



Moscato d'Asti D.O.C.G. Virtual Tasting

Monday, August 31, 2020

MEDIA REPORT



Summary



The Moscato d'Asti D.O.C.G. virtual tasting led by Italian wine expert, Jeff Porter and Consorzio per la Tutela dell'Asti D.O.C.G. Director, Giacomo Pondini, took place on Monday, August 31, 2020 through Zoom. The tasting showcased Moscato d'Asti DOCG latest vintage with the participation of the following winery representatives: Luigi Coppo, Marco Dogliotti, Stefano Chiarlo, Gianpiero Scavino, and Andrea Costa.

The World Wine Web Masterclass organized by I.E.M. and I.E.E.M., allowed participants to learn all about the history, wine making process and territory of all five participating wineries while tasting their featured wines:

- ❖ Coppo – “Moncalvina” Moscato d'Asti Canelli D.O.C.G. 2019
- ❖ Caudrina – “La Caudrina” Moscato d'Asti D.O.C.G. 2019
- ❖ Michele Chiarlo – “Nivole” Moscato d'Asti D.O.C.G. 2019
- ❖ I Vignaioli di Santo Stefano/Ceretto – Moscato d'Asti D.O.C.G. 2019
- ❖ Marengo – “Scrapona” Moscato d'Asti D.O.C.G. 2019

38 wine professionals participated in the tasting while 50,700 viewers watched the recap on World Wine Web Masterclass' Facebook page.



Feedback

Thank you so much, Maia! The presentation was fabulous and I was virtually transported back to the region...

Hope you're doing well!

Best,
Cindy

Cindy Rynning, Freelance Writer
Wine, Food, Travel
Wine & Spirit Education Trust (WSET) Level 3, Advanced
[Grape Experiences](#)
630-936-6060
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YouTube: [Crush on This](#)



Hi Team:

What a fabulous tasting! Jeff was a terrific moderator. He was so knowledgeable and smart. Anna you did a fabulous job fielding questions and watching over the tasting.

You always do a great job with in- person tastings - now with virtual tastings - you outdid yourselves. It was entertaining and informative. Time flew by. One of the best virtual tastings I've done since Covid.

Thanks so much for sending the wine. Again, congratulations on a terrific event.

Cheers,
Connie

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Connie McGilvray
Senior Vice President/Advertising
M. Shanken Communications, Inc.
825 Eighth Ave, Worldwide Plaza, 33rd floor
New York, New York 10019
212-481-0336

Feedback

It was a great session. The wines were really interesting. I've tasted them with a number of food pairings and the combinations are endless. Can't wait till the next one!

- Dwight Casimere, The Times Media Co.

Thank you so much for this wonderful tasting and the beautiful wines! It was very informative!

- Irene Moore, Les Dames d'Escoffier

Thank you again for the fantastic opportunity and great quality wines.

- Hugh Preece, Salt Creek Grille

Grazie mille to the producers and IEEM! This was really fantastic and so great to hear from the producers and to see the pictures of this beautiful region!

- Jeannie Boutelle, Binny's Beverage Depot

Thanks so much for this - wonderful wines and thanks to the producers for their guidance and insight.

- Jack Robertiello, Drinks Ink

Thank you for the excellent information. Love Moscato d'Asti!

- Jamie Knee, The Petite Wine Traveler

Feedback

Thank you to everyone for this great tasting of such unique and wonderful wines!

- Lisa Denning, The Wine Chef

Wonderful session and fantastic wines. Thank you to the producers and IEEM!

- Penny Weiss, The Wineknitter

This was wonderful. Thank you so much. We all learned a lot.

- Shakera Jones, Black Girls Dine Too

Thank you everyone! A very educational experience!

- Lisa Morales, Live in Italy Magazine

Thank you very much!

It was very interesting seminar with producers.

And yes, I would like to have a copy of powerpoint.

Thank you again for all the great tasty wines.

I hope to see you all again near future!

Please take care!

Best,

Tomohiro Sato

Great session. Very informative. Thanks to all of the producers for presenting.

