

SWIRL MARKET

Consorzio di Tutela



1969
2019

*50 years of Protection
Three centuries of Heritage*

The Prosecco Hills of Conegliano and Valdobbiadene are recognised by UNESCO as a World Heritage Site

*A territory that is a global cultural heritage of exceptional universal value, to be protected,
preserved, and handed down to future generations.*

Solighetto, 8 July 2019

The Assembly of the United Nations Educational, Scientific and Cultural Organisation (UNESCO) yesterday announced that the Prosecco Hills of Conegliano and Valdobbiadene have been adopted as a World Heritage Site. "The Prosecco Hills of Conegliano and Valdobbiadene" is the 55th Italian site to be added to the UNESCO World Heritage register.

The nomination process took ten years (a typical duration), and required sustained collaboration between the diverse municipal administrations of the region, as well as trade associations, local businesses and entrepreneurs, and the area's inhabitants.

The Prosecco Hills of Conegliano and Valdobbiadene is the 10th in the world to be registered as a World Heritage Site under UNESCO's category of "cultural landscape". The beauty, culture and distinctiveness of such landscapes are recognised by UNESCO because they are a *visible result of constantly evolving interaction between man and the environment.*

Swirl Wine Group celebrates, preserves and nurtures the world's most beautiful terroirs

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Conegliano Valdobbiadene joins the Italian Piemontese wine regions of Langhe Roero and Monferrato on the UNESCO list of Cultural Landscapes. (The other Cultural Landscapes already recognised by UNESCO as World Heritage sites are the Alto Douro in Portugal, Tokaj in Hungary, Pico Island in Portugal, Lavaux in Switzerland, Wachau in Austria and the French wine centres of Champagne, Burgundy and Saint-Emilion.)

Innocente Nardi is the President of the Consortium for the Protection of Conegliano Valdobbiadene Prosecco DOCG and of the Temporary Association of Purpose "The Hills of Conegliano and Valdobbiadene World Heritage Site" (the special committee formed to manage the application to UNESCO).

Nardi says: "We are delighted at the declaration of the Hills of Conegliano and Valdobbiadene as a World Heritage Site. This recognition is as a result of long-term team work. The team was led by the governor of the Veneto Region, Luca Zaia, and relied on the support of all the relevant Ministries, an impeccable scientific committee - chaired by Mauro Agnoletti - and not least, the Italian UNESCO Delegation. "

Nardi stressed that UNESCO recognition is not an end in itself, but rather the latest step in a long-term strategy to protect the sustainability and heritage of the small area producing Conegliano Valdobbiadene Prosecco Superiore.

"The producers that make up the Consortium of Conegliano Valdobbiadene Prosecco DOCG have been at the heart of UNESCO nomination ", says Nardi. - "They live and shape the uniqueness of our landscape, with its patchwork of steep, demanding vineyards that can only ever be worked by hand. Countless generations have forged our distinctive patchworks and unique grassy earth terraces, that we call ciglioni. Their labour has carved out from nature a unique identity that has led to UNESCO recognition".

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The next steps for the Prosecco Hills of Conegliano Valdobbiadene include ever-deeper sustainable conservation of the landscape, and - in line with UNESCO values - ensuring its protection for future generations in a way that allows both nature and community to thrive.

Another key objective is to ensure the sensitive and sustainable development of growing tourism and eno-tourism in the territory. Research has shown that World Heritage status can have a major socio economic impact, particularly when the local stakeholders are highly engaged and co-operative.

"I am extremely proud because UNESCO recognises the unique value of the Hills of Conegliano and Valdobbiadene landscape as a fruit of man's work in harmony with nature," said Nardi.

Notes to Editors

Conegliano Valdobbiadene Prosecco Superiore DOCG is the small historic heart of Prosecco. Wines from these steep old vineyards comprise just under 10% of total Prosecco sales in the UK (by volume). The UK is now the fastest-growing export market for these wines, as Prosecco consumers start to explore the premium side of their favourite drink.

