

ATP TOUR



OFFICIAL SPARKLING WINE

THE CONSORTIUM

Formed on December 17th, 1932, the Consorzio dell'Asti DOCG is one of the oldest consortiums in Italy. The Moscato Bianco varietal, the heart of the Piedmont DOCG, made into Asti Spumante and Moscato d'Asti, is cultivated in 51 townships of the provinces of Alessandria, Asti and Cuneo, accounting for a total of about 10,000 hectares under vines. It makes up a large part of the viticultural landscape declared a World Heritage site – the first in Italy – in 2014 by UNESCO (“Viticultural landscapes of Langhe-Roero and Monferrato”). In June of that year, the viticultural landscape of Langhe, Roero and Monferrato, composed of 5 wine-growing areas, including Canelli, and “Asti Spumante” obtained recognition not only for the landscape – vineyards carpeting rolling hills studded with ancient hamlets, villages and wineries and capped by medieval towers and strongholds – but also for the social and economic role played by the growers of Moscato Bianco grapes and the makers of Asti wines. Nearly 300 hectares have a gradient greater than 40%: these vineyards were traditionally known as “sori” (short for sunny, with good exposure to sunlight) and, because they are so steep, mechanical equipment cannot be used to tend them: all the work must be done by hand. As of this writing, the consortium comprises 1013 companies, including 50 spumante makers, 778 grape growers, 153 estate wineries, 17 grape processing companies and 15 cooperative wineries. 90% of the wine produced is exported.



Asti Spumante **DOCG**



Moscato d'Asti **DOCG**

MARKET SUMMARY – FIRST HALF OF 2024

The market trend remained stable in the first six months of 2024 for Asti DOCG, Piedmont's leading designation, with an average production of 90/100 million bottles per year. According to the Consortium's surveys, the first half of the year closed with volumes practically identical to those of last year (43.5 million bottles), as a result of the combined effect of shrinking Asti Spumante numbers (-6%, to 26.7 million pieces) and a significant increase in Moscato d'Asti (+12%, 16.8 million bottles), which bounced back after last year's difficulties. The data on bottled wine are also confirmed by the Consortium's calculations on sales recorded by a sample of companies that account for 80% of the total production of the over 1000 member companies. Based on this sample, overall sales in Italy and abroad in the last six months show a +0.4% trend in volumes marketed, equivalent to 34.1 million bottles. In addition, the designation performed better than Italian wine in general in emerging markets; this is true, for example, for Moscato d'Asti in Asia, which now absorbs more than 15% of the wine's total exports, four times as much as Italian wines overall. The same can be said for Asti Spumante's performance in Eastern Europe and Russia, where the designation is showing strong growth, accounting for 46% of sales of the Piedmont bubbly, with the average for other Italian wines in the same geographical area amounting to just 12%. The data for the sample companies show Asti Spumante closing the first half of the year at about 22.1 million bottles sold (-3.3%) and Moscato d'Asti posting +7.8 growth (11.9 million bottles). Rankings by destination for both wines for the first half year have the United States at the top (8 million bottles, -0.5% against the first semester of 2023), followed by Russia (6.55 million, +11%), Germany (2.8 million, -12.5%) and Italy (2.5 million, -13%), with Great Britain closing out the top 5 (2.45 million, +1%). Next come a series of markets posting significant growth, starting with Poland, with nearly 2 million bottles, a 55% increase y-o-y, then South Korea (+28%) and France (+27%). The top 10 is filled out by China (-2.7%) and Greece (+2.4%), both of which remained essentially stable.

PROMOTIONS

Regarding promotions in international markets, in 2024 the Consorzio dell'Asti DOCG designed and implemented OCM Third Country Promotions projects worth a total of euro 1.5 million, with the initiatives targeting four countries: the United States, Great Britain, Canada and Switzerland, which together account for a third of total sales. These were accompanied by a full calendar of non-OCM promotions, starting with participation in the leading trade fairs (Prowein and Vinitaly) and sponsorships of prominent pro tennis tournaments. The local area also hosts a number of events featuring Asti DOCG, from the Palio di Asti to the Douja d' Or, from the Acqui Wine Days to the TrEno, the vintage railroad carriages from the 1930s, with their steam-powered locomotive that chugs through the provinces of Langhe, Monferrato and Roero as their passengers enjoy glasses of Asti Spumante.



ASTI DOCG AND SPORTS

Sparkling wine and brilliant tennis. Once again, in 2024 Asti Spumante and Moscato d'Asti will be the official sparkling wine and Silver partners of the Nitto ATP Finals (Turin, 10-17 November), the final showcase of the tennis season, featuring the best eight players in the world, with the Piedmont consortium participating as a partner and renewing the partnership agreement between the Consorzio Asti DOCG and the Nitto ATP Finals through 2025. That's not all: Asti Spumante and Moscato d'Asti were also the official sparkling wines of the BNL Italian Open (Rome, May 2024).



The Consortium left the indoor courts for the open road in March 2024, serving as one of the supporters of the re-creation of the historic Milano – Sanremo automobile road race.

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