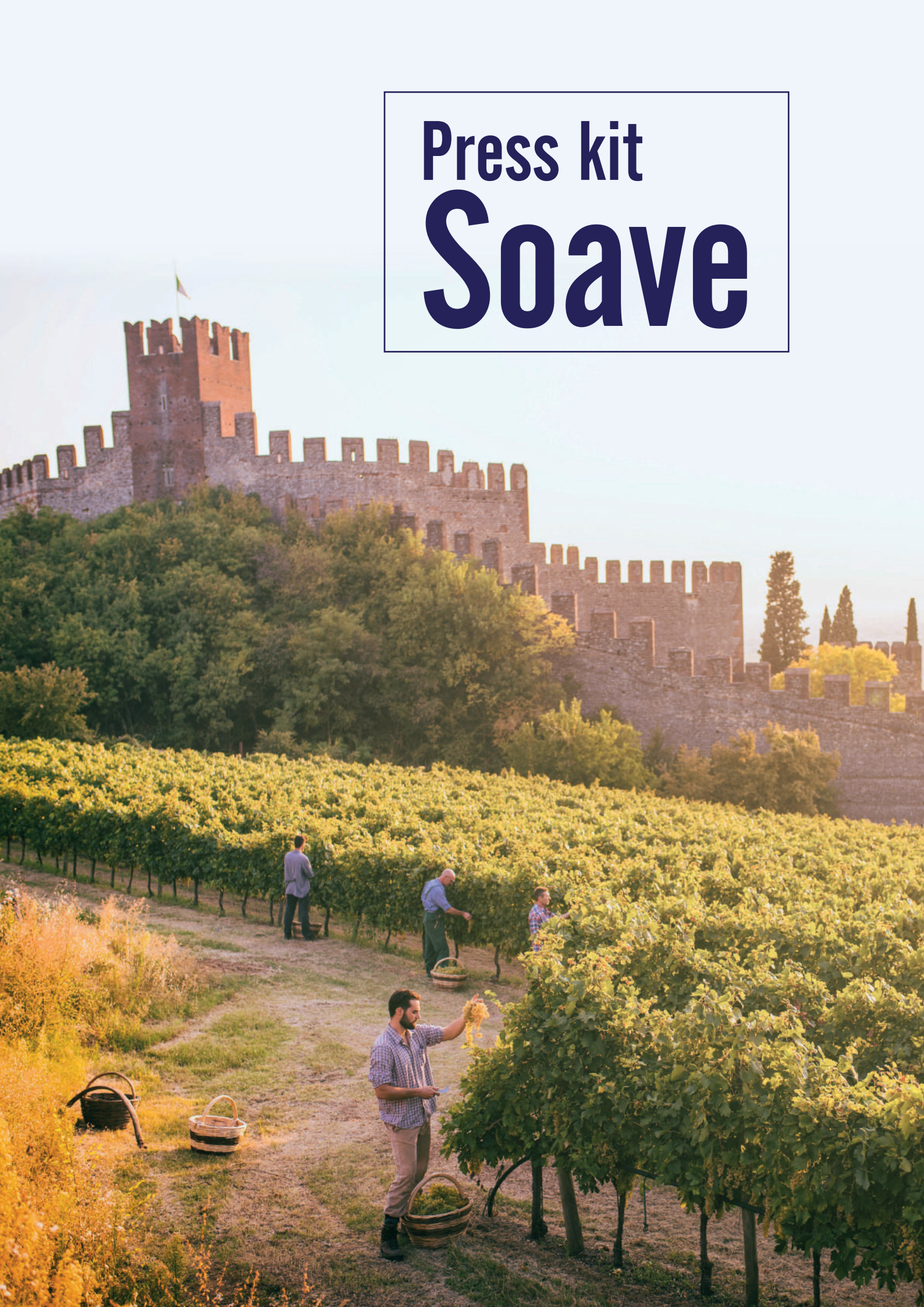
Press kit
Soave



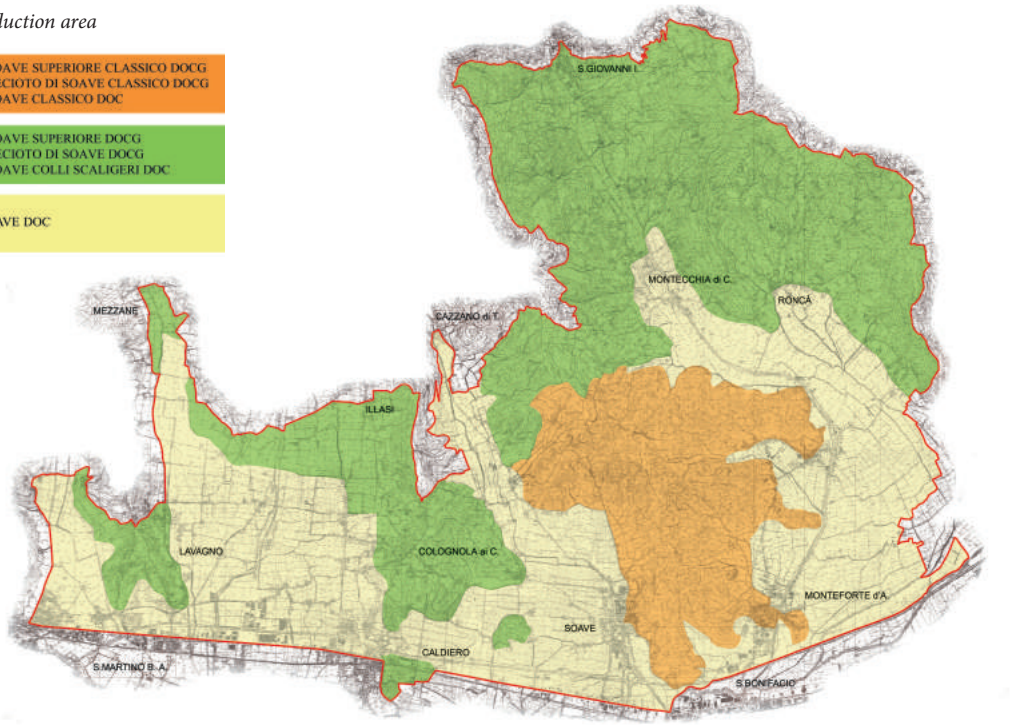
1. GEOGRAPHICAL CONTEXT OF THE SOAVE APPELLATION

Production area

- SOAVE SUPERIORE CLASSICO DOCG
- RECIOTO DI SOAVE CLASSICO DOCG
- SOAVE CLASSICO DOC

- SOAVE SUPERIORE DOCG
- RECIOTO DI SOAVE DOCG
- SOAVE COLLI SCALIGERI DOC

SOAVE DOC



2. THE IDENTITY CARD OF THE DOC

1816 The Napoleonic Cadastre officially lists the vineyards of Soave for the first time

1931 Under the Royal Decree of 1931, Soave becomes a recognised wine area and the first 'typical Italian white wine'

1968 Recognition of the controlled appellation of origin (Denominazione di Origine Controllata – DOC)

1998 Recioto di Soave attains DOCG (controlled and guaranteed appellation of origin) status, the first DOCG in the region of Veneto

2001 Soave Superiore attains DOCG status

2016 Soave is the first Italian wine-producing area to be entered into the National Register of Historical Rural Landscapes

2018 Soave's traditional vineyards are recognised as a Globally Important Agricultural Heritage System (GIAHS) by the FAO

2019 Additional Geographical Units (AGUs) officially become part of the Soave production regulations

6,300 - Hectares covered by the Soave DOC appellation

40 million - Bottles produced on average per year

13 - Municipalities included in the Soave DOC appellation: Soave, Monteforte, San Martino Buon Albergo, Lavagno, Mezzane di sotto, Caldiero, Colognola ai Colli, Illasi, Cazzano di Tramigna, San Bonifacio, Roncà, Montecchia di Crosara and San Giovanni Ilarione.