The quality hierarchy of Prosecco is explained by the graphic and notes below:

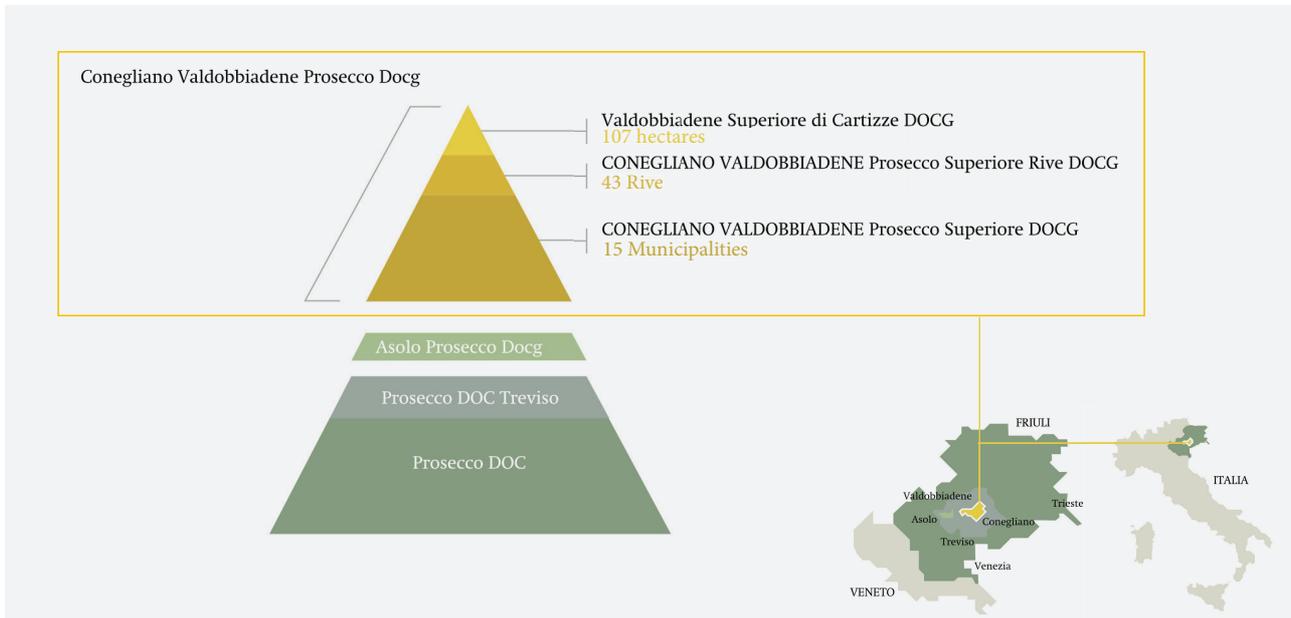
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Conegliano Valdobbiadene is the small but dynamic heart of a much larger area that represents a world of Prosecco, a varied panorama of natural environments and flavours that includes several Denominations: Conegliano Valdobbiadene Prosecco Superiore DOCG, Asolo Prosecco Superiore DOCG and Prosecco DOC. All three Denominations are defined by geographical areas that are very different in size and topography. The nuances of production and the differences between the denominations are represented by a pyramid, at the base of which is Prosecco DOC, produced in a very large area that includes nine Provinces in the Veneto and Friuli Venezia Giulia Regions. In the central part of the pyramid there is Asolo Prosecco Superiore DOCG. Towards the top of the pyramid is Conegliano Valdobbiadene Prosecco Superiore DOCG, which is the sparkling wine produced in the hills between Conegliano and Valdobbiadene and represents the top-quality expression of Prosecco; this has its finest interpretations in the refined selections known as "Rive" and, at the summit of the pyramid, Superiore di Cartizze DOCG, the "Grand Cru" of Conegliano Valdobbiadene.

Photographs show the Miane and Farra di Soligo villages in the Conegliano Valdobbiadene Hills, credit Piai Arcangelo.

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