



## CONSORZIO PER LA TUTELA DELL'ASTI

The "Consorzio per la Tutela dell'Asti" (Consortium for the Protection of Asti wines) was officially founded on 17th 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 Typical Moscato d'Asti Spumante and Asti Spumante wines). Its trademark has always been the patron saint of Asti, Saint Secundus, on horseback.

The Consorzio works to protect, develop and promote ASTI DOCG and MOSCATO d'ASTI DOCG in Italy and worldwide. The Consorzio's role also includes quality control along the entire production chain and monitoring the use of the designation name to prevent counterfeiting.

Its Research Laboratory promotes and coordinates specific scientific studies and innovative technologies to continuously improve the production process as a whole.

The Consorzio coordinates and promotes activities valorising the area of origin of Moscato bianco grapes, whose cultivation covers approx. 10,000 hectares across 51 municipalities of the provinces of Alessandria, Asti and Cuneo. More than 1,400 ha have a gradient over 40%, with 330 ha of this area over 50% - these are vineyards historically named "sori", where no mechanical equipment can be used and vines are tended exclusively by hand. The Asti hills were the first vineyard landscape to be included in the UNESCO World Heritage list.

The Consorzio brings together 1,013 members, subdivided as follows: 50 spumante producers, 778 viticultural estates, 153 estate wineries, 17 must producers and 15 cooperative wineries. In total, they produce approx. 91.5 million bottles yearly, of which over 53 million are ASTI SPUMANTE D.O.C.G. and 38 million MOSCATO D'ASTI D.O.C.G., with a forecast of 100 million for this year.

85% of the wine is exported.

The President of the Consortium is Lorenzo Barbero.

### Aims

In February 2012 the Consorzio received an important recognition from the Italian Ministry of Agricultural, Food and Forestry Policies (Ministerial Decree no. 1778 dated 27th January 2012), becoming the only agency entrusted with the functions listed below:



1. Provide technical support, draw up study proposals and market and economic assessments to enhance the value of the Designation.
2. Protect and safeguard the Designation from violations, unfair competition and counterfeiting.
3. Carry out activities involving surveillance, promotion, consumer information and general protection of the interests of the Designation on behalf of all the players included in the Designation monitoring systems.
4. Implement supply control policies to improve the coordination of market access for the Designation, after consulting the industry representatives.
5. Define plans to improve product quality.
6. Act in administrative and judicial courts, in Italy and abroad, to protect and safeguard the Designation and to protect the interests and rights of the producers.
7. Perform surveillance activities, mainly in the retail market.

## The “Casa dell’ASTI”: Palazzo Gastaldi

Known as the “Casa dell’Asti” (Home of Asti), Palazzo Gastaldi has housed the Consorzio’s operational headquarters ever since 1965. A place which has come to stand for a land, a wine and a designation that are unique the world over.

Designed in late-19th-century Art Nouveau style, the building retains a lingering atmosphere of bygone days, with the old ads and billboards of time-honored ASTI DOCG wineries, a corner showcasing bottles of MOSCATO d’ASTI DOCG, a statue of the god Bacchus made of fine stained glass and the beautiful wrought iron handrail reproducing vines and grapes.

## The Laboratory

The Consorzio’s laboratory is an asset for the entire region and a centre of excellence nationwide, in particular for research on aromatic wines.

Its main activities include testing the suitability of the lots of wine for which DOCG (Controlled and Guaranteed Designation of Origin) or DOC (Controlled Designation of Origin) status has been requested, instrumental analyses and microbiological inspections.

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 aromatic DOCG bubbly from Piedmont**

ASTI and MOSCATO d'ASTI can be considered the two Italian white aromatic wines par excellence and rank among the great wines of Piedmont.

ASTI Spumante, in particular, is undoubtedly the world's best-known sweet sparkling wine.

ASTI Spumante and MOSCATO d'ASTI are among the few wines in which the sensory qualities of the grapes remain unaltered, as a result of soft pressing and incomplete alcoholic fermentation. All of this transfers the aromas and flavours of the freshly-picked bunch to the goblet.

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



### **Consorzio dell'ASTI Docg**

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### **LABORATORI**

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## ASTI DOCG

ASTI SPUMANTE DOCG is made entirely from Moscato bianco grapes. Benefiting from the chalky soil and the microclimate typical of hilly areas, this agricultural product is based on the traditional Piedmontese methods of spumante production, drawing on expertise in the field of winemaking and using techniques of cultivation and harvesting that ensure the preservation of all the aromatic qualities of the grapes.

It has a characteristic musky flavour, well-balanced sweetness and acidity and moderate alcohol content. The intense aroma has hints of acacia, wisteria, orange blossom and mountain honey, and a spicy undertone with notes of elder flower, yarrow and bergamot.

The concentration of the precious aromatic substances (linalool) produced by the Moscato bianco berries peaks in the last few weeks before the grapes are harvested in early September. Harvesting is still accomplished by hand to keep the bunches whole and preserve the characteristic aroma of the grapes – factors that contribute to making ASTI DOCG the most widely consumed aromatic sparkling wine in the world.

In recent years, ASTI producers have set an important new course, paving the way to expanding the range of Asti styles, based on different residual sugar levels and proposing aromatic Moscato bianco wines in brand new variations.

Initially, in 2017 an option was given to make demi-sec to extra-dry ASTI, including dry or secco variations, as a result of a research project that had capitalized on the best professional skills and competences in the vinification and processing of Moscato Bianco into a spumante. The winemaking technique, developed with the assistance of the Consorzio's Research Lab, requires special conditions for the contact with the selected yeasts, resulting in a well-balanced and harmonious gustatory and olfactory profile. The final product is unique and amazing.