Permitted types of wine:
- Soave DOC
- Soave DOC Classico
- Soave Superiore DOCG
- Recioto di Soave DOCG

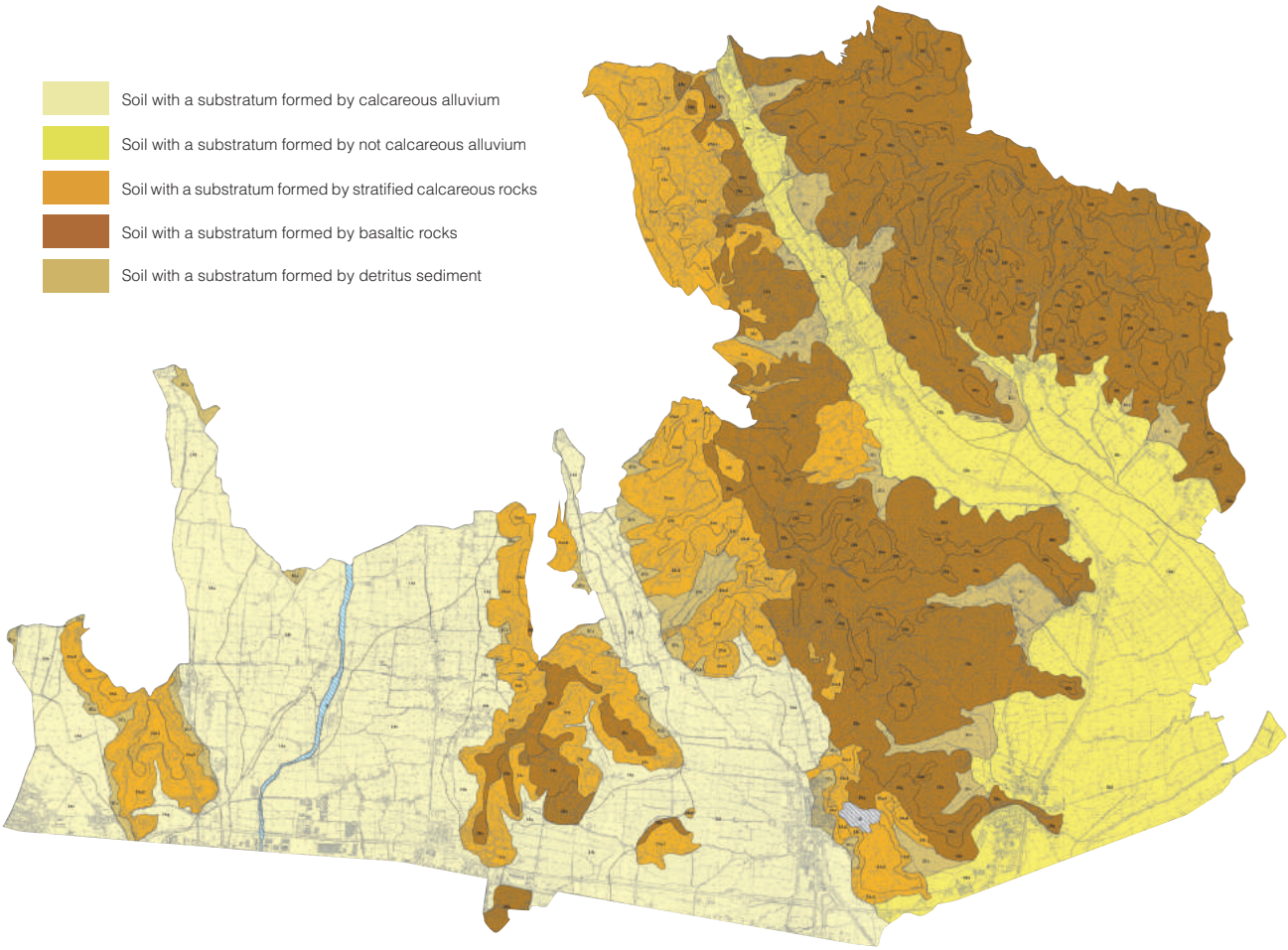
Grape varieties permitted by the production regulations:
- **Garganega**: at least 70%
- **Trebbiano di Soave** and **Chardonnay**: up to 30%

Garganega: one of the oldest varieties in Italy that finds its best expression in Soave. The grapes contain several compounds that, following fermentation, will be rediscovered in the wine as aromas of almond, ripe fruit, green apple, white flowers and acacia flowers.

Trebbiano di Soave: a delicate variety that was slowly abandoned in favour of the more vigorous Garganega. The high levels of malic acid and its neutrality provide freshness and delicate floral notes.

Chardonnay: one of the most important white varieties in the world in terms of both distribution and capacity for producing qualitatively significant wines. Its distinctive feature is its ability to make wines softer and more inviting.

