



AZIENDA AGRICOLA

MOLETTO® _news

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SPECTACULAR GRAPES FILL THE VINEYARDS

Everything points to 2009 being a truly record harvest. First of all, the weather. Since the spring, the days have been sunny with good rainfall, occurring always at just the right moment and never for too long. This created the conditions for good growth on the vines that was kept under control by regular spur pruning. This was followed by the long, sunny days of summer and good variation in temperature during the night that permitted the vines to remain healthy; as a result, attacks from pathogens were limited and immediately blocked and removed. September arrived with fine weather and the hope that these meteorological conditions will continue through October when the late harvest varieties, such as Raboso Piave DOC, are picked. Sugar levels in the grapes are quite high and, if there is rain at the right moment, it could positively affect the yield of the grapes. In any case, overall, sugar levels are much higher than last year's. If the forecasts made at the beginning of September are actually born out, the 2009 harvest will be decidedly good and even excellent in some cases. Thanks to all this, Italy should once again occupy second place in the ranking of wine producing countries which is led by France (with the exception of 2008). In light of the reduced yield, quality is expected to be excellent, given that at the Moletto winery the production of its vines is kept constantly under control through thinning of the grapes. The abundant water reserves accumulated during the winter compensated for the heat and sun of the summer this year. Compared with 2008, this year's harvest began about ten days earlier, thanks to the sunny days which accelerated the ripening of the grapes. The deciding factor in moving up the harvest were the high temperatures in May following one of the longest and coldest winters in memory. The high temperatures in August continued through the first week of September, causing early ripening of the grapes, especially the early varieties. If weather conditions do not vary from those seen in the early part of September, with the temperature ranging from sunny days to cool nights, the accumulation of sugars, aromatic precursors and polyphenols could give grapes excellent quality potential with a more harmonic and complete maturation than in 2008. In order to lend support to the work of Mother Nature, the technological resources in the Moletto cellars have been activated. There, using state-of-the-art instruments, controlled temperature and sophisticated equipment, the aromas, bouquets and sugars are protected and safeguarded and, in just a few months, all their goodness will be released with the uncorking of the wine.

The 2009 harvest promises to be rich in quality, bouquet and sugar content. Moletto cellars are now buzzing with the technological activity to bring out the finest in these gifts of Mother Nature.



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PROSECCO, AND THE WINNER IS QUALITY

Italian Agriculture Minister Luca Zaia has done it. Starting August 1, 2009, the Prosecco DOC and the two traditional DOCG are protected as DOP in the EC register. A difficult task, months of work and serious commitment from the minister—involving furthering the requests from producers backed by the regions—has brought about the hoped-for result. And in a short amount of time. Minister Zaia must be credited with having worked efficiently, quickly and professionally. Now, no one can use the name Prosecco without proper authorization, either in Italy or abroad.

The new law

The new rules are contained in the decree dated July 17, 2009, published in the Gazzetta Ufficiale no. 173, dated July 28th. Basically, it recognizes the Prosecco DOC and DOCG for two traditional sub-areas ("Conegliano Valdobbiadene - Prosecco" and "Colli Asolani-Prosecco" or "Asolo-Prosecco"). "With this decree that has just been signed," Minister Zaia declared, "we can say that the "Progetto Prosecco" has been realized in record time and to the highest standards. It represents a tremendous victory in safeguarding and promoting this wine that symbolizes "Made in Italy" quality, as well as a major accomplishment that is also the result of the collaboration and joint efforts of those along the supply chain, the Veneto and Friuli-Venezia Giulia regions and the National Committee for DOC and IGT safeguarding and promotion."

