

# Pizzolato Organic Pinot Grigio

## Now DOC VENEZIA

As of the 2017 vintage, the newly formed **Delle Venezie DOC** represents regions between **Pinot Grigio** wine growing regions Trentino Veneto and Friuli Veneto, and as such our **Pizzolato Pinot Grigio** becomes DOC Venezia. Trento Province, Friuli Venezia Giulia and Veneto regions are now together as a single territory under Delle Venezie DOC. This has been done in order to safeguard the valuable oenological heritage linked to Italy's #1 single varietal, **Pinot Grigio**. DOC Venezia is an historical appellation that produces Pinot Grigio DOC wines inside the Venezia Province.

The **Consorzio DOC Delle Venezie** "represents the desire of the northeast chains (Autonomous Province of Trento, Friuli Venezia Giulia and Veneto Region) to ensure the protection of the Pinot Grigio designation of origin, enhancing the entire production previously marketed with the IGT."

Alongside the Pinot Grigio claimed by the historical-territorial DOCs, the entire former IGT production is now valued as controlled designation – DOC VENEZIA – a subset of Delle Venezie.



*The 20 Regions of the Delle Venezie DOC*

time one of the most representative and excellent in the area.

The new denomination enhances the importance of a variety that in Triveneto can now find deeper expression, while maintaining the regional characterizations of each area of the DOC Delle Venezie. The DOC Venezia is one of the most important subsets of the overriding Delle Venezie DOC, and represents superior wine production specific to the region.

By combining the territories within the same denomination, this allows the winery to raise the quality level, starting with work in the vineyard. Through all of this, Pizzolato **Organic Pinot Grigio** receives added value.

The goal, as set forth by the Consorzio, "From the 2017 wine harvest all Triveneto wines will be certified to **compose a coordinated and guaranteed system having as main object the benefit of the final consumer.**"

"We are delighted to have our **Pizzolato organic Pinot Grigio** now designated as a DOC, further validating the high-quality wine we have always produced," says Settimo Pizzolato.

The objective of the Consortium is to provide all producers with a single guideline suitable for the improvement of both agronomy and environmental and sustainable aspects of Pinot Grigio. The guidelines take into account that the varietal is derived from an advanced, careful and excellent viticulture, by young producers, from the plains to the hills. It is a vast improvement for the Pizzolato vineyard that has been considered for some



**Characteristics of the new Pinot Grigio DOC Venezia (from the DOC procedural guidelines): Color: from pale yellow to coppery; Nose: fruity, intense, characteristic; Taste: velvety, soft, fresh and harmonious; minimum total alcohol content by volume: 11.00%; minimum total acidity: 4.5 g/l;**

**As the *Wine Enthusiast* describes Pizzolato Pinot Grigio: "This pretty Pinot Grigio offers floral aromas of white spring flowers along with creamy green apple and citrus notes. It has crisp, clean finish. Sip as an apéritif or pair with lightly seasoned fish dishes."**

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## About Organic Pinot Grigio

Pinot Grigio is a mutation of the Pinot Noir grape. It is a gray-blue grape that produces white wine that has both personality and complexity. Crisp and light-bodied with a vibrant citrus nose, the wine is versatile for everyday drinking with a variety of foods.



Pinot Grigio was first imported into the U.S. in the late 1970s. It became increasingly popular over the next 20 years, rising to become one of the most imported wines from Italy by the mid-1990s.

As the demand increased, the quality tended to decrease with less overall control and a sight on higher yields. Some winemakers began producing mediocre wines in large, industrial quantities. The move to bring up the quality level of all of the Northeastern Italy Pinot Grigio growing regions

According to [Vivino](#), the three modern regions of [Veneto](#), [Friuli-Venezia-Giulia](#), and [Trentino-Aldo-Adige](#) were part of the Venetian Empire. Collectively they are known as Triveneto. **85% of Italian wine production, first in the world by volume, is produced in this Northeastern Triveneto area.**

According to the [Delle Venezie Consorzio](#), this macro area has “viticultural land systems characterized by common elements like the history and the geology of the material whence the chemical and physical characteristics of the soil originated.”

The Consorzio goes on to say, “**Revolution** is the most suitable term to describe this important change in the Italian northeastern Pinot Grigio. This Revolution is relative to surfaces but also viticulture, which is young (since 2010 in Veneto is more than doubled) and **conducted by young people**.”

Some of the hottest innovations and technology in winemaking are coming from this DOC, including an increased awareness in environmental sustainability, vineyard management and targeted use of water.

Innovations at the Pizzolato winery include a recue irrigation system that uses [hydrogeological \(ground\) water](#) to convey water in the vineyards through an automated system, optimizing its use and avoiding waste. **The winery has also infused sustainability into other aspects of the production process as well including:** the use of green energy, half of which is self-produced thanks to a photovoltaic system on the roof of the winery; the reduction of waste through innovative and energy-efficient machinery; the automatic on-off switches for the light systems; and localized thermostats.

Look for the new **DOC VENEZIA** designation on the Pizzolato Pinot Grigio coming soon.

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