

# Winegrowing Region of Alto Adige/Südtirol

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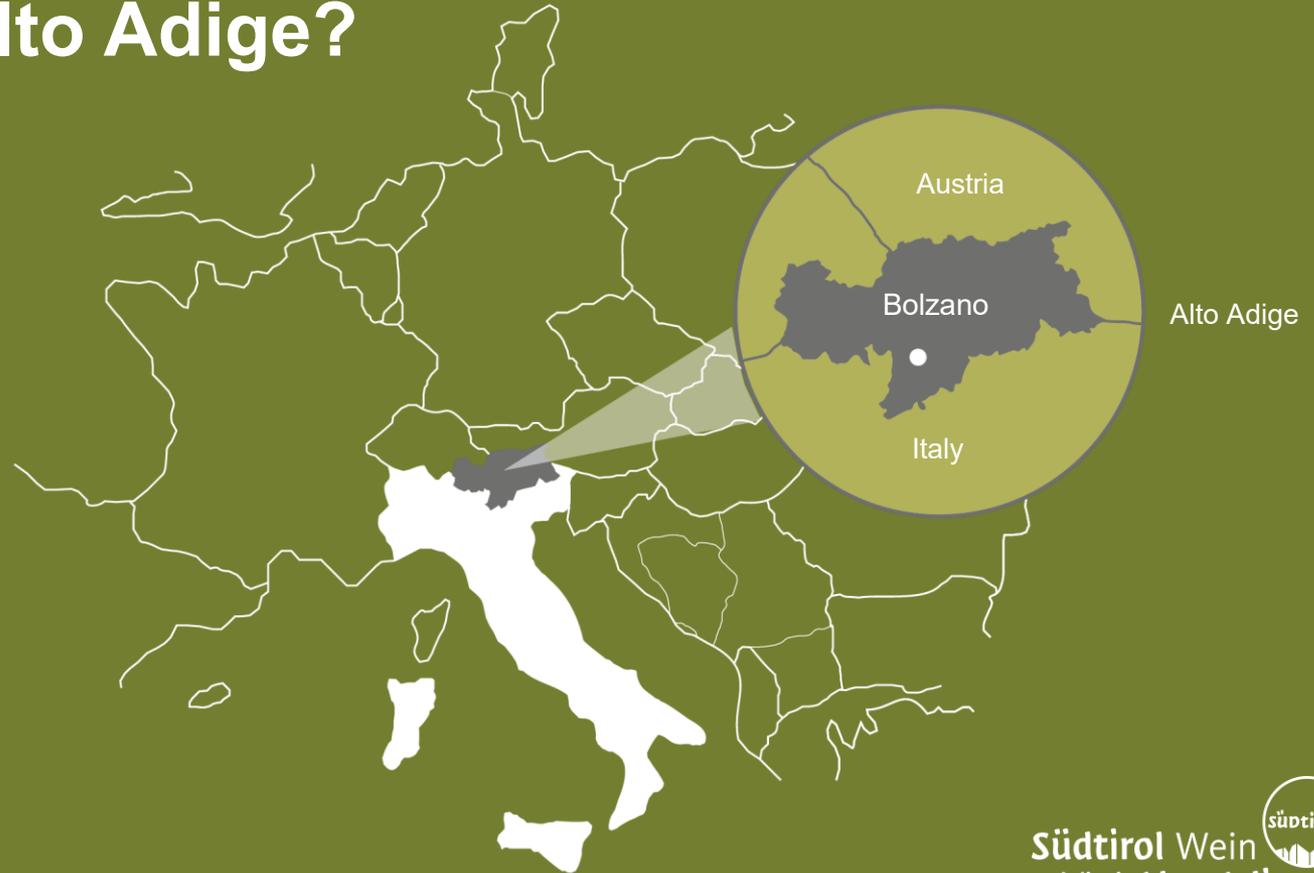
# Topics

- Where the North becomes the South: Winegrowing Region of Alto Adige
- Facts and figures at a glance: Profile
- 2,500 Years of Tradition: History of Wine
- Vineyard, Mountain Wines: Terroir, Climate and Geology
- Those from the Province and World Stars: Wine Varieties
- Small Province, Great Variety: Regions and Locations
- Strong Together: Processing and Marketing
- What We Build On: Our Values

# Where the North becomes the South

Winegrowing Region of Alto Adige

# Where is Alto Adige?





## Nature as a Master Builder

Formed as a coral reef and sculpted over millions of years by the forces of nature, the Dolomites are “the most beautiful mountains in the world” for Reinhold Messner. And he is not alone in this opinion: UNESCO declared the Dolomites a World Heritage Site in 2009 - also because of their “unique beauty”.

# The Colors of the Sky

Emerald green and nestled between spectacular Dolomite walls, Braies Lake is considered a natural jewel. In the German TV series *“Die Bergpolizei – Ganz nah am Himmel”* Terence Hill is on duty here, one of the the most beautiful workplaces in the world.

Südtirol Wein  
Vini Alto Adige



## Sunken Beauty

For seventy-five years, the church tower of Alt-Graun has been rising out of Lake Resia. Today, the sunken tower is the landmark of the Val Venosta region and the secret star of the Netflix series “Curon”.



## Miles and Miles of Wine

The Alto Adige Wine Road stretched over hills and past lakes, picturesque vineyards and ancient wineries for almost sixty years. It is one of the oldest wine routes in Italy and connects sixteen communities which, taken together, account for eighty percent of all of Alto Adige's wine production.