- Tish Wiggins, Tish Around Town

Press Coverage



- ❖ **Author:** Allison Levine
- ❖ **Blog:** Wine Soundtrack International
- ❖ **Title:** [Coppo – Luigi Coppo](#)



- ❖ **Author:** Dwight Casimere
- ❖ **Blog:** The Times Weekly
- ❖ **Title:** [Wine of the Week: Coppo Moncalvina Moscato d'Asti 2019 - \\$15](#)



- ❖ **Author:** Dwight Casimere
- ❖ **Blog:** Dwight the Wine Doctor
- ❖ **Title:** [Wines of the Week – The Wines of Moscato d'Asti on Zoom](#)

Press Coverage



- ❖ **Author:** Jennifer Martin
- ❖ **Blog:** Vino Travels: An Italian Wine Blog
- ❖ **Title:** [VIVA Sustainability at the Forefront with Michele Chiarlo](#)

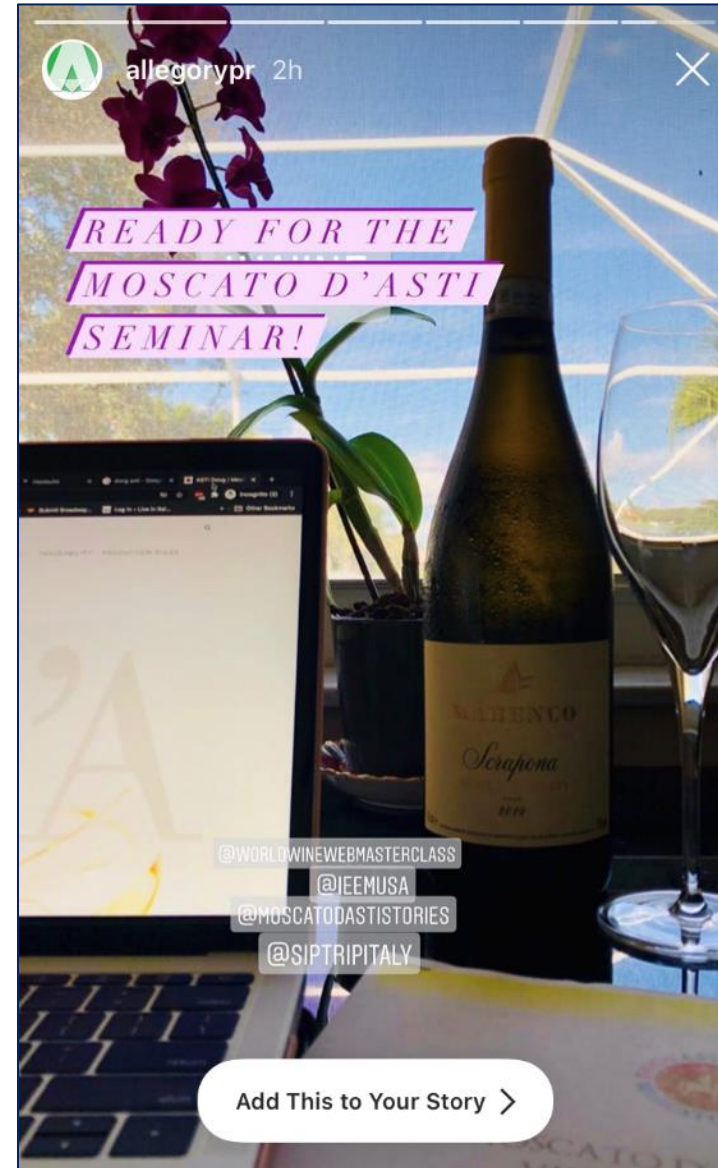
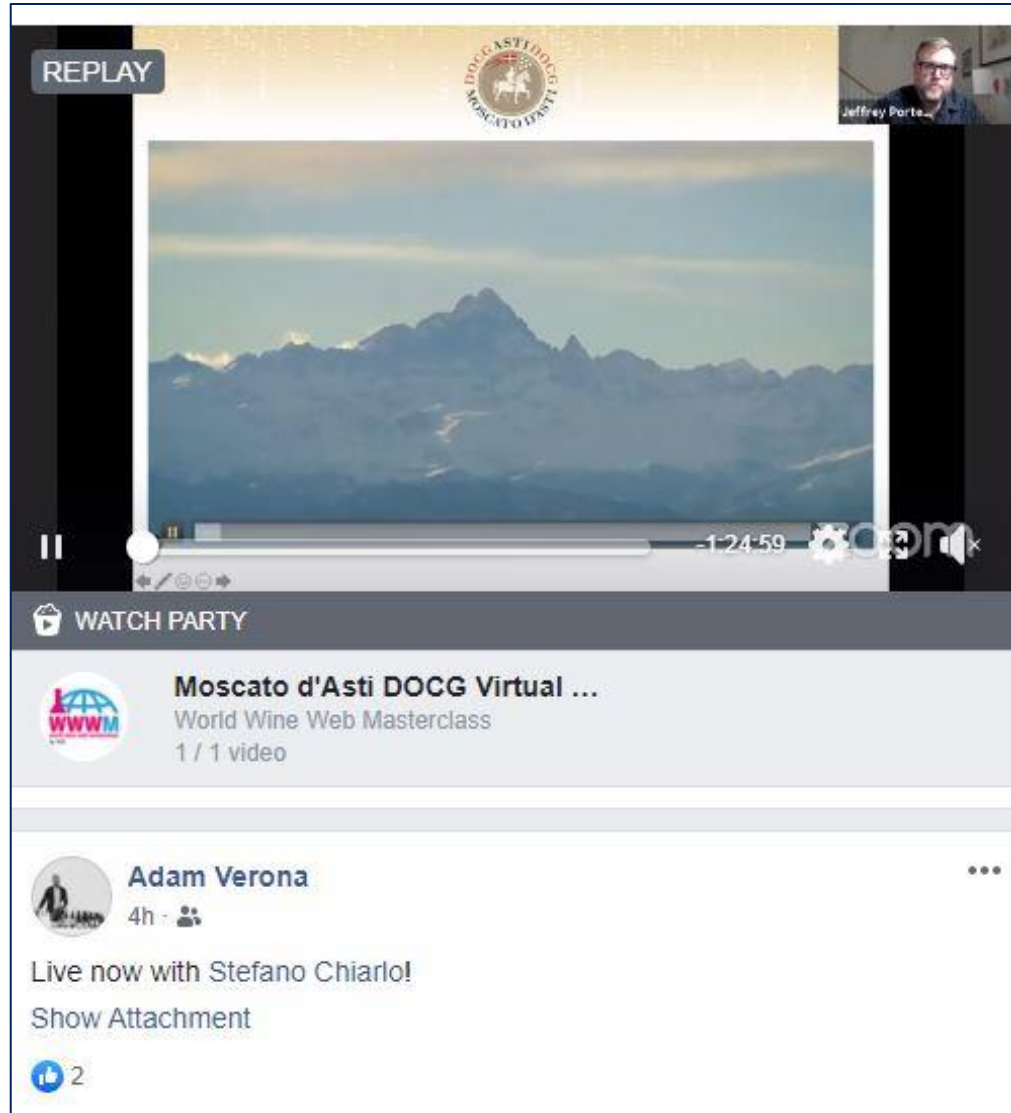