More recently, the range of possibilities was further increased to include pas dosé, as well as brut and extra-brut, for both tank-fermented versions – i.e. the Martinotti method – and bottle-fermented styles – i.e. Metodo Classico – by virtue of a new amendment to the rulebook currently under evaluation by the Italian Ministry of Agriculture.

Characterized by particularly fine and persistent beading, ASTI offers a fresh mouthfeel that makes it suitable as a full-meal wine. On the nose, one can appreciate a delicate floral (acacia, lavender, sage) and fruity (apple, pear, banana) bouquet. Excellent as an aperitif, low-sugar ASTI styles are a good match for cold cuts, fresh cheese, poultry and rabbit, fish, shellfish and first courses in general, such as *risotta*.

**DOCG Status since:** 1993

**Grape variety:** Moscato bianco

**Max. grape yield:** 10 tons/ha

**Color** straw to pale gold

**Foam:** fine and persistent

**Nose:** fragrant, floral, with hints of linden and acacia

**Taste:** delicately sweet, aromatic, well-balanced

**Clarity:** brilliant

**Min. potential alcohol content:** 11.5% by vol.; min. actual alcohol 7% by vol. for Asti dolce and approx. 11% for the other styles from demi-sec to pas dosé

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## MOSCATO d'ASTI DOCG

Following the recognition of the "Asti" Controlled and Guaranteed Designation of Origin (DOCG) status in 1993, ASTI Spumante and MOSCATO d'ASTI were identified as two different historical expressions of the same varietal. MOSCATO d'ASTI DOCG is one of the most characteristic products of the Piedmontese wine tradition. The wine has a distinctively 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 sparkling wine, as it only undergoes partial fermentation in pressure tanks. Fermentation is terminated 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.

**DOCG Status since:** 1993

**Grape variety:** Moscato bianco

**Max. grape yield:** 10 tons/ha

**Color** straw yellow

**Foam:** fine and persistent

**Nose:** fragrant, floral, with hints of sage

**Taste:** delicately sweet, aromatic,  
characteristic

**Clarity:** brilliant

**Min. potential alcohol content:**

11% by vol.; min. actual alcohol 4.5% by vol.

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## History

### 1932

The Consorzio dell'Asti was founded.

### 1934

The Consorzio dell'Asti was officially recognized.

### 1965

Palazzo Gastaldi, known as "Casa dell'Asti", was established as the Consorzio's operational headquarters.

### 1967

The DOC Rulebook was approved for Asti and Moscato d'Asti and published in Official Journal no. 199 – Ministerial Decree dated 09.07.1967.

### 1993

The DOCG Rulebook was approved for Asti and Moscato d'Asti and published in Official Journal no. 287 – Ministerial Decree dated 07.12.1993.

### 1994

The internal Lab facility acquired state-of-the-art scientific instruments, enabling it to expand its range of action.

### 2001

The Consorzio moved its operational headquarters to Isola d'Asti, an agricultural site on the road linking Asti with the southern part of the province of Asti. Palazzo Gastaldi became the Consorzio's registered headquarters.

### 2010

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

### 2012

With the publication of Ministerial Decree no. 1778 dated 27th January 2012 in the Italian Official Journal, the Ministry of Agricultural, Food and Forestry Policies appointed the Consorzio as sole agency entrusted with essential functions envisaged under the legislation governing the production of ASTI and MOSCATO d'ASTI.

### 2017/2020

The range of styles legally admitted for Asti DOCG is extended to all levels of sugar content, including Brut.

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## The World of ASTI

**9.900**

HECTARES PLANTED WITH  
MOSCATO BIANCO

**3.240**

VITICULTURAL ESTATES

**51**

MUNICIPALITIES IN THE PROVINCES OF ASTI, ALESSANDRIA AND CUNEO  
WHERE ASTI DOCG IS PRODUCED.

ACROSS THE LANGHE-ROERO AND MONFERRATO AREA,  
WHOSE VINEYARD LANDSCAPES ARE A UNESCO WORLD HERITAGE SITE

### HARVEST IN FOCUS:

TONS OF MOSCATO BIANCO  
GRAPES HARVESTED IN 2020

**86.700**

YIELDING

**650.000**

HECTOLITRES

**2020**

BOTTLES OF ASTI DOCG IN TOTAL  
(actual bottles): TOTAL DOCG WINE:

**91.500.000**

ASTI SPUMANTE

**53.400.000**

MOSCATO D'ASTI

**38.100.000**

### The Consorzio accounts for:

52% OF GROWERS  
51% OF GRAPES HARVESTED  
88% OF VINIFIED PRODUCT  
96% OF BOTTLES

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## Countries where ASTI Spumante and MOSCATO D'ASTI DOCG are most appreciated

### CONTINENTS ASTI Spumante Docg

Europe + Russia 77%

Americas 17%

Asia 5%

Oceania 1%

### MOSCATO D'ASTI Docg

Americas 73%

Europe + Russia 19%

Asia 8%

### TOP 10 COUNTRIES ASTI Spumante Docg

Russia 22%

Germany 13%

UK 12%

USA 12%

Italy 9%

Poland 4%

Austria 3%

Japan 3%

Ukraine 2%

Mexico 2%

### TOP 5 COUNTRIES MOSCATO D'ASTI Docg

USA 71%

Italy 8%

South Korea 4%

Greece 3%

Switzerland 3%



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