Südtirol Wein  
Vini Alto Adige



# Alto Adige Wine Road

16

Municipalities

70

wineries

42 km  
(137795 ft)

As the crow flies  
between Salorno and Nalles

150 km  
(492126 ft)

Total Wine Road



# Silent Night

The pre-Christmas season has a special flair in Alto Adige. Fresh snow surrounds you, and the scent of pastries, cinnamon, and mulled wine is in the air everywhere. It is the time of Christmas markets in the cities and villages.



Mercatini Originali Alto Adige/Südtirol  
Original Südtiroler Christkindlmärkte

Il percorso della  
Die fünf Stern

**Südtirol Wein**  
Vini Alto Adige

# A Dream in White

Skiing is right at home in Alto Adige. Around 1,600 kilometers (a thousand miles) of slopes in breathtaking landscapes are just waiting here. Individualists will find powder snow slopes on ski tours that will give them what they dream of: absolute freedom.

Südtirol Wein  
Vini Alto Adige



## Unlimited Possibilities

In Alto Adige, athletes can choose between exploring by foot, or on bike.

The offering is a broad one for everyone, hundreds of kilometers of trails stretch through the mountains, and exciting events await the experts: the HERO Dolomites, for example, or the bike day on the legendary Stelvio Pass.

# Nature & Wine

Nothing makes the connection between wine and nature in Alto Adige as clear as Lake Caldaro. For enthusiasts all over the world it is an exceptional wine, while for nature lovers, it is a destination like no other. Happiness is not having to decide on one or the other.



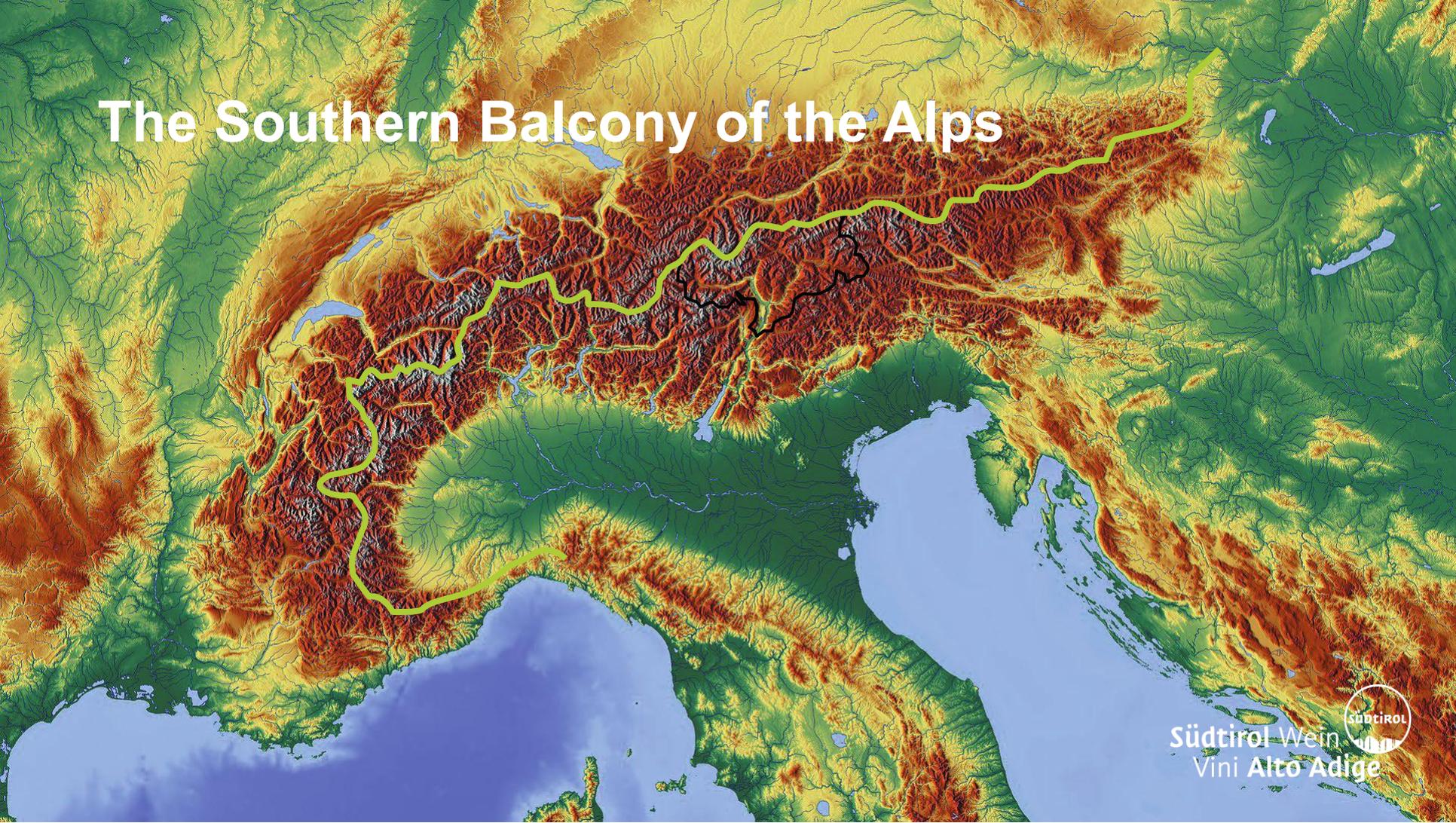
## The Bearded One among Us

A glacier on the passage from the Senales Valley to the Ötz Valley released a mummy thirty years ago which turned out to be five thousand years old. It has given us a previously unknown glimpse into the lives of our ancestors.

