



EUROPEAN WINE AMBASSADORS



Master the Secrets of **EUROPEAN** QUALITY WINES



Co-funded by
the European Union

ENJOY
IT'S FROM
EUROPE





EUROPEAN WINE AMBASSADORS

Master the Secrets of
EUROPEAN
QUALITY WINES

Contents

01	THE CAMPAIGN	06
02	QUALITY WINES	10
	Protected Designation of Origin (PDO)	
	Protected Geographical Indication (PGI)	
03	THE REGIONS	14
	Wines of Greece	16
	The Territory	
	Winemaking	
	Appellations & Classifications	
	Unione Consorzi Vini Veneti – U.V.I.V.E.	22
	The Territory	
	Protected Designations of Origin	
	D.O. La Mancha	28
	The Territory	
	Winemaking	
	Seal of Quality	

01

The Campaign

EUWINA, European Wine Ambassadors, is a campaign funded by the European Union strongly focused on high-quality education on Europe quality wines in China, Singapore, South Korea and Taiwan. The promotional program is aimed at promoting Italian, Spanish and Greek quality wines.

EUWINA, **European Wine Ambassadors**, is a campaign funded by the European Union strongly focused on **high-quality education on Europe quality wines** in China, Singapore, South Korea and Taiwan, under Regulation (EU) No 1144/2014.



The promotional program is aimed at promoting **Italian, Spanish and Greek** quality wines. Specifically, for Spain and Italy the focus will be on the PDO and PGI wines protected by ICRDO La Mancha and UVIVE.



The general objectives of **increasing competitiveness** of EU wines through **information and communication** and of broadcasting knowledge about European quality policies and sustainability, will be addressed mostly through an educational and informative strategy **towards high-level local professionals**: specifically, Ho.Re.Ca., importers/distributors and press. The educational framework

of the project will be structured to provide a **comprehensive knowledge** for professionals to use in all their work arena, on different levels: both in-depth education as well as communicative tools will be provided to the target audience, in order to offer them a complete and coherent set of assets to use in spreading the supporting the communication and commercial action of EU wines.

02

European Quality Wines

EU quality policy aims to protect the names of specific products to promote their unique characteristics, linked to their geographical origin as well as traditional know-how. The campaign will be focused on promotion wines from Protected Designations of Origin (PDO) and Protected Geographical Indications (PGI).

The EU geographical indications system protects the names of products that originate from specific regions and have specific qualities or enjoy a reputation linked to the production territory. The differences between PDO and PGI are linked primarily to how much of the product's raw materials must come from the area, or how much of the production process has to take place within the specific region.



Protected Designation of Origin (PDO)

Product names registered as PDO are those that have the strongest links to the place in which they are made.

Every part of the production, processing and preparation process must take place

in the specific region. For wines, this means that the grapes have to come exclusively from the geographical area where the wine is made.

Protected Geographical Indication (PGI)

PGI emphasises the relationship between the specific geographic region and the name of the product, where a particular quality, reputation or other characteristic is essentially attributable to its geographical origin.

For most products, at least one of the stages of production, processing

or preparation takes place in the region. In the case of wine, this means that at least 85% of the grapes used have to come exclusively from the geographical area where the wine is actually made.

03

The Regions

The tradition of crafting wine is part of the European identity; it has been developed over centuries and nowadays that tradition and the modern wine techniques are blending to create some of the best wines in the World.

In the European Wine Ambassadors campaign, you will travel across some of the most interesting wine production regions in Europe, mastering the secrets behind their geographic characteristics and winemaking techniques.



Wines of Greece

Country: **Greece**

Website: www.winesofgreece.org

The National Interprofessional Organization of Vine and Wine (EDOAO) established in 2000 and since 2001 it has been recognized as national by the Hellenic Agricultural Ministry since 2001 represents both vine and wine sectors in Greece.

Some of the basic aims of the Organization are to:

- Improve knowledge and transparency of production and the market.
- Help to coordinate better the way

products are placed on the market, in particular by means of research and market studies.

- Provide the information and carry out the research necessary to adjust production towards products more suited to market requirements and consumer tastes and expectations, in particular with regard to product quality and protection to the environment.

The Territory

Greece boasts an unparalleled array of distinct soil types, microclimates, elevations, and expositions, and thus; terroir-driven wines are Greece's greatest contribution to the wine-making world:

- Volcanic Terroirs: Greek volcanic terroirs are found mostly in the vineyards of Santorini, where vines are planted on a white layer consisting of lava, Theraean ash and pumice, whose depth varies from 30 to 50 meters and has been deposited there by the successive eruptions of the volcano through time immemorial.
- Coastal Terroirs: Vineyards have been planted along the endless stretches

of coastline in both continental and island regions of Greece since ancient times.

- Continental terroirs: By and large, the climate of the Greek geographical area is typically Mediterranean.



Winemaking

Wine production in Greece is contemporary, yet maintains its human scale. It became modern without phasing out the advantages of tradition. Many ventures have been established recently, using up-to-date equipment while remaining mostly small- or medium-sized. However, it is worth bearing in mind that a medium-sized winery by Greek standards would be rather small if compared with the average winery of many other European or New World countries. On the other hand, there is a plethora of traditional wineries that have been revamped by their owners and can compete with the “newcomers”, meeting the challenges of the marketplace.

Appellations & Classifications

Wines from specific Greek regions and producers are becoming as iconic as the regions that birth them, as a renaissance of Greek wine consumption spreads around the globe. Many viticultural regions of Greece's 34 PDOs and more than 100 PGIs have roots that run deep in their soils of antiquity and custom.





Unione Consorzi Vini Veneti – U.Vi.Ve.