The new provisions

Given the complexity of the project, in order to aid those operating in the sector and local governments and entities gradually conform to the requirements of the decree, it has been established that:

- for the new Prosecco DOC (which includes eight provinces: Trieste, Gorizia, Udine, Pordenone, Treviso, Belluno, Vicenza, Venice) the measures regulating production shall be applicable with the start of the 2009 harvest (set at August 1 of the current year);
- because with the recognition of the Prosecco DOC it will no longer be possible to utilize on labels or product presentation the name of the "Prosecco" vine variety—as of the decree, existing stocks of sparkling wines and IGT wines from the 2008/2009 and previous harvests bearing the name of the Prosecco variety may be sold off until stocks are depleted;
- in order to allow the numerous bottlers of the "Conegliano Valdobbiadene-Prosecco" and "Colli Asolani-Prosecco" DOCG to update their equipment with the margin of time required to include on bottle closures the official band used for DOCG, it has been established that—while the DOCG designation is recognized for wines from the 2009 harvest—release on the market will take place contemporaneously, starting April 1, 2010;
- the designations DOC Prosecco and DOCG may only be used by those wines which meet the conditions and requirements established in the various guidelines that regulate production from an ampelographic standpoint (Prosecco controlled denomination of origin wine must be obtained from grapes coming from vineyards of the Glera variety), the area of production of the grapes (as previously mentioned, the provinces of Belluno, Gorizia, Padua, Pordenone, Treviso, Trieste, Udine, Venice and Vicenza), standards regulating grape-growing (these indicate the characteristics of the soil for cultivating grapes, characteristics of vineyard facilities, maximum yield and minimum natural alcohol level), wine-making standards, consumption characteristics, labeling and packaging;
- in a separate decree dated July 21, 2009, the modifications required for regulating production of pre-existing "Alto Livenza", "Colli Trevigiani", "delle Venezie", "Marca Trevigiana", "Veneto", "Venezia Giulia" and "Vigneti delle Dolomiti" IGTs were made in order to replace the type referring to the "Prosecco" variety, with its synonym "Glera".



Prosecco variety, now GLERA

The priority: Stopping those who copy it

Prosecco wine is an undisputed Italian product of quality, an authentic standard-bearer of "Made in Italy". The goal of the new DOC and DOCGs is to stamp out improper use and forgeries which, unfortunately, are anything but rare on the international scene. Wines of questionable quality are passed off as Prosecco which creates serious damage to honest producers and all those who, for years, have been working towards Italian quality on an international scale. As Minister Zaia noted, "Assuring the guarantee of DOC to basic producers and DOCG to traditional wine-growers, in an even more incisive way, provides guarantees to honest producers and consumers around the world. Behind the name Prosecco and its success is the know-how of Italian wine-growers, an incomparable heritage of knowledge which we will defend against any attempt to imitate it."



AND NOW... MOLETTO PROSECCO !

Miniscule, effervescent bubbles that roll around in the mouth, leaving a pleasing sensation of vivacity; a delicate but decisive bouquet, aromatic flavor, somewhat smooth, but at the same time crunchy and fruity. To be enjoyed either as an aperitif or at the end of a meal, it is perfect with appetizers and delicate first course dishes. Offered in two versions: spumante and sparkling. To toast, with serenity, the joys of life.



RICH ARRAY OF MEDALS AT THE 11th ENOCONEGLIANO COMPETITION

Great satisfaction for the prestigious awards received that highlight tradition and quality.

