



CONSORZIO PER LA TUTELA DELL'ASTI

Profile

The "Consorzio per la Tutela dell'Asti" (Consortium for the Protection of Asti) was officially founded on 17 December 1932 and recognised in 1934. It was originally called "Consorzio per la Difesa dei Vini Tipici Moscato d'Asti Spumante e Asti Spumante" (Consortium for the Protection of the Local Wines Moscato d'Asti Spumante and Asti Spumante). Its trademark is the patron saint of Asti, Saint Secundus, on horseback.

The Consortium works to protect, develop and promote Asti and Moscato d'Asti worldwide. To achieve this goal it sponsors research through specific scientific studies and the use of innovative technology to improve the production process. It also controls quality along the entire production chain and monitors use of the Consortium's trademark.

The area of origin of the Moscato Bianco grape was delimited in 1932 by the "Disciplinare di Produzione" (Product Specifications) of Asti DOCG and Moscato d'Asti DOCG. The Moscato Bianco grape variety is grown in an area of around 9,700 hectares in 52 municipalities in the provinces of Alessandria, Asti and Cuneo.

According to figures published in July 2016, the Consortium has 174 members: 52 Spumante producers, 12 grape-growing enterprises, 15 wine-making businesses, 79 grape-growing and wine-making enterprises and 16 wine producer cooperatives that between them produce more than 80 million bottles. 85% of the wines protected by the Consortium, namely Asti DOCG and Moscato d'Asti DOCG, are exported. The Consortium's Chairman is Gianni Marzagalli and its Director is Giorgio Bosticco.

Functions

In February 2012 the Consortium received important recognition (Italian Ministerial Decree 1778 of 27 January) by the Italian Ministry of Agricultural, Food and Forestry Policies as sole executor of essential functions envisaged under the legislation governing the production of protected wines, namely:

1. *To provide technical assistance, submit proposals and conduct studies to assess economic trends with a view to enhancing the Denomination*
2. *To protect and safeguard the Denomination against unauthorised use, unfair competition and forgery.*
3. *To exercise its functions for the purpose of protecting, promoting and developing the Denomination, informing consumers and generally protecting the interests of the Denomination. vis-a-vis all parties involved in the system of controls.*
4. *To implement supply management policies in order to help better coordinate the placing on the market of the Denomination, after consultation with industry representatives.*
5. *To define plans for improving the quality of the product.*
6. *To take any and all legal and administrative action, in Italy and abroad, to protect and safeguard the Denomination and to protect the interests and rights of producers.*
7. *To act in a supervisory capacity, mainly during the marketing stage.*





The "Casa dell'Asti": Palazzo Gastaldi

Palazzo Gastaldi is the "Casa dell'Asti" (Home of Asti), the symbol of a region, a wine and a denomination that are unique in the world. It currently houses the Consortium's registered office and was also its operational headquarters from 1965 until 2001.

Built in the Art Nouveau style in the late nineteenth century, it has retained an atmosphere of times gone by reflected in the original Asti Spumante DOCG advertisements and posters, an area showcasing bottles of Moscato d'Asti DOCG, the god Bacchus in fine coloured glass and the splendid wrought iron handrail with its vine and grape design.

The test lab

The Consortium's laboratory, with its professionally qualified staff and highly innovative, reliable equipment, is an asset for the entire region.

Its main activities include verification of the suitability for analytical purposes of lots of wine for which D.O.C.G or D.O.C. status has been requested, instrumental analyses, microbiological inspections, sample preparation and storage of material. The lab, housed in the facility at Isola d'Asti, is authorised to issue wine analysis certificates. It provides certification services for exporters and carries out scientific studies in collaboration with research institutes and businesses.



Asti and Moscato d'Asti: the world's favourite sweet wines from Piedmont

Asti and Moscato D'Asti can be considered the two sweet Italian white wines par excellence and rank among the great wines of Piedmont, which include numerous famous reds. Asti, in particular, is undoubtedly the world's best-known sweet sparkling wine from Piedmont and generates a turnover rivalled by few in Italy.

Asti and Moscato D'Asti are agricultural products of the highest quality and are among the least "processed" wines in the world: the production process only envisages a very short time in the cellar and September's grape must is wine ready to be enjoyed by Christmas of the same year.

Consumers associate these two wines with times of joy: Asti especially is the Spumante of choice for parties during the festive season and for celebrations to mark a host of other happy occasions.