- ❖ **Author:** Lisa Morales
- ❖ **Blog:** Live in Italy Magazine
- ❖ **Title:** [A Virtual Trip to Asti: A Sweet Adventure](#)



- ❖ **Author:** Marisa D'Vari
- ❖ **Blog:** A Wine Story
- ❖ **Title:** [7 Sexy Secrets to Enjoying Sweet Moscato](#)

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17 likes

thewineknitter A great way to start the morning with a Moscato d'asti DOCG virtual tasting hosted by Jeff Porter. A great lineup and discussion with all five producers. Sipping 2019 vintage with Coppo, Caudrina, Michele Chiarlo, Ceretto and Marengo Vini. Thank you to Consorzio Dell'Asti DOCG and IEEM! [#thewineknitter](#)

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tomosatonyc Online tasting seminar of Moscato d'Asti DOCG 🇮🇹

5 wines were sent by IEEM!
Sweet lemon, Mandarin orange, Pear, Lemongrass,
and some white flower on my palate 🍋🍊🍐

I further recognized why this sweet wine has been loved by people for a long time.

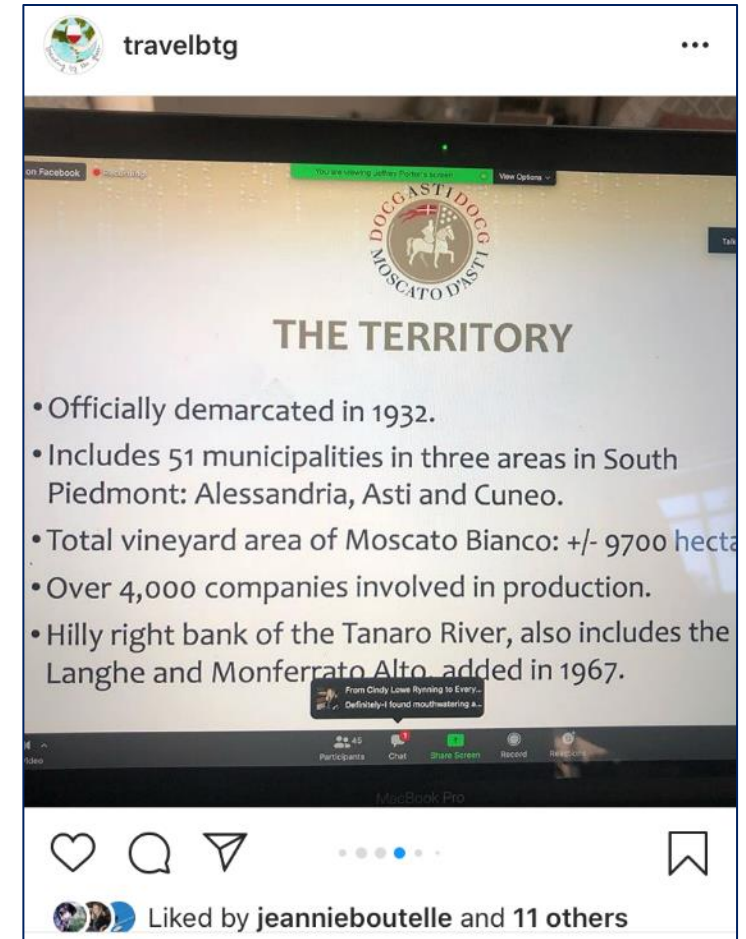
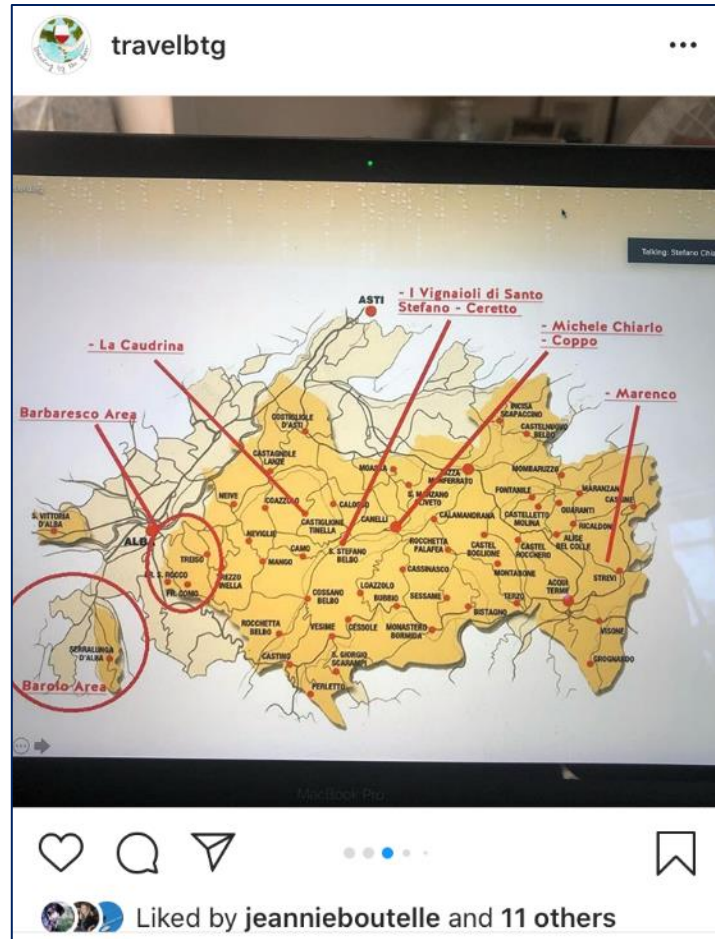
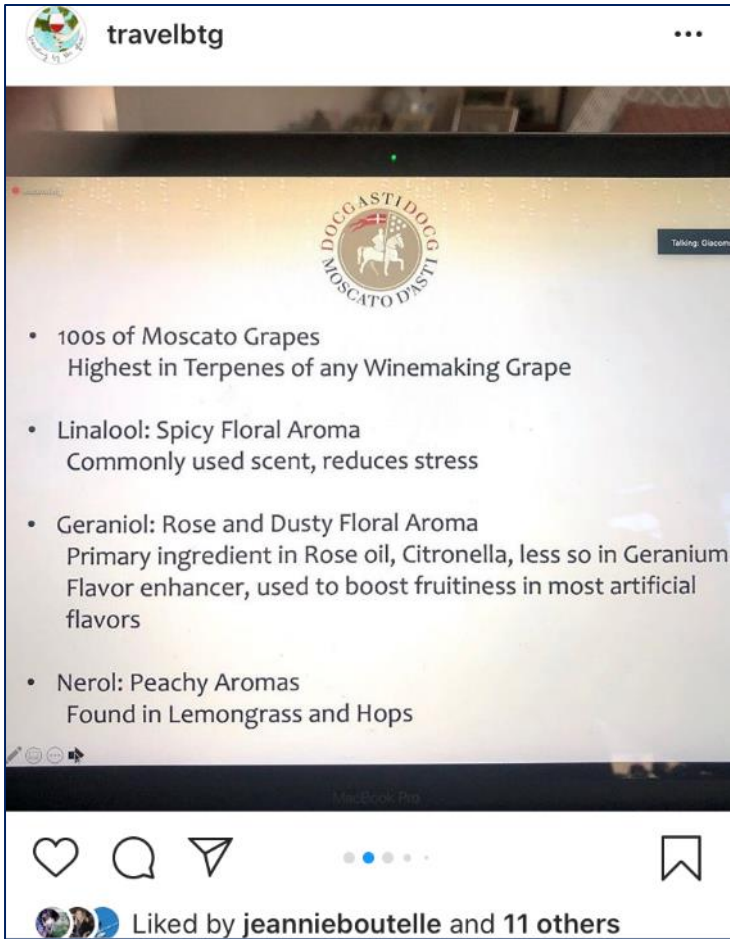
Social Media