Two **Dama d'oro** gold medals, a silver **Sigillo d'argento** and three certificates of merit. The jury of the Enoconegliano regional competition for Veneto wines, showed its esteem for Moletto wines. The competition took place as part of the "Dama Castellana" event during the Festa dell'Uva grape festival. The goal of the competition is to introduce consumers to the best in regional wines and stimulate winery efforts to improve the quality of their products. Reserved to individual producers, associates and industrial and commercial wineries based in Veneto, the competition offers the public the opportunity to taste all wines which received a score of 80/100 at the stand set up in Via XX Settembre, in the heart of the old town center of Conegliano. The award ceremony was held on Saturday, September 26th in the picturesque setting of the former Monastery of St. Francis in Conegliano. 380 wines were entered from 106 wineries located in the provinces of Padua, Treviso, Venice, Verona and Vicenza. The awards presented by the Enoconegliano jury to Moletto wines confirm, once again, the prestige a number of varieties are winning for themselves on an international level. The **Dama d'Oro** was awarded to **Cabernet Sauvignon Selecti 2003 IGT Veneto Orientale**, the winner of prestigious prizes in 2009, bronze medal at the "Decanter World Wine Awards 2009" and "Gran Menzione" at the 17th Vinitaly 2009 international wine competition. It is an intense, generous wine with heady bouquet whose full body is immediately evident on the tongue with warm aromas of morel cherry and prune and velvety tannin and enveloping harmoniousness. It is at its best accompanied by elaborate red meat dishes, but is also a fine meditation wine. A **Dama d'oro** also went to the **Raboso Piave DOC 2003**, a splendid wine which celebrates the traditional qualities of the Piave DOC. Silver medal winner at the XVI Concours mondial de Bruxelles 2009, bronze at the International Wine Challenge London 2009, this wine is bright, ruby red in color with garnet-red highlights. It offers marked hints of morel cherry, ripe plum, red jam and cocoa, enveloped in an elegant trace of vanilla. Its elegant tannicity and pleasant acidic quality in perfect balance with each other, are rounded off by a sweetness the result of its noteworthy alcohol level. It is a magnificent accompaniment for grilled meats, stews and braised red meats, as well as fine aged Italian cheeses. The **Sigillo d'Argento** went to **Colmello Rosso Edizione Speciale 2000 IGT Veneto Orientale**. **Certificates of merit** were awarded to **Sauvignon 2008 IGT Veneto Orientale**, **Pinot Bianco 2008 DOC Lison Pramaggiore** and **Franconia 2007 IGT Veneto Orientale**. This last certificate is of special note as it highlights the traditional qualities of a special wine just waiting to be discovered.

FRANCONIA 2007 is SILVER MEDAL
also at International Wine Challenge -Vienna



UVIX VODKA, FLATTERING REVIEW IN THE UNITED STATES

Uvix vodka, offered by Moletto for over four years, has received a very favorable—and completely unexpected—review in a prestigious trade magazine, the Alcohol Reviews, published in the US.

«We have not had too much in the way of experience with this variety of vodkas, but feel that UVIX is a great first review of this fresh interpretation of vodka. The presentation of the bottle is nice enough, with a frosted bottle and cork providing a little more in the way of class to the outward side of things. The initial nose present after the bottle is opened is much less harsh than those present in other similar levels of vodka. When imbibers get their first crack at the spirit itself, what will be discovered is an eminently enjoyable vodka that blends perfectly an alcohol burn with complexity of composition. This means that, whether in a shot, on the rocks, or in a mixed drink, the vodka shines brightly.

After picking a bottle up, try out a few fresh recipes that Laird (the spirit's importer) suggest. For example, put one measure of White grape juice alongside three measures of Uvix for a Michelangelo is simply divine for anyone that digs martinis, while one measure of Uvix, four measures of Limoncello and cranberry juice is great for those individuals that are a fan of fruity mixed drinks.

Uvix may have been on the market for 2 years at this point, but chances are still good that an individual has not picked up the bottle.

If your taste in grape-crafted vodka has been limited the same way as mine, go out to your local, well-stocked liquor store and pick up a bottle of Uvix for your next party.

I have a feeling it will be the one bottle in your liquor cabinet that sees the most use».

<http://neufutur.com/?p=10930>
www.uvixvodka.it



NEW AT THE MOLETTO VINEYARD: METODO CLASSICO BRUT 'ANNO ZERO'

This is one of the great Moletto wines, a traditional spumante produced using the champenoise method. Yet another of the successful initiatives of Giovanni who wanted to put himself to the test with this new experiment. Its base is Pinot Bianco, one of Giovanni's special favorites which was previously used as the base for Moletto Brut Millesimato and Moletto DemiSec Millesimato, both produced, however, using the Charmat Lungo method. Moletto Brut Metodo Classico 'Anno Zero' is aged in the bottle for 24 months. It was disgorged in mid-December 2008 and is now finally on the market following an additional nine months of aging in the bottle. To "dress it", Chiara Stival, who is in charge of the winery's image, decided to take a different approach, choosing for this wine a "look" that is trendy and new. Its label immediately catches the eye with its stylized "zero", a designer approach that celebrates the ability of the contents to leave its mark.