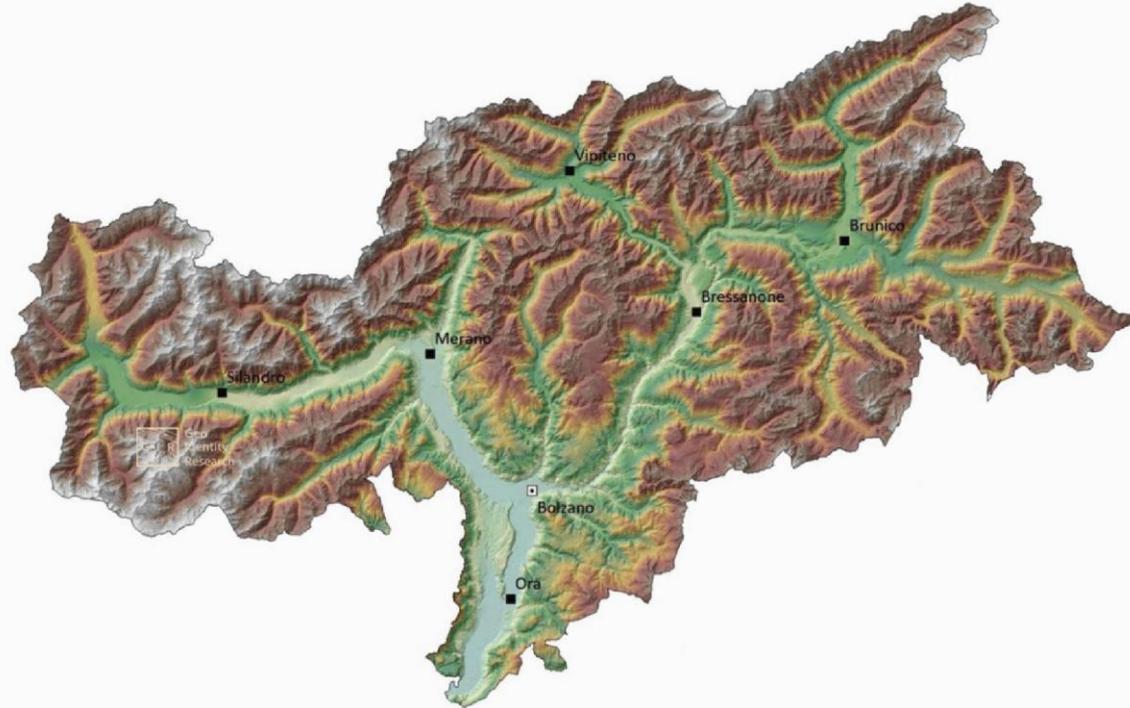
Today, "Ötzi" lies in the Museum of Archaeology in Bolzano and challenges the extreme mountaineer and border crosser Reinhold Messner for the title of the most famous Alto Adige resident.

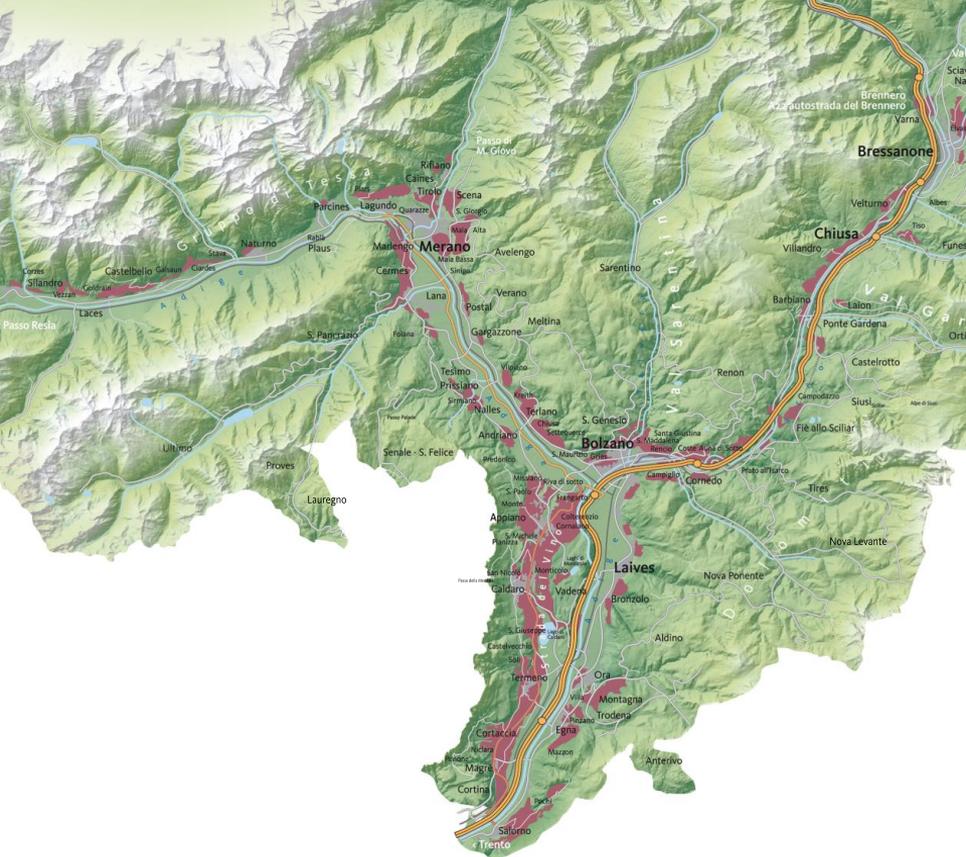


# The Southern Balcony of the Alps



# The Land in the Mountains





# Where Does Alto Adige Wine Grow?

From gentle hills to steep slopes, from the mild Mediterranean climate to dry mountain valleys, the small winegrowing region of Alto Adige is full of diversity within its seven cultivation zones, each with its own unique character.

 vineyard

# A Spot on the Map...

...But What a Spot!