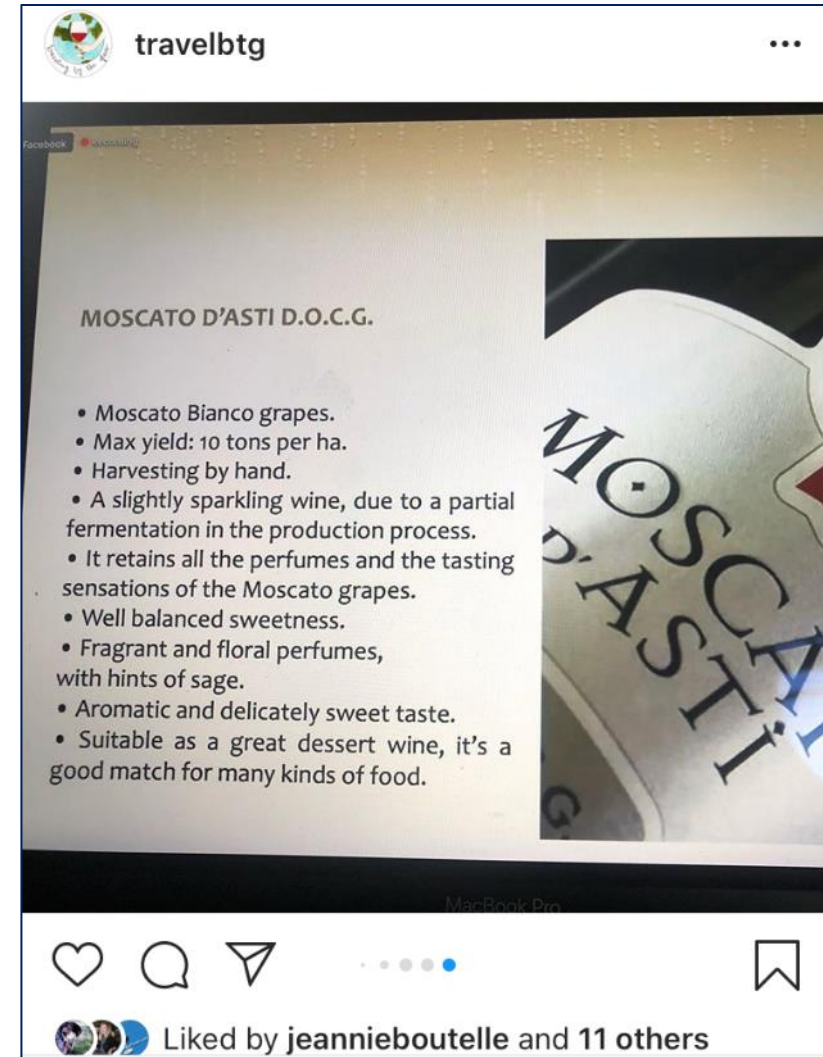
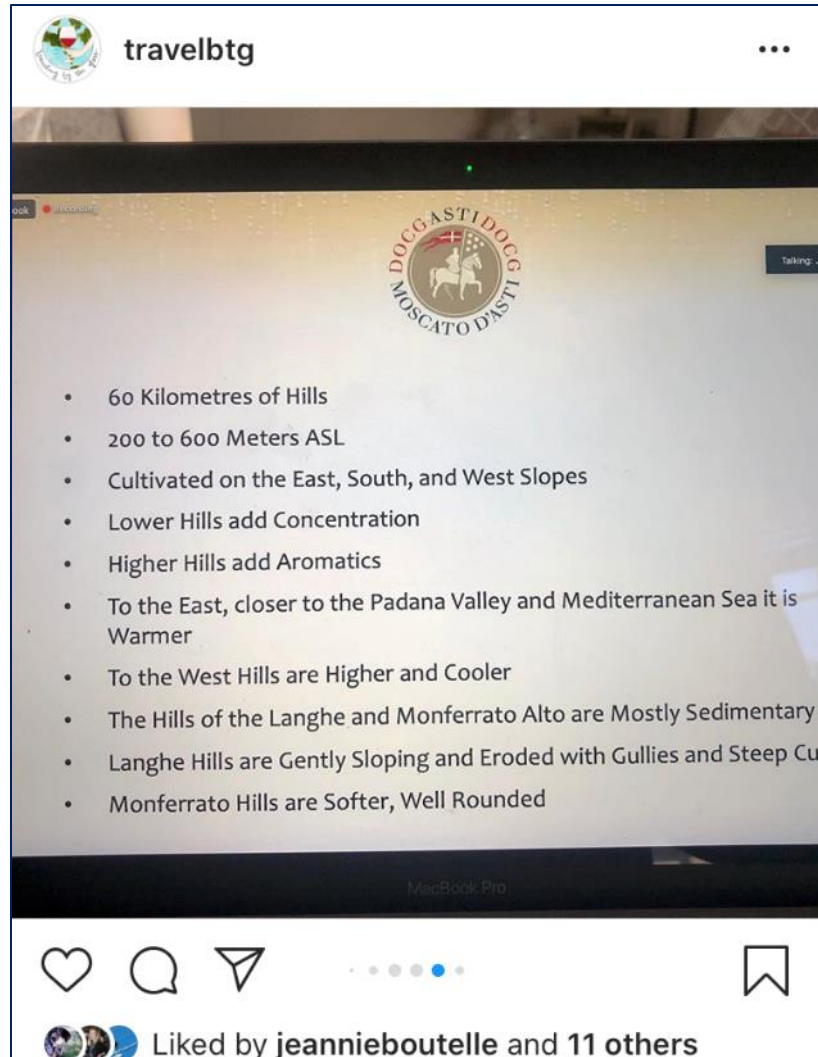
travelbtg I agree with [@drinkeatlove](#) Moscato d'Asti is summer in a glass. Zoom connected me, lead by Jeff Porter and [@ieemusa](#) with the gorgeous green hills and valleys of Piedmont for an hour, as winemakers spoke about their Moscato d'Asti and I tasted through their wines. The picturesque winegrowing areas have been included as a UNESCO World Heritage site. Once this period of Covid is over, I highly recommend, you put it on your "must visit" list. Luigi Coppo [@coppo1892](#), located in historic Canelli, who produces Moncalvino, called these moscatos "fresh, crisp, light, not cloying ". This was so true because they are well balanced between acidity/sugar. He noted how historic the moscato bianco grape, its been planted in the area since at least the 12th century. Tasting his wine hit me how