Country: **Italy**

Website: **www.uvive.it**

Unione Consorzi Vini Veneti – U.Vi.Ve. – was created thirty years ago and involving almost all of the region's Consorzi di Tutela (wine protection consortia).

The U.Vi. Ve.'s main role is to represent the Veneto's DOC wine sector; through the consortia it coordinates the crucial monitoring and control activities of the production and marketing of Veneto DOC and DOCG wines, also with the

aim of combating fraud and abuse affecting designations of origin and consortium brands.

The U.Vi.Ve. is also the “ambassador” for Veneto wines in the world and coordinator and organiser, in Italy and abroad, of joint initiatives for the diffusion and promotion of the image of Veneto DOC and D.O.C.G. wines.

The Territory

The sea and Venice, together with the mountains, the Dolomites, Lake Garda, the great rivers from the Piave to the Po, the green, rolling hills and the distant horizons of the plains, the cities of art and the small hamlets, local specialities and a wonderful food and wine tradition. A treasure trove in the heart of Europe: the Veneto, a rich, fertile land where tradition and modernity live side by side, a region famed well beyond the national boundaries for its expressions in spheres ranging from architecture to wine. For centuries vineyards have covered and embellished the Veneto countryside, producing world-famed quality wines.



A diversity expressed in unique microclimates like the one just a few hundred metres from the banks of Lake Garda and in the Valdobbiadene hills, volcanic soils in the Colli Euganei and alluvial soils in the eastern Veneto. The highly varied climatic conditions and landscape are the secret to the surprising variety of wines offered by this Veneto whose long experience

of the leading oenological practices has resulted in such unique products as Amarone, Prosecco and Recioto, to mention just a few. Its natural winemaking vocation combined with a consolidated tradition refined over the centuries has earned the Veneto a host of successes and international accolades writing the history of that great vineyard known as the Veneto.



Protected Designations of Origin

A vineyard covering almost 80,000 hectares, producing almost 8.5 million hectolitres of wine, 4 million of which from DOC and DOCG areas. Today there are 21 Consortia serving 24 denominations, ensuring that the characteristics and production techniques to which Veneto wines owe their success are respected.

In the European Wine Ambassador Campaign, you will be able to taste the wine from some of this D.O.C and D.O.C.G:

- Arcole D.O.C.
- Asolo Montello D.O.C.
- Bagnoli D.O.C.
- Bardolino D.O.C.
- Breganze D.O.C.
- Colli Berici e Vicenza D.O.C.
- Colli di Conegliano D.O.C.G.
- Colli Euganei D.O.C.
- Conegliano Valdobbiadene D.O.C.G.
- Corti Benedettine D.O.C.
- Custoza D.O.C.
- Gambellara D.O.C.
- Garda D.O.C.
- Lessini Durello D.O.C
- Lugana D.O.C.
- Merlara D.O.C.
- Prosecco D.O.C.
- Soave e Recioto di Soave D.O.C.
- Terradeiforti - Valdadige D.O.C.
- Valpolicella D.O.C.
- Vini Venezia D.O.C.





D.O. La Mancha

Country: **Spain**

Website: www.lamanchawines.com

Dating back to the Middle Ages, but believed to date from the Roman Empire, and considering the ancient tradition of wine growing in this land, the first official recognition that makes the wine from La Mancha as an appellation of origin dates from 1932, published in “La Gaceta de Madrid” (today’s Governments State Gazette) in September of that year, making this DESIGNATION OF ORIGIN – DO one of the oldest in Spain.

Later, in 1973, began its journey in the Control Board, acquiring its own identity, culminating in 1976 with the Ministerial Order approving the first regulation of the DESIGNATION OF ORIGIN – DO and its Regulatory Board.

The Territory

La Mancha is, broadly speaking, a large plateau. It is a land that does not have any large mountains or differences in altitude, which has been gradually flattened out over the course of millions of years.

The altitude (the majority of the vineyards in the La Mancha region vary between 600 and 800 metres above sea level), the latitude and the specific geographical location determine its climate.



Winemaking

For more than 20 years, modern winemaking techniques and equipment, such as cold fermentation and the use of stainless steel, have resulted in an eye-opening makeover for D.O. La Mancha's leading white grape, Airén. Airén is responsible for lively, fresh and fruity white wines. Tempranillo contributes to robust reds that are often labelled according to their maturation: joven are the youngest; crianzas have 6 months in oak; reservas receive 12 months in oak; and gran reservas see 18 months oak and 42 months in bottle.

As quality continues to soar, D.O. La Mancha is also innovating with international varieties, blending them

with traditional regional grapes or making New World-style varietal wines. With remarkable progress that has already occurred, and the grand expectations for the future, D.O. La Mancha is excited to offer these wines to the world.





Seal of Quality

The back label, or neckband, is found on the back of each bottle, and is the distinctive seal of a La Mancha Denomination of Origin wine.

The back label guarantees the origin of the bottle and certifies that the wine contained in it complies with all of the regulations and quality checks required by the Regulatory Board. It also has a serial number to ensure that the origin of each wine can be traced.

There are different back labels depending on the types and characteristics of each wine in the Denomination of Origin, which allows consumers to identify the type of wine that they like.





EUROPEAN WINE AMBASSADORS

Master the Secrets of
EUROPEAN
QUALITY WINES





EUROPEAN WINE AMBASSADORS



www.wineambassadors.eu

The content of this promotion campaign represents the views of the author only and is his/her sole responsibility. The European Commission and the European Research Executive Agency (REA) do not accept any responsibility for any use that may be made of the information it contains.



Co-funded by
the European Union

ENJOY
IT'S FROM
EUROPE