COLUMBUS DAY: WE'LL BE THERE

With bottles of **Pinot Grigio DOC Piave 2008** and **Raboso DOC Piave 2003**, Moletto will be in New York to celebrate Columbus Day in an event sponsored by the Veneto Region and promoted by UVIVE. Columbus Day is a major holiday in the US that celebrates the discovery of America. The international flavor of Pinot Grigio and the traditional goodness of Raboso: these are the two wines Moletto will be offering the American public. They will be presented in the grand exhibition areas set up in Grand Central Station in New York, through which a minimum of 300,000 people pass each day. It is one of the landmarks of the Big Apple and even Jacqueline Kennedy was involved in the fierce, but successful, battle against those who wanted to demolish it. The setting being offered by the Unione Consorzi Vini Veneti Doc is that of Venice's Piazza San Marco with 500 photographs on exhibition, a Murano glass tree, entertainment and a large area reserved for the wines. **Four hours each day, from 11am to 1pm and 4 to 6pm have been dedicated to wine tasting.** Projected on a large screen will be the characteristics of Veneto DOC wines; Moletto is present for Piave DOC. Also planned is a gala event at the Waldorf Astoria Hotel, a reception at Grand Central Terminal and meeting with New York's Mayor Bloomberg. All to be held **from October 8th to 13th.** Moletto will be contributing the international mood of its Pinot Grigio, together with the traditional taste of the Piave area in its Raboso which has already shown itself popular in the US on other occasions.

FESTIVALS, FLAVORS, GRAPES AND QUEENS

Fifteen wineries were involved in the 2nd "Reginetta dell'Uva" beauty pageant held at Annone Veneto, in the heart of the Lison-Pramaggiore DOC area. Promoting the event, whose winner goes on to vie for Miss Provincia di Venezia 2009 as part of the Miss Mondo Italia competition, were the town and municipal tourist board of Annone Veneto and the Orientando association. The evening event also saw the collaboration of Fisar, federation of sommeliers, with the independent delegation from Portogruaro-Lison Pramaggiore which offered the wines to the public in an elegant, professional manner. It is wonderful to see how initiatives of this type—also thanks to the skill of the initiatives of this type—also thanks to the skill of the sommeliers—introduce wines to a wider audience, especially younger people. As a result, an entire universe comprised of aromas, tastes, culture and history is made easily accessible to all, providing intense and unexpected experiences. All contained in one of Italy's major DOC areas which produces such fine wines as Lison Classico, Pinot Bianco, Cabernet Franc and Refosco dal peduncolo rosso.



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A VERY SPECIAL DAY

To toast newlyweds in China, trade magazines suggest Moletto wines. Thanks to the Star Union, distributor of Moletto wines in China, an excellent marketing campaign was run in **iMarriage**, a prestigious magazine dedicated to the bride and groom. The magazine provides features on dress, make-up, sites and banqueting for that special day. It also suggests which wines to drink to best enjoy the gourmet menus created for the occasion and to toast the newlyweds. Star Union suggests fine Italy wines to bring out the menu's best: Moletto Merlot Piave DOC as a red wine and Moletto Prosecco to celebrate a day of joy and happiness with its lively effervescence.



MOLETTO_notebook

- We will be attending at **COLUMBUS DAY**
NEW YORK Grand Central Terminal
OCTOBER 8th - 13th 2009
- We will be attending at **BIENNALE DEL VINO A VENEZIA**
NOVEMBRE 8th 2009
from 11 am to 8 pm
Hotel Monaco & Grand Canal - S. Marco 1332 Venezia
- We will be attending at **44° VINITALY 2010**
VERONA April 8th -12th, 2010



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