refreshing it was, even though it was sweet. The aromas of moscato d'asti are like smelling a bouquet of white flowers. Besides Coppo, we heard and tasted [#LaCaudrina](#) Castiglione Tinella, Stefano Chiarlo, [@michelechiarlo](#) [#dievole](#) ,Gianpero Scavino [#vignaiolidisantostefano](#) that Jeff called the "rocket" because of its unique bottle shape and Andrea Costa from [@marencovini](#) in Strevi and his single vineyard "Scrapona". Stefano Chiarlo talked about the different altitudes of the vineyards, all the vineyards are located on steep hills, 218m -300m, (sometimes up to 400m in Marengo's case), and the notes of sage, apricot and peach in his wine. Gianpero talked about organic farming, the notes of white peach, apricot and sage and finally Andrea whose great grandfather, started the vineyard talked about how Moscato d'Asti always has a vintage on the label. He said " every variety (grape) in Piedmont has a reason to exist". His wine has interesting notes of passion fruit along with sage and peach. The chatbox was full of food pairing ideas, the traditional is desserts. But the winner of the day was BBQ, suggested by Jeff but it got lots of thumbs ups. My savory pairing is pad thai. Oh such a gorgeous area and refreshing, delicate, aromatic wines, thank you to the producers for the time spent with us. [@consorzio.asti.docg](#) [#moscatodasti](#)