3. SOAVE'S SOILS AND TERROIR



The Soave production area is located to the east of the city of Verona. The historical production area, known as Soave Classico, is characterised by a series of hills and valleys whose origins date back over 90 million years.

Volcanic hills: found in the central area east of the Lessini Mountains. The soils vary in colour from grey to yellow to reddish due to the particularity of the environment and the levels of oxidation. The hills with a distinctly basaltic substrate are found in the eastern area. High mineral content. The wines are fragrant, fresh and generally higher in acidity. They tend to be more complex and very well-balanced. Notes of cinnamon accompanied by aromas of cherry and almond. The wines have an intensity and structure that is hard to find in other areas of Soave.

Calcareous hills: the stratified calcareous soils are located on the hills in the western part of the appellation. These soils tend to be shallow, with a rocky substrate. Going down towards the valley, the soil becomes deeper and more fertile. Some of the most elegant Soave wines come from this area, being noted for their aromatic complexity, with notes of ripe and exotic fruits. There are also clear floral and citrus aromas.

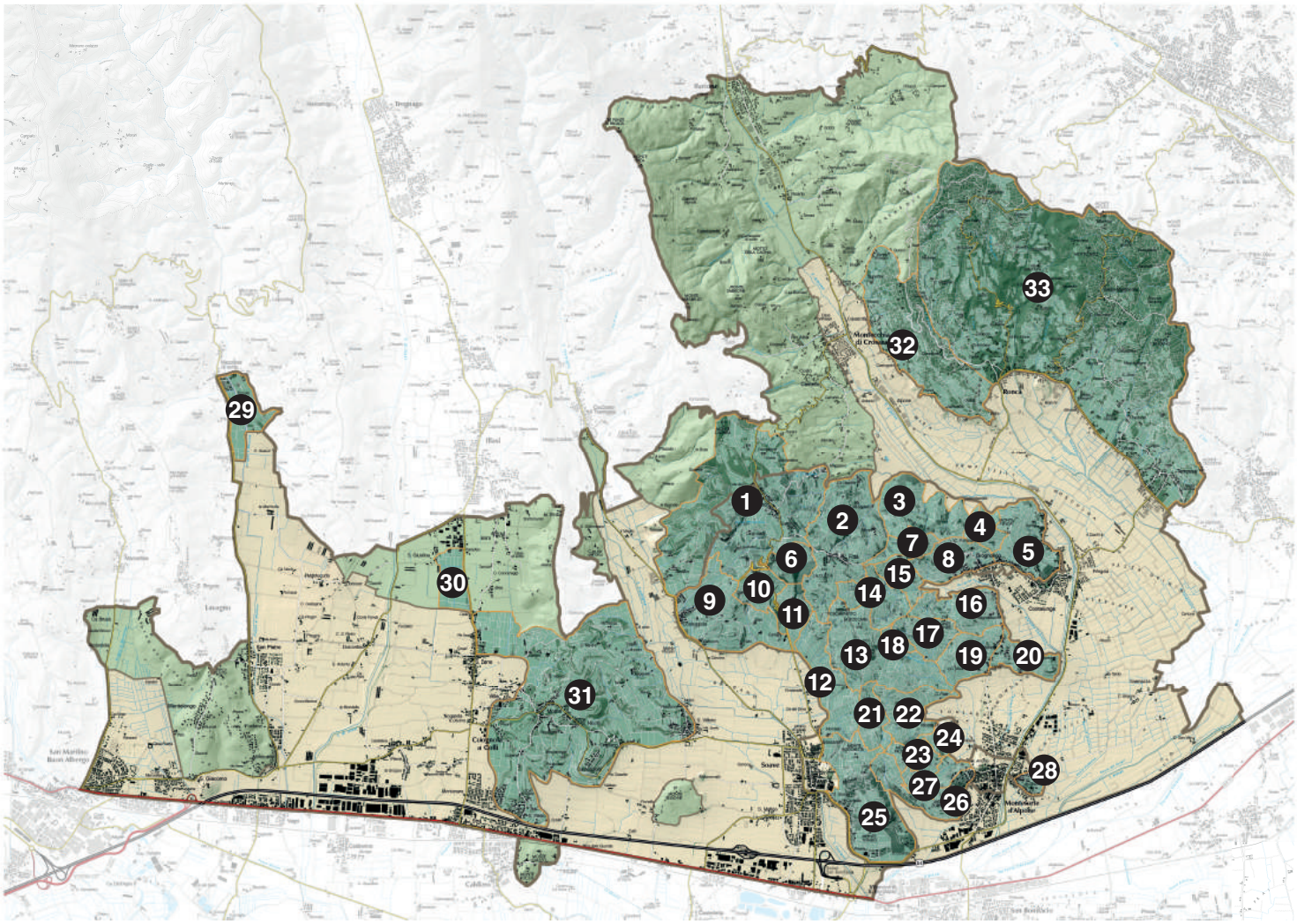
Volcanic plain: the non-calcareous soils are mainly in the Monteforte Valley, one of the most fertile areas of Soave. The soil is high in clay and volcanic debris. The clay soils are more drought-resistant thanks to their permeability. The wines have prominent notes of cinnamon, spices, berries and cherry. The deep soils give high acidity for particularly fresh and balanced wines with persistent aromas.

