

**TECHNICAL SPECIFICATIONS FOR  
REGISTRATION OF GEOGRAPHICAL INDICATIONS**

**NAME OF THE GEOGRAPHICAL INDICATION**

Veneto

**PRODUCT CATEGORY**

Wine

**COUNTRY OF ORIGIN**

Italy

**APPLICANT**

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**PROTECTION IN COUNTRY OF ORIGIN**

*Date of protection in the European Union: 19/02/1999*

*Date of protection in the Member State and reference to national decision: 21/12/1995*

*- DM 21/11/1995, published in GURI (Official Journal of the Italian Republic) n. 297 – 21/12/1995*

**PRODUCT DESCRIPTION**

Wine, semi-sparkling wine

• **Raw Material**

- MALVASIA ROSA Rs.
- INCROCIO MANZONI 2.15 N.
- FRANCONIA N.
- CORVINA N.
- Chardonnay
- CABERNET SAUVIGNON N.
- CABERNET FRANC N.
- BARBERA N.
- SAUVIGNON B.
- RIESLING ITALICO B.
- RIESLING B.
- Oseleta N
- Tocai Friulano B
- Tocai Rosso N
- Trebbiano di Soave
- Corvinone N
- Sangiovese N
- Trebbiano Toscano B

- Refosco dal Peduncolo Rosso N
- Raboso Veronese N
- Pinella B
- Moscato Bianco B
- Verdiso B
- Molinara N
- Raboso Piave N
- Pinot Bianco B
- Rebo N
- Verduzzo Trevigiano B
- Petit Verdot N
- Verduzzo Friulano B
- Carmenere N
- Pedevenda N
- Malvasia Istriana B
- Manzoni Bianco B
- Marzemina Bianca B
- Muller-Thurgau B
- Marzemino N
- Manzoni Moscato N
- Syrah N
- Pinot Grigio G
- Vespaiola B
- Durella B
- Merlot N
- Malbech N
- Pinot Nero N
- Garganega B
- Rondinella N
- Traminer Aromatico Rs
- Glera b, Glera lunga b.

• **Alcohol content :**

	Bianco, Bianco frizzante, Bianco passito, including with specification of the vine variety	Rosso, Rosso frizzante, Rosso passito, Novello, including with specification of the vine variety	Rosato, Rosato frizzante, including with specification of the vine variety
<i>Title</i> <i>Min. Alc. %</i> <i>vol.</i>	9	9.5	9

• **Physical Appearance**

- Bianco, Bianco frizzante, Bianco passito, including with specification of the vine variety: from light yellow - yellow with green tints to bright yellow;

- Rosso, Rosso frizzante, Rosso passito, Novello, including with specification of the vine variety: a colour that varies according to the maturity which can be from red to ruby red, tending towards pomegranate;
- Rosato, Rosato frizzante, including with specification of the vine variety: Rosato has a varying intensity depending on the type and the original vine variety.

## **DESCRIPTION OF THE GEOGRAPHICAL AREA**

The area of production of grapes for the production of *indicazione geografica tipica* 'Veneto' musts and wines comprises: The entire administrative territory of the Provinces of Belluno, Padua, Rovigo, Treviso, Venice, Verona and Vicenza.

## **LINK WITH THE GEOGRAPHICAL AREA**

### Natural factors

Veneto is a region in north-eastern Italy. Much of its territory has geographical and climatic conditions that are well-suited to viticulture. The region, which boasts many rivers and lakes, covers an area of over 18 300 square kilometres. It extends from the Alps and Dolomites near the border with Austria in the north, through a range of hills and foothills, to the plains, lagoon areas and Adriatic Sea in the south. The Veneto has a ridge of hills near the Alpine foothills in the north, and hills rising from the plains, such as the Berici hills, the Euganean hills and the Montello.

The climatic conditions of the Veneto region range from the cold winter climate of the mountain areas, through the milder climate of the foothills, especially on south-facing slopes protected by the pre-Alpine mountains, to the warmer climate of the plains. The presence of Lake Garda in the east of the Veneto produces Mediterranean climatic conditions, which are very suitable for wine and olive growing, typical of the area. The climate in certain areas is also strongly influenced by the presence of the Adriatic Sea in the south-south-east of the region; this effect, which is less felt further away from the coast, produces environmental conditions that are, on average, milder than in other areas of the Po valley, with less foggy winters and less hot summers.

### Human and historical factors

The history of wine in the Veneto region harks back to ancient times, long before the arrival of the Greeks, who are generally credited with introducing vines to Italy. It is believed that vines had already grown in the wild in the Veneto for many centuries before Christ and that people used grapes for food in those times. The earliest evidence of wine production in the Veneto, dating back to the seventh century BC, can be found in Rhaetian and Etruscan settlements.

During the Middle Ages wine growing and production in the Veneto developed as a result of the commercial power of Venice, which allowed Veneto wines to be exported to other countries. Venetian traders imported wine and also introduced new vine varieties, which helped spread wine growing to neighbouring areas, as in the case of the Malvasia variety. The famous Murano glass also helped make wine more widely appreciated: the elegant bottles and glasses of Murano blown glass quickly found their way onto the tables of the nobles, gradually replacing ceramic, silver and pewter containers. The new glass containers were immediately associated with quality wines, while ordinary households throughout Europe soon started using simpler and cheaper versions.

As Venice's commercial power fell into decline in the mid-1500s the import of Greek wines dropped dramatically. This presented an opportunity for developing the production of local wines in the Veneto. Wine growing in the Veneto was profoundly disrupted by wars, epidemics and extreme weather events from the 16th until the 19th century. Not until the 1800s and in particular the founding in 1876 of the School of Oenology of Conegliano, was an attempt made to revive Veneto oenology by studying the characteristics of the territory and of best-suited varieties. This was a first concrete step towards restoring quality as a strategic choice, which quickly developed after 1950 and which the wine producers and operators of the Veneto have continued to honour to this day.

The geographical indication 'Veneto' derives from the region's history and has been systematically used by wine producers since 1977 following the adoption of Regulation (EEC) No 816/70 and the national transposing legislation laying down detailed rules for the registration, description and presentation of wines which were then referred to as '*vini da tavola con indicazione geografica*' [table wines with geographical indication]. The decree of 21 November 1995 adopted the current product specification, which was subsequently amended in order to adapt it to the market for *indicazione geografica tipica* wines and Community rules.

Nowadays the indication Veneto is well known, as are the great DOC wines of the Veneto. Because of its reputation, it is widely used by producers in the region.

## **SPECIFIC RULES FOR LABELLING (IF ANY)**

## **CONTROL BODY**

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