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Social Media



Social Media

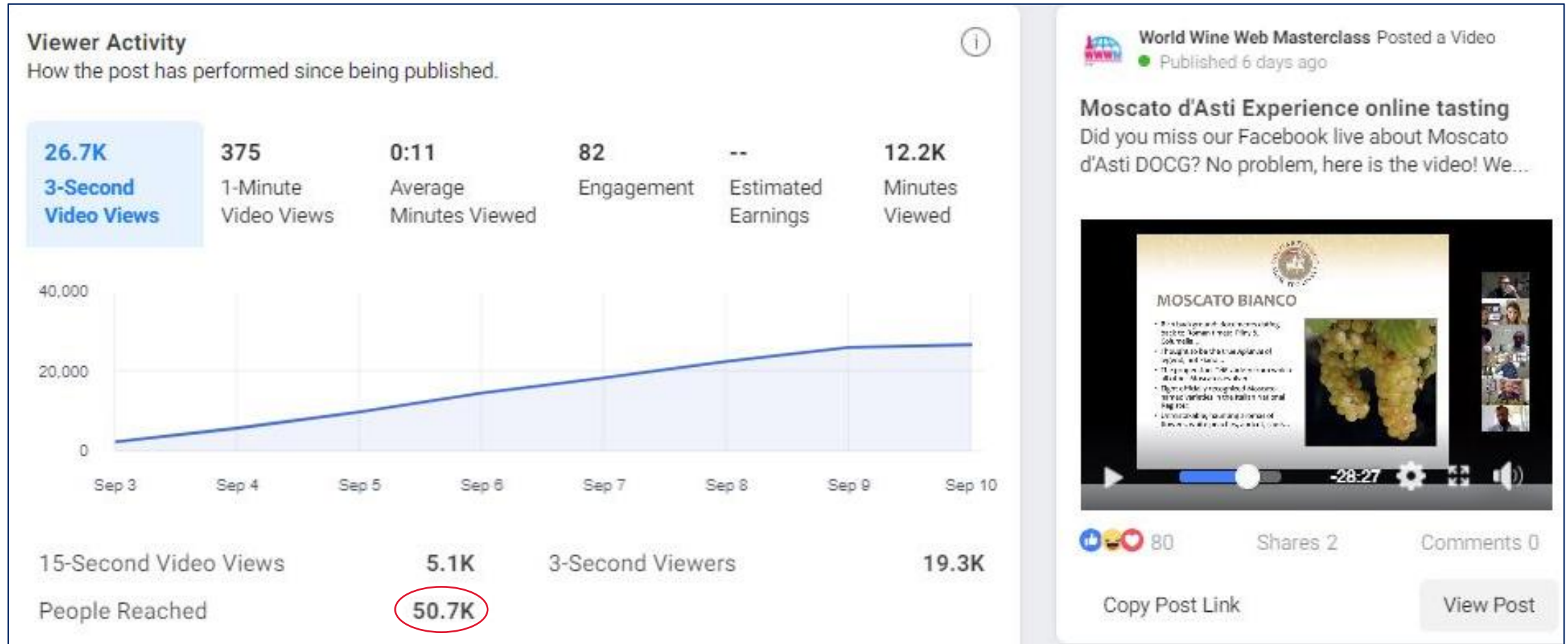


Liked by siptripitaly and 6 others

vinotravels21 Moscato bianco is the most planted white grape of Piedmont. Tomorrow I'll be featuring the sustainability practices of Michele Chiarlo and their Nivole from Canelli. #moscatobianco #italianFWT #vino #wine #winelover #moscatodasti



Facebook Live Insights



September 3rd Recap Video Posting (*promoted post*)

Facebook Story Insights

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ONLINE GUIDED TASTINGS

Moscato d'Asti Experience

by Jeff Porter, host of Sip Trip

FACEBOOK LIVE!

Monday August 31, 2020 11:00 AM EST

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Stephan Steve Bosák

Marina Nedic

Nancy Waldeck

Serge Jauffret

Damien Beaune

Mariana Nedic Active 1h ago

Francesco Lupatini

leem Wine Aug 11

Join us with the latest release of Moscato d'Asti DOCG with the following producers, part of the Consorzio dell'Asti DOCG:

- Azienda Agricola Caudrina with...

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139 viewers

Patricia Shapiro

Stephan Steve Bosák

Jamie Danio Knee

Marina Nedic

Annette Lizotte

Benjamin Rojas

José Maria Silva

Consorzio dell'Asti DOCG

TODAY

fermented_boss Looking forward to the Moscato d'Asti DOCG #virtuallasting today!

@consorzio.asti.docg
#VIRTUALTASTING
AT 11 EST with @drinkastlove
@coppo1892
@michelechiario
@caudrina
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ON FACEBOOK LIVE

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152 viewers

Michelle Delavenne

Irene Moore

Jamie Danio Knee

Vito Šteklic

Rosanne De Benedetti

Patricia Shapiro

Irina Ras

Zoom Participants

Marisa D'Vari – **A Wine Story**
Jeannie Boutelle – **Binny's Beverage Depot**
Shakera Jones – **Black Girls Dine Too**
Larissa Dubose – **Black Wine Professionals**
Vincent Moten – **Breakthru Beverage Group**
Gianluca Picca – **Ceretto**
Jack Robertiello – **Drinks Ink**
Joseph Zirkel – **Esca NYC / Rallo Hospitality**
Lyn Farmer – **Fine Vintage Ltd.**
Julia Coney Walters – **Julia Coney Enterprises, LLC**
Tomohiro Sato – **Kaoru Wine Bar**
Lindsay Ferriter – **Kobrand Corporation**
Matthew Knice – **Kobrand Corporation**
Irene Moore – **Les Dames d'Escoffier**
Lea Faith Williams – **Let'sTalk Wine**
David Schellenberg – **LIVE 88.5 / Stingray Radio**
Lisa Morales – **Live in Italy Magazine**
Connie McGilvray – **M. Shanken Communications, Inc.**
Adam Verona – **Michele Chiarlo**

William Marengo – **Nerai**
Chin Young – **Paulie Gees**
Jamie Knee – **Petite Wine Traveler**
Hugh Preece – **Salt Creek Grille**
Jeff Porter – **Sip Trip Italy/Learning the Vines**
Kelly Mitchell – **Skurnik Wines & Spirits**
John Bandman – **Sommelier Society of America**
Rupal Shankar – **Syrah Queen**
Cindy Lowe Rynning – **The Grape Experiences**
Dwight Casimere – **The Times Media Co.**
Lisa Denning – **The Wine Chef**
Penny Weiss – **The Wineknitter**
Tish Wiggins – **Tish Around Town**
Allannah Harris – **Univins & Spirits**
Enrico Contini – **Vias Imports Ltd.**
Jennifer Martin – **Vino Travels: An Italian Wine Blog**
William Hayde – **William Hayde Estates, LLC**
Stefano Campanini – **Wine By The Bay**
Wanda Mann – **Wine With Wanda**
Dayna Lee – **Wine.com**





Thank You

Consorzio per la Tutela dell'Asti D.O.C.G.

for a great virtual tasting!