Calcareous plain: this soil type is more common in the Soave and Colognola plains. Its texture is mostly fine, although it may become fairly sandy and rocky around streams. The wines have aromatic finesse, with an intensity and persistence that is hard to find in other areas of Soave. The most common aromas recall the scent of violets and white flowers.

4. UGA (“ADDITIONAL GEOGRAPHICAL UNITS”)

“Additional Geographical Units” (Unità Geografiche aggiuntive - UGA) refer to more specific production areas officially defined in the production regulations of the broader Soave DOC appellation (roughly equivalent to the French term cru).
These geographical references correspond to the name of a municipality (hamlet or administrative area) and can be stated on the label if all the production stages of the wine are properly traced starting from the initial harvest activities.
These defined areas are characterised by an important historical and cultural value and a strong winemaking bent since they enjoy history and characteristics that set them apart from the rest of the appellation.
After extensive analysis and the division of the region into different areas, 33 Additional Geographical Units were identified and officially entered into the production regulations in 2019, particularly:

1. **Castelcerino**
2. **Fittà**
3. **Tremenalto**
4. **Corte del Durlo**
5. **Costalunga**
6. **Menini**
7. **Castellaro**
8. **Brognoligo**
9. **Costeggiola**
10. **Campagnola**
11. **Sengialta**
12. **Colombara**
13. **Foscarino**
14. **Carbonare**
15. **Rugate**
16. **Coste**
17. **Monte Grande**
18. **Pressoni**
19. **Costalta**
20. **Casarsa**
21. **Pigno**
22. **Ponsara**
23. **Froscà**
24. **Volpare**
25. **Tenda**
26. **Croce**
27. **Zoppega**
28. **Ca’ del Vento**
29. **Broia**
30. **Paradiso**
31. **Monte di Colognola**
32. **Duello**
33. **Roncà - Monte Calvarina**



5. THE SOAVE LANDSCAPE

The Soave landscape is characterised by the notable presence of vine growing, which has been practised here since ancient times. This cultivation has shaped the landscape over the centuries, and today it forms an integral part of the landscape and a characteristic element of its preservation.
Some typical elements of the Soave landscape are, for example:

- **pergola veronese**: the typical training system for Garganega, which provides an evident landscape value in addition to being very useful in case of drought or hail;

- **dry stone walls and terracing**: these features strongly shape the hilly terrain by enabling vines and olive trees to be grown, allowing rainwater to be regulated optimally and preventing hydrogeological risks; they are important biodiversity sites, particularly for local insects;

- **tree and woodland heritage**: olive and cherry trees and woodland diversify the landscape, creating places for wildlife to shelter and nest.

The entire area has a high degree of cohesion in terms of preserving its agricultural use.

6. THE VALUE OF BIODIVERSITY

For years, the Soave Consortium has set out on a long path to promote environmental responsibility within the associated farms, recommending more sustainable agricultural practices that can offer consumers a high-quality product from a region that is unique in terms of its nature and landscape, with the following actions, in particular:

- funding projects that are both environmentally and economically sustainable, geared towards reducing the risk of erosion and improving soil management in hill and mountain wine-growing areas with high hydrogeological risk;

- organising training courses for vine growers aimed at safeguarding the region and environment;

- promoting the adherence to public or private environmental standards that can guarantee the long-term sustainability of wine production;

- continuous monitoring activity aimed at reducing the effects of climate change on the region and production.