[To the Website](#)

# Facts and figures at a glance

Profile

# Alto Adige Wine Profile



96%

share of DOC wines  
in production



86

UGA



< 1%

of the total Italian  
winegrowing area



4,800

Winegrowers



5,850 ha

(14,456 acres)  
winegrowing area



1 ha

(2.5 acres)  
average vineyard  
area per grower

# Alto Adige Wine Profile



200–1,000 m

(600–3,300 ft.)  
altitude (a.s.l.)



20

different  
grape varieties



65% / 35%

production  
white wine/red wine



326

wineries



40,000,000

bottles per year



600,000

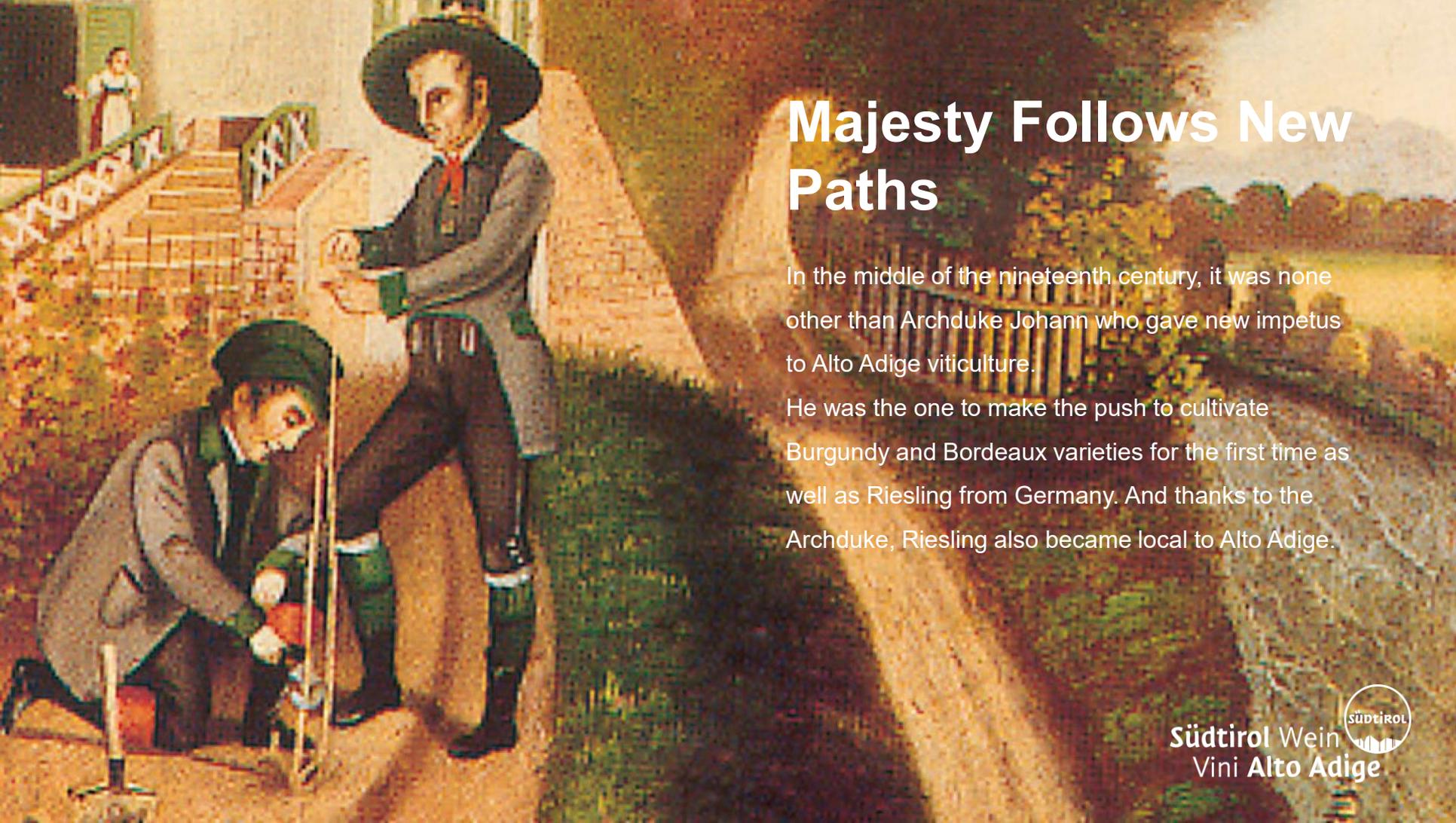
bottles of sparkling wine  
produced according  
to the classical method

# 2,500 Years of Tradition

The History of Wine



Südtirol Wein   
Vini Alto Adige



# Majesty Follows New Paths

In the middle of the nineteenth century, it was none other than Archduke Johann who gave new impetus to Alto Adige viticulture.

He was the one to make the push to cultivate Burgundy and Bordeaux varieties for the first time as well as Riesling from Germany. And thanks to the Archduke, Riesling also became local to Alto Adige.

# The Beginnings

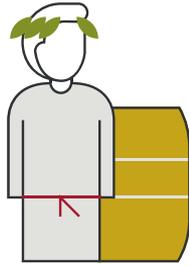
500 BC



**500 BC** Wine was already being grown in Alto Adige around 2,500 years ago. This has been proven by archaeological findings.

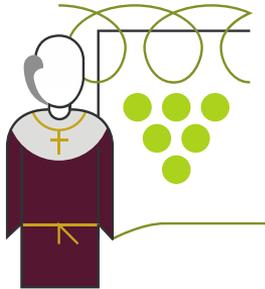
**15 BC** The Romans take over the wine culture of the Rhaetians and continue to constantly develop it.

15 BC



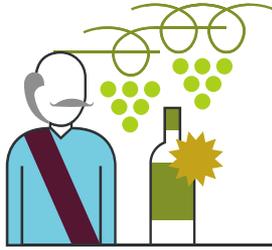
**700 AD** Bavarian and Swabian monasteries acquire winegrowing estates in Alto Adige.

700 AD



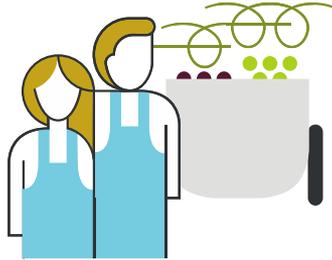
# Innovation and Organization

1850



**1850** Under Archduke Johann, Burgundy and Bordeaux varieties as well as Riesling are cultivated for the first time.

1893



**1874** Instructional agriculture and experimental station founded in San Michele. For the first time, consulting, research, and training in viticulture are institutionalized.

**1893** Founding of the first winery cooperative in Alto Adige in Andriano.

**1896** First Bolzano Wine Tasting Festival.

**1901** First discovery of phylloxera in vineyards. It can be assumed that the pest had already been present in Alto Adige for over ten years by that time.

**1910** Largest expansion of viticulture in Alto Adige: 10,000 hectares (25,000 acres) (today just around 5,850 hectares (14,456 acres)).

1896



1970/1975



# From Quantity to Quality

**1931** Under the fascist Mussolini regime, Santa Maddalena is ranked alongside Barolo and Barbaresco as one of Italy's great wines.

**1970/1975** The designations of origin "Lago di Caldaro classic DOC" and "Alto Adige DOC" are recognized.

**1975** Founding of the Laimburg Agricultural and Forestry Experimental Center.

**From 1980** Change in varieties and increasing demands for quality.

**2007** The "Consorzio Vini Alto Adige" is founded.

**2024** 86 Additional Geographical Units (UGA) officially recognised

**Today** Alto Adige is the leading white wine region in Italy.

2007



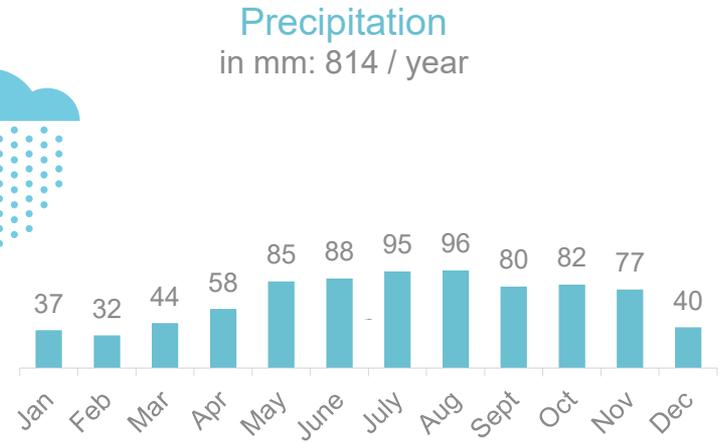
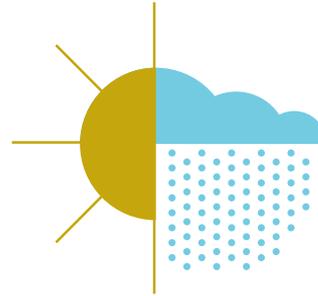
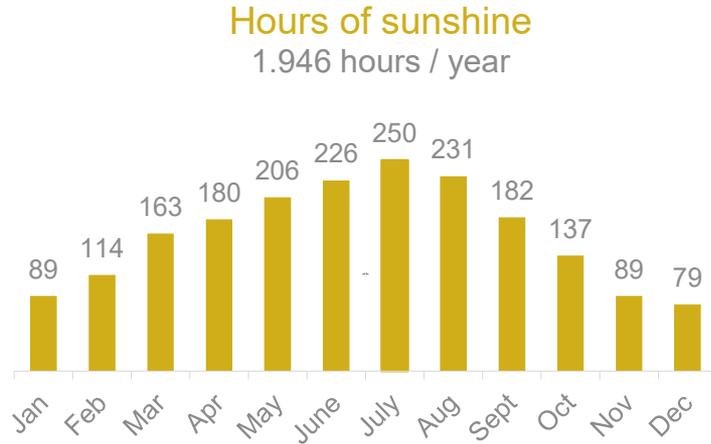
Today



# Vineyard, Mountain Wines

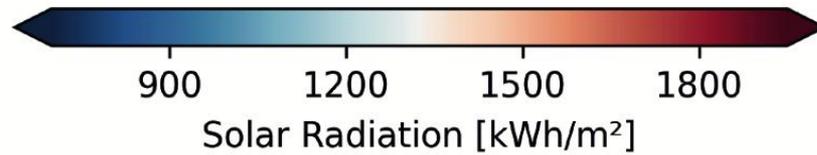
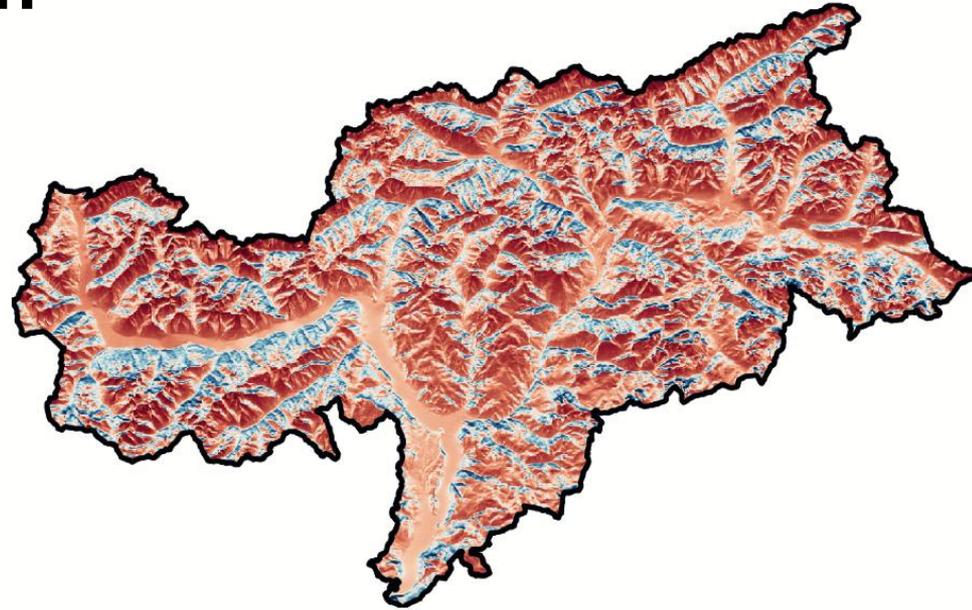
Terroir, Climate and Geology

# (Almost) Ideal Wine Climate

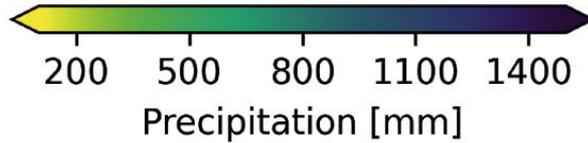


The long-term average values were measured at the Laimburg weather station at 222 meters (728 feet) above sea level. They prove to be nearly the ideal conditions for viticulture in Alto Adige.

# Radiation



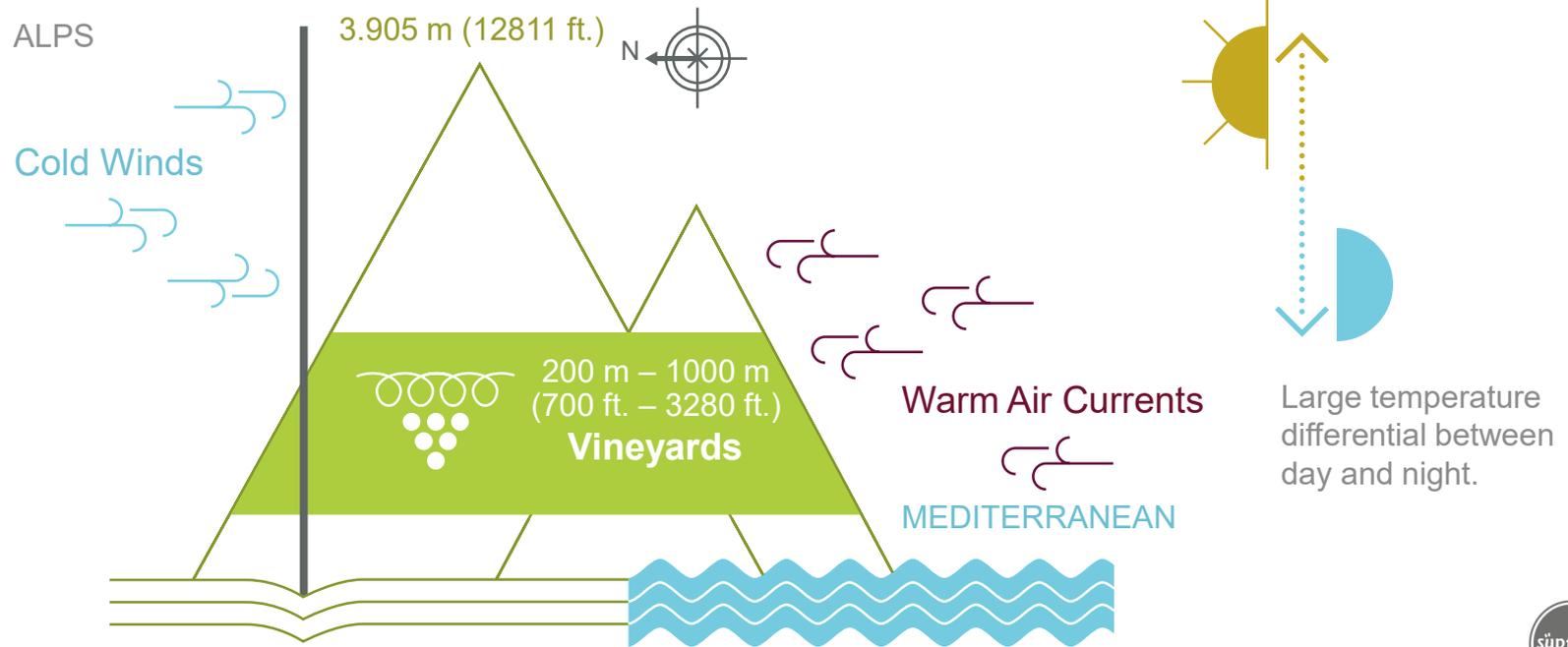
# Precipitation



## His Majesty

The peaks of the Ortles Group, including the ice sheet, rise almost 4,000 meters (13,000 feet) into the sky. The highest peak of the Austrian Empire are just as much a destination of longing for mountaineers today as they were more than two hundred years ago when “King Ortles” first climbed them.

# Climate



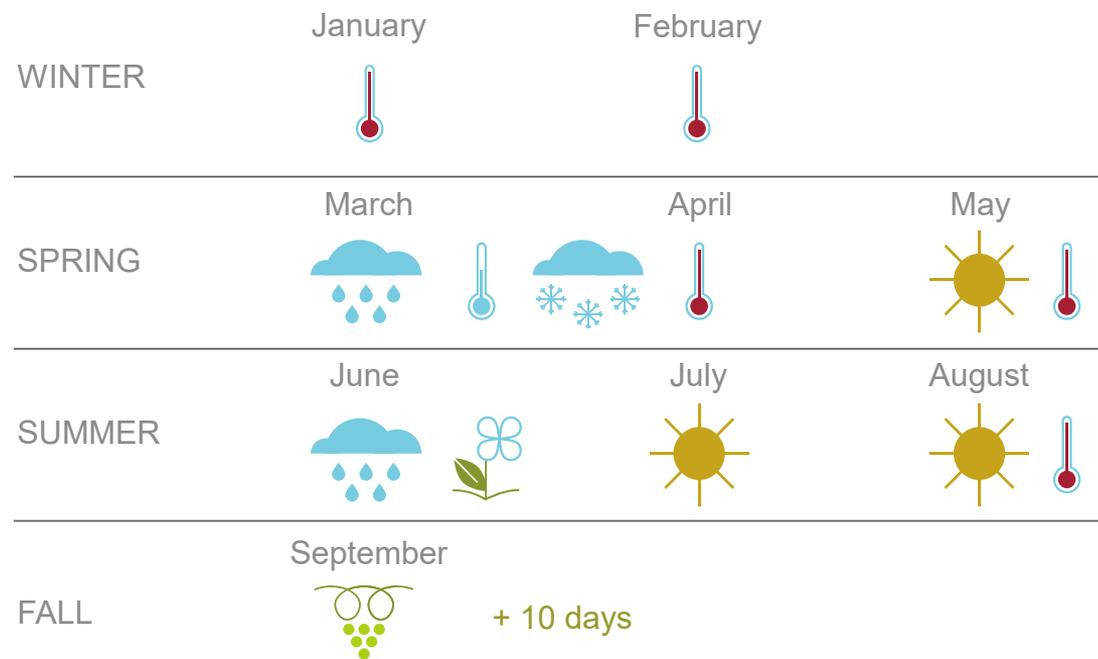
# Well Aerated

The Adige Valley forms the gateway for mild air from the south. It flows in with steady winds, such as the Ora, a south wind from Lake Garda that blows every afternoon.

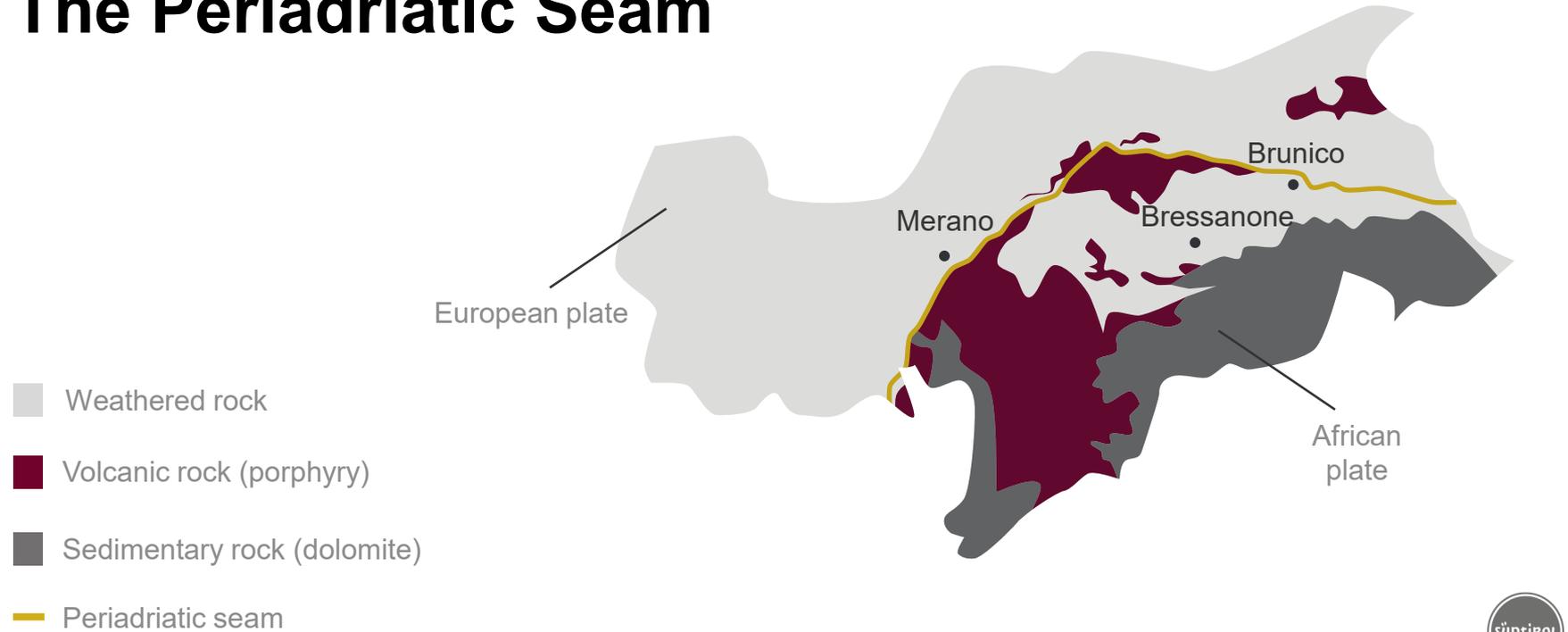


# The Weather 2023

Formative influence on the vintage



# Alto Adige's Geological Backbone: The Periadriatic Seam

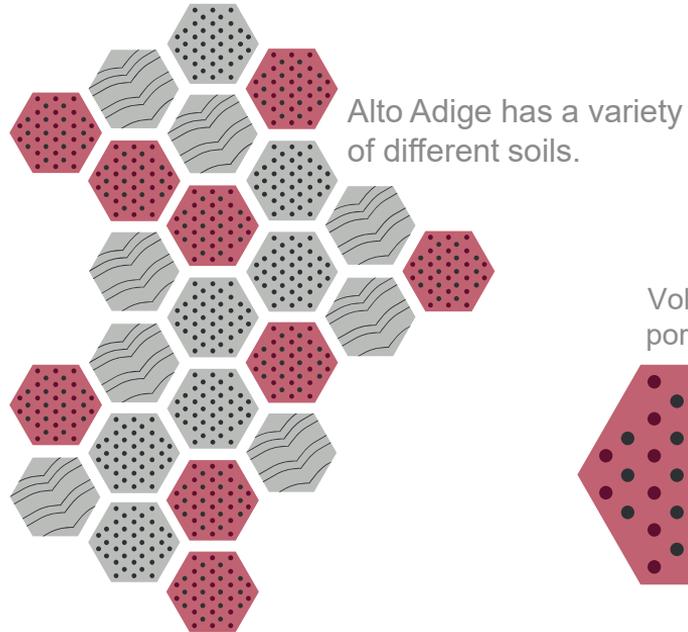


# Diverse Land, Diverse Soils

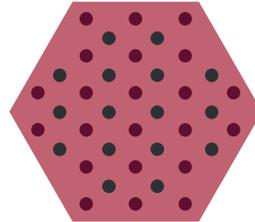
- Well over 150 different rocks characterize the soils of Alto Adige.
- The palette ranges from volcanic porphyry to weathered primary rock soils of quartz and mica, limestone and dolomite rock, and sandy marl.
- The soil composition often differs fundamentally in the smallest space.



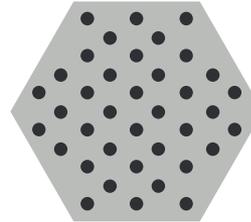
# Geology and Soils



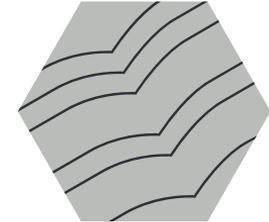
Volcanic  
porphyry



Primary rock soils  
of quartz and mica



Limestone and  
dolomite



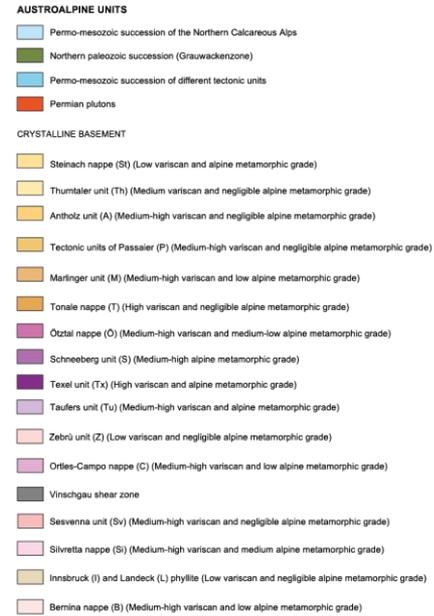
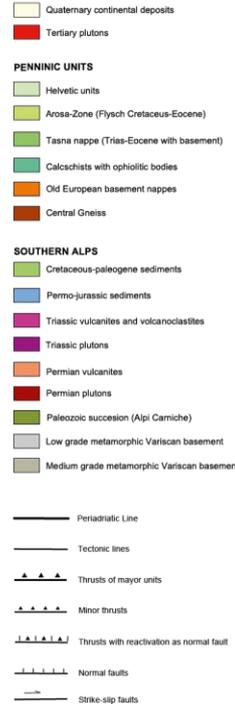