Asti DOCG

Asti DOCG is made entirely from the Moscato Bianco grape. Benefiting from the limestone terrain and the micro-climate typical of hilly areas, this agricultural product is based on the traditional Piedmontese methods of Spumante production, drawing on expertise in the field of wine-making and using techniques of cultivation and harvesting so that all the aromatic qualities of the grape are preserved in the wine. It has a characteristic musky flavour, balanced sweetness and acidity and moderate alcohol content. The intense aroma has hints of acacia blossom, wisteria, orange and mountain honey, with a spicy undertone with notes of elder flower, yarrow, bergamot. The concentration of the precious aromatic substances (linalool) produced by the Moscato Bianco vine peaks in the last few weeks before the grapes are harvested in early September. Harvesting is still done by hand to keep the bunches whole and preserve the characteristic aroma of the freshly-picked grapes, factors that contribute to making Asti DOCG the most widely consumed sweet sparkling wine in the world.

Main characteristics

DOCG recognition: 1993

Grape variety: Moscato Bianco

Max. yield: 100 quintals per hectare
Colour: from straw to pale golden yellow
Foam: fine and persistent

Nose: fragrant, floral with hints of linden and acacia

Flavour: delicately sweet, aromatic, well-balanced

Clarity: brilliant

Minimum potential alcohol content: 12%., actual alcohol content at least 7%

Moscato d'Asti DOCG

Following the recognition of the "Asti" DOCG (Denominazione d'Origine Controllata e Garantita - Denomination of Controlled and Guaranteed Origin) in 1993, a distinction was established between Asti and Moscato d'Asti, starting from the grape variety. The Consiglio del Moscato d'Asti (Moscato d'Asti Council) was set up within the Consorzio dell'Asti to protect the wine against imitation, enhance the quality level and promote the image. Moscato d'Asti DOCG is one of the most characteristic products of Piedmontese wine-making. The wine has a distinctive intense musky aroma of the grapes it is made from, a delicate flavour that is reminiscent of wisteria and linden, peach and apricot with hints of sage, lemon and orange blossom. It has some residual sugar and a low alcohol content. Moscato d'Asti DOCG is not a Spumante, in that it does not undergo a second fermentation process. Fermentation is brought to an end when an alcohol content of about 5% by vol. is reached. The use of cold chain technology in the production process means the aromas and flavours of the grapes are preserved and the product can be stabilised ready for storage and transportation.

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Colour: straw yellow

Foam: fine and persistent

Nose: fragrant, floral with hints of sage

Flavour: delicately sweet, aromatic, characteristic

Clarity: brilliant

Minimum potential alcohol content: 11%, actual alcohol content 4.5%



History

1932

The Consorzio dell'Asti was founded.

1934

The Consorzio dell'Asti was officially recognised.

1965

The Consortium established Palazzo Gastaldi, known as "Casa dell'Asti", as its operational headquarters.

1994

The internal test lab facility acquired state-of-the-art scientific instruments, enabling it to increase its activities.

2001

The Consortium moved its operational headquarters to Isola d'Asti, an agricultural hub on the road linking Asti with the southern part of the Astigiano region. Palazzo Gastaldi became the Consortium's registered office.

2010

The offices of the Chairman and Director, the public relations and administrative departments were moved back to the original site in Piazza Roma in Asti. The test lab and sampling office remained at the Isola d'Asti facility.

2012

With the publication of Italian Ministerial Decree 1778 of 27 January in the Italian Official Gazette, the Ministry of Agricultural, Food and Forestry Policies appointed the Consortium as sole executor of essential functions envisaged under the legislation governing the production of Asti and Moscato d'Asti



The Consortium "in numbers"

174 MEMBERS:



9700

TOTAL MOSCATO BIANCO VINEYARD AREA

4000

IN THE ASTI AND MOSCATO D'ASTI

84

YEARS SINCE THE CONSORTIUM WAS FOUNDED (IN 1932)

80

MILLION BOTTLES PRODUCED

52

THE MUNICIPALITIES THAT MAY CARRY THE ASTI DOCG AND MOSCATO D'ASTI DOCG DENOMINATION

3

PROVINCIAL REGIONS OF SOUTHERN PIEDMONT: ALESSANDRIA, ASTI AND CUNEO

98%

CONSORTIUM MEMBERS THAT ARE PIEDMONTESE BUSINESSES PRODUCTION CHAIN



Countries that drink the most Asti and Moscato d'Asti DOCG *



Asti DOCG

Germany 1,679,444
Russia 970,671
USA 930,875
Austria 692,034
Italy 605,263
GB 451,895
France 238,784
Japan 198,669
Canada 181,522
Ukraine 170,727



Moscato d'Asti DOCG

USA 3,714,680
Italy 860,695
South Korea 339,988
Greece 159,322
Denmark 124,400
Switzerland 108,550
Germany 68,818
Canada 58,065
France 46,162
China 43,621

* number of bottles sold during the first quarter of 2016