7. THE COEXISTENCE OF FAMILY BUSINESSES AND LARGE STRUCTURED GROUPS: THE STRENGTH OF AN APPELLATION

Today, the Soave System is characterised by the coexistence of large structured groups alongside small and medium-sized companies, often family-run. This apparent contrast has actually been the strength of this appellation over time.
The Soave System enjoys historical, productive and commercial dynamics that, at first, made it a phenomenon that represented a benchmark for its stylistic and organisational aspects. Today, however, it has evolved into a unique production system characterised by the distinctness of its production, consistency of its expression and stability in terms of volumes sold. These are fundamental factors, together with flexibility, organisational far-sightedness and careful production management, that allow a 'phenomenon' to become a system.
This system manages to pass on income and security to the companies involved in the supply chain (grapes, wine, bottles) even during times that are difficult from a commercial perspective.
There are three fundamental factors that the Soave System has benefited from:

- the detailed and professional operation of the cooperative organisations;

- the entrepreneurial and technologically advanced capacity of a group of companies that have been able to promote Soave in markets all over the world;

- a group of small and medium-sized farms that are largely family-run, which has been enhancing the value of Soave for years.

8. SOAVE PROGRAMMATIC MANIFESTO

The Soave Programmatic Manifesto was born out of the desire to give the weight and actual meaning back to words, at a moment in time when the immediacy of a 'like' prevails over carefully-weighed reflection, in a social phase where a virtual image seems to be worth more than reality. Hence the push to achieve this paradigm shift that is needed now more than ever, even in the world of wine, including Soave.
So, this is the Soave we want: young, beautiful, smart.

YOUNG

A Soave that speaks to young people, using their language.

Not just the present but also the future, in particular, is in the hands of young people. This means we need to reach out to them, with the goal of real and effective involvement, because young people, and only young people, will be able to achieve real change. This is true in every area of activity and wine production is no exception.
Today's young people are tomorrow's mature (and regular) consumers. This is why Soave has decided to aim for the minds, hearts (and palates) of consumers between 30 and 40 years old in particular, who could potentially fall in love with Soave wine but are still not very or not at all familiar with it. Young people who are not necessarily wine experts but are generally curious and on the lookout for 'good, nice things'.
Young people will thus be the key figures and at the same time the targets of the new communication projects designed by the Soave Consortium to convey the qualitative excellence of the appellation using registers of language and communication that are more familiar to them: no technical jargon for experts, just clear, simple, high-value messages.
This is balanced by the capacity for ageing of Soave wine, one of the Italian white wines capable of evolving and improving as the years go by.

BEAUTIFUL

The beauty of the medieval town of Soave

The medieval town of Soave, the hills and appellation as a whole, with the broad expanse of Garganega vineyards, is a real icon of beauty. Today more than ever, there is a need for beauty to nourish our minds: if we fill our thoughts with beautiful images that feature unspoilt landscapes, architecture rich in history and that respect the environment, we could, in turn, trigger 'virtuous circles of beauty' and be key players in building our present and future.
The Soave we want must therefore be 'beautiful' and become a way to convey the beauty of the region where it originates, not only to promote itself but to make a real and effective contribution to improving society.

SMART

The intelligent, aware, stylish Soave

Smart is a word that is synonymous with intelligence, brilliance and skill, and also elegance and style. The choice of this word did not happen by chance, because the Soave we want is smart, intelligent and thus aware of the values that make up its heritage.
The Soave appellation is one of the oldest in Italy. In this production area, marked by the might of volcanic soils, the quality of the wines has now reached peaks of undisputed excellence, given even more prominence thanks to the Additional Geographical Unit designations. The Soave hills were the first in Italy to be entered in the National Register of Historical Rural Landscapes, and the Soave landscape has been recognised as a Globally Important Agricultural Heritage System (GIAHS) by the FAO, underlining the importance, and, at times, heroism, of the vine growers who conserve this landscape through their work. This all forms a priceless heritage of which we should be proud, and for which we must also be responsible.
Approaching the Soave region in this way thus becomes a cultural choice, and only culture is capable of developing a real motivation for that paradigm shift we so badly need today. Culture leads to awareness; awareness leads to knowledge; knowledge leads to responsibility.

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