**The product that is Trentino’s ambassador to the world**

**TRENTODOC, MOUNTAIN PERLAGE**

**Ideal for all important events as well as for everyday occasions, it is a Metodo Classico spumante of excellence, mainly due to two factors: terroir and wine-making skill, that is a cross between modern technology and traditional methods. In numbers, 45 spumante estates, 120 labels and about seven million bottles produced annually**

If one had to choose the product to act as ambassador of Trentino to the world, the choice would certainly fall on Trentodoc. Internationally acclaimed, it is a Metodo Classico high quality spumante that represents Trentino and its mountains better than words can. Excellent when paired with a meal of genuine and authentic dishes, Trentodoc is perfect for celebrating the winter festivities with its fresh and dynamic taste that is ideal for underlining those special moments, but is equally perfect for every day’s convivial occasions. To stay on the topic of toasting, the event **“Trentodoc Bollicine sulla città”** will be heldonce again this year. The twelfth edition of the successful event dedicated to the classic method Trentino wine is a unique occasion for learning to love this mountain spumante that has over a century of tradition behind it. It will be held in Trento and in the establishments of its historical downtown clubs, at the Muse science museum and at the provincial Enoteque of Trentino – Palazzo Roccabruna, Chamber of Commerce of Trento – from November 19th to December 11th, 2016, from Thursday to Sunday.

Trentodoc can be called a “mountain perlage" spumante thanks to a special combination of elements: terroir, altitude and climate. In Trentino, vines can be cultivated at more or less high altitudes, with beneficial effects coming from the **mountain microclimate**, a feature that is expressed in the local Metodo Classico spumante wines. The Trentino vineyards from which Trentodoc is produced are cultivated at altitudes up to 800 m a.s.l., and their altimetric position affects the way the grapes ripen. The **altitude**, in particular, consistently influences the grapes’ acidity in the period that stretches from the onset of ripening (*veraison*) to harvest. The vines grown on higher altitude soils generate healthier grapes, but the mountain microclimate of Trentino beneficially affects the grapes even when they are grown at lower altitudes. Another factor is the **variation in temperature** that is the direct expression of the cultivation environment, because geoclimatic conditions produce the excursion in temperatures typical of the Alpine environment, which is especially important in providing the Metodo Classico Trentodoc with its quality and variety of fragrances.

Trentodoc is a special wine because it is the result of the fascinating Metodo Classico production method, that requires long-standing experience, much passion and long waiting times. If in order to produce a still wine one needs only a few months, to produce Trentodoc one needs a much longer period of time that ranges from a **minimum of 15 months**, as established by a specific protocol, **to a maximum of 10 years** for a Grand Reserve. The uniqueness of Trentodoc derives from the uniqueness of Trentino, a territory with peculiar characteristics that are reflected in the refinement of each bottle. Proof of this is the acclaim that Trentodoc producers are receiving today from all over the world.

**Numbers and awards**

Trentodoc represents about 35% of the national production of base wine for spumante production. The total vine-growing area of Trentino amounts to 10,000 hectares, 750 of which are dedicated to Metodo Classico, with an 8% of base wine grapes and total sales per year amounting to about **7 million bottles**.

Trentodoc constantly receives awards and official recognition. In September, the Ferrari Brut, one of the Trentino estate’s oldest labels, triumphed at the “Champagne & Sparkling Wine World Championships”, where it received two special awards: “World Champion Classic Blanc de Blancs” and “Best Italian Sparkling Wine”. At the same event, another 22 Trentodoc labels received prizes in July, with gold and silver medals. Previously, the **Tre Bicchieri 2016** award by Gambero Rosso had been assigned to seven Trentodoc labels, while the Rotari Brut Trentodoc had received a double gold medal in the United States by “The Fifty Best Sparkling Wines”, and Tom Stevenson had given awards in 2015 in London to 21 Trentodoc labels out of the 30 competing in the “Champagne and Sparkling Wine World Championships”, where the Cantine Ferrari estates won the title of “Sparkling Wine Producer of the Year”.

**From past to present**

Trentodoc, the first to be named ‘DOC’ (controlled designation of origin) in Italy, was founded by **Giulio Ferrari**, a curious young enologist of the then Imperial-Royal School of Agriculture – which then became the Istituto Agrario di San Michele all’Adige and is now named Fondazione Edmund Mach – who went on to become a symbol for the world of sparkling wines. Ferrari brought back from his travels in the Champagne region in France the special technique named “refermentation in the bottle”, and became the pioneer of Spumante production in Trentino and in Italy as a whole. Today there are **45 spumante-producing estates associated** to the Istituto Trento Doc, scattered throughout the vine-growing areas of the province; they produce about 120 labels, each one with its own peculiarities.

**Istituto Trento Doc and the collective brand**

The quality of the production method of these spumante wines is safeguarded by the Istituto Trento Doc, established in 1984 to supervise the Trentino product so as to guarantee and protect it.

Selected base grapes, of exclusively local origin, refermentation in the bottle and very long contact with the lees are the features that distinguish the Trentodoc Metodo Classico spumante from the others. The 45 Trentodoc producers are all highly qualified and carefully selectedn, because a vine is not enough to make a special wine. Each Trentodoc bottle is produced in compliance with the rigorous provisions listed in a specific **protocol**.

In 2007, the collective Trentodoc brand was added to the name, by initiative of a number of institutions and producers. This name can be used by all of the Trentino estates who have proved their product is suitable for bearing the designation of origin “Trento” on their label. The brand stems from the need to strengthen the collective identity of the product and to enhance its link to the territory and the joint effort of its producers. The brand evokes the name, without repeating it, graphically highlighting the distinguishing act of te Metodo Classico production, namely the ***remuage***, suggested by the dynamism of the “O”s that recalls the bottom of the bottle in movement. The brand is present on every label.

**The Provincial Enoteque of Trentino and Fondazione Mach**

**Palazzo Roccabruna**, in the heart of historical downtown Trento, hosts the Provincial Enoteque of Trentino, where it is possible to taste all of the Trentodoc labels. The elegant 16th century building is the permanent seat of meetings and seminars on the local wine and food traditions and it is an important point of reference for the public and for the sector’s operators. The Enoteque hosts the exhibition of the Trentino wine bottles of the last century and the complete collection of Trentodoc spumante wines, including several rare specimens of ancient vintages kept in the cellars. During the event, the noble 16th century mansion shall offer tastings of the Trentodoc collection, food matchings, insights and theme menus dedicated to the sparkling wines. During opening hours, producers, sommeliers and chefs shall be at the visitors’ disposal to answer any questions. For the complete program, visit <www.palazzoroccabruna.it>.

Trentodoc, and the entire vine growing and wine producing sector in Trentino, is sponsored by Fondazione Mach, an important institution that conducts **research and training**, a laboratory that has achieved important international goals, including in the transfer of technology to the fields of agriculture, food growing and the environment. The enologists of the spumante labels and of many estates distributed throughout Italy and abroad have graduated from the San Michele institution.

Info: [www.trentodoc.com](http://www.trentodoc.com).

(m.c.)

Trento, October 2016