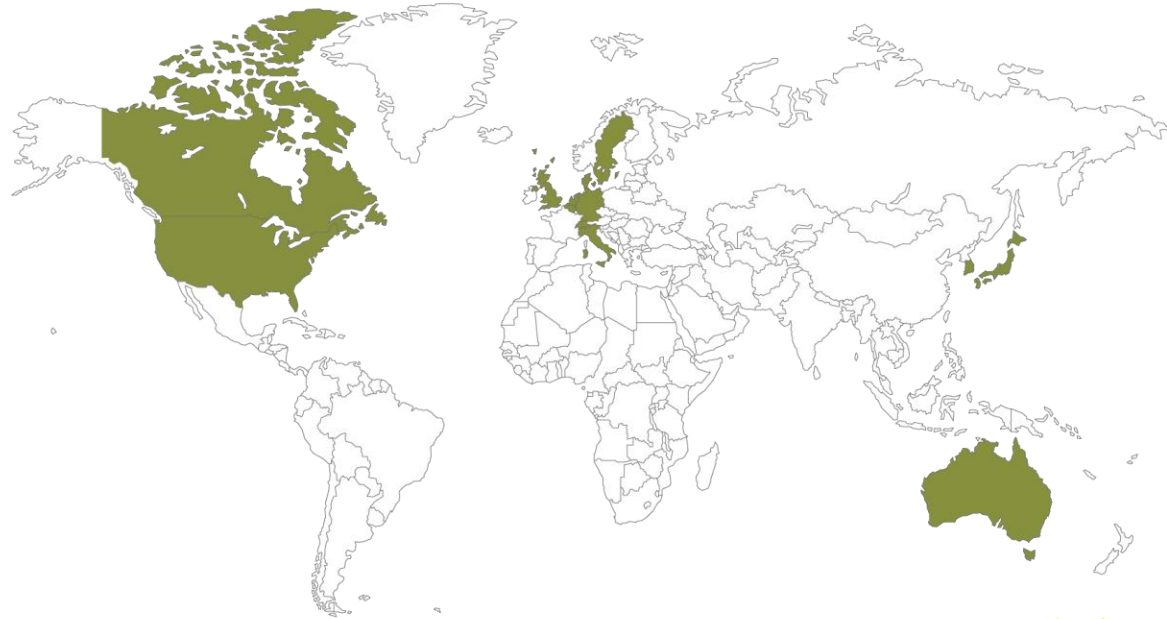
- **12 cooperative wineries** – share of total production: 70%
- **32 Estate Wineries**: 25%
- **119 members of the Independent Winegrowers of Alto Adige**
- **around 100 unaffiliated producers** – together about 5%



From Alto Adige to the world: the sales markets

- Alto Adige
- Italy
- Germany
- USA

- Switzerland
- Japan
- United Kingdom
- Netherlands
- Belgium
- Canada
- South Korea
- Sweden
- Denmark
- Australia



What the Capsule Reveals ...

If Alto Adige is on it, Alto Adige is also in it. The capsule guarantees the origin and high quality of the wines and is strictly controlled. Thus, it not only has recognition value, it also provides certainty and creates long-term trust. The uniform appearance of the Alto Adige DOC wines expresses the clear commitment to the province and the conviction: that which has been created together belongs together.

What We Build On

Our Values

Südtirol Wein
Vini Alto Adige



Family

More than 4,800 wineries form the foundation of the winegrowing region of Alto Adige.

- Small structures, big personalities
- Cooperatives and estate wineries work hand in hand
- Family businesses with tradition and heart and soul





Qualitatively Demanding

We set the highest standards, especially for ourselves.

- Determination, perseverance, and precision
- Innovation and forward thinking
- Striving for quality of production and product

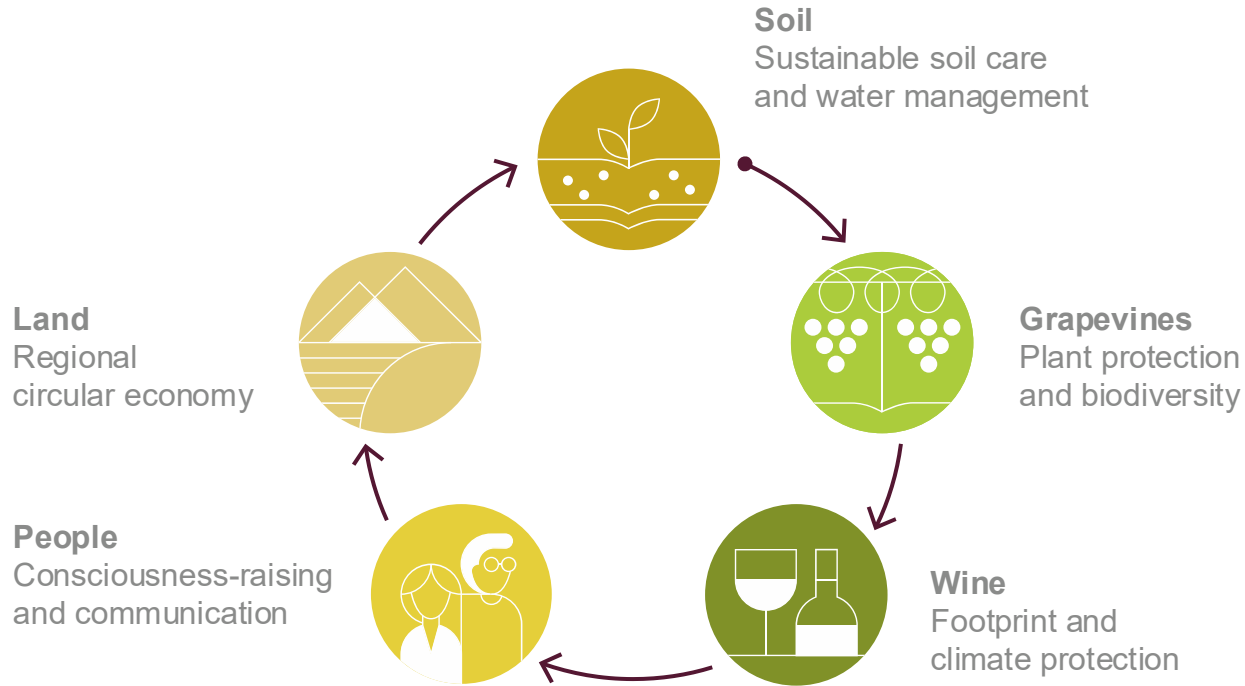
Sustainable

We live directly in and with nature. Therefore, sustainability has always been something self-evident.

- Promoting ecological winegrowing
- Long-term thinking and action as a guideline in all areas, from cultivation to architecture to energy supply



Sustainable from A to Z



Where to find us

Follow us!



www.altoadigewines.com



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Südtirol Wein 
Vini Alto Adige

Thank you for your attention!



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