

## Unit 7 – Thesis / Abstract

### THE SLOW REVOLUTION OF SOAVE. QUA VADIS ONE OF OLDEST ITALIAN APPELLATION?

Alexandrova Alexandra

#### Motivation

Three years ago I accidentally went to a Soave's masterclass/tasting during a wine festival "Mare e Mosto" in Liguria. I was impressed by the interesting, clear and informative presentation of Giovanni Ponchia, the main oenologist of Consorzio di Tutella di Soave. He explained the terroir and soil particularities of the region and his current work about definition of the Soave Crus. The presentation was followed by wine tasting from the different vineyards (crus) and that changed my previous perception about this wine as simple, thin and without any character. Being an Italian Wine Ambassador, participating on the main wine exhibitions and the wine events I was informed about big changes that started in Soave and dramatically improved quality of the wines in the last years. This May I was invited by Consorzio di Soave to participate in the annual event for journalists and buyers "Soave Preview" and have an opportunity to study more about the current situation.

#### Problem/Objective

The purpose of this work is to make an overview about the main changes in Soave in the last 15 years in viticulture, winemaking, production regulations, and marketing. Summarizing the opinions of different wine professionals, journalists, producers, and include personal researches based on recently available official data about Menzioni Geografiche Aggiuntive (or crus), to give possibility to analyze the current situation, the main opportunities and the main threats of this new system and try to predict Quo Vadis Soave?

#### Methodology

The methodology was based on collecting the information from the available sources, books, websites of the Consorzio di Tutella di Soave, website of Ministry of Agriculture, Italian and international wine magazines and following the different activities of the region (Soave Preview 2018, Soave Versus 2017). Besides these, the personal interviews in Soave with the president of the Consorzio Sandro Gini and the director of the Consorzio Aldo Lorenzoni take important part. Also collected about the 33 new crus the new maps, the recent data about sizes, soil content and climate.

## Content

### Introduction

A short overview of the history of Soave appellations. How the production, and the regulations and the reputation of Soave wine during 20<sup>th</sup> century changed? What was initiated the “revolution” in the region?

### Structure

Changes and additions in production regulations for DOC/DOCG and the main innovations in viticulture and winemaking in the last 15 years:

Main changes in production regulations from 2001

How the official blend of Soave changed

Introduction of screw cap for DOCG wines

Improvements in quality control

Bottling in the region only

Studies about the impact of climate change in Soave and reevaluation of Garganega variety and the pergola training system

New clones and rootstocks

Sustainable viticulture in the region

The main innovations in winemaking techniques and their impact on quality and style of the wines in Soave

The Introduction of the 33 Soave Crus:

Researches about soil and terroir in Soave

Micro-vilifications from different crus

How and when the 33 crus will be included in production regulation

Innovation in marketing:

Protection of historical zone as promotion key

Promotion Soave as volcanic wine

The most important initiatives of the Consorzio

The main opportunities

The main threats

Conclusion:

What is the impact of changes on price, place of production, regulations and promotion?

What are the main opportunities and the main threats that “slow revolution” brought to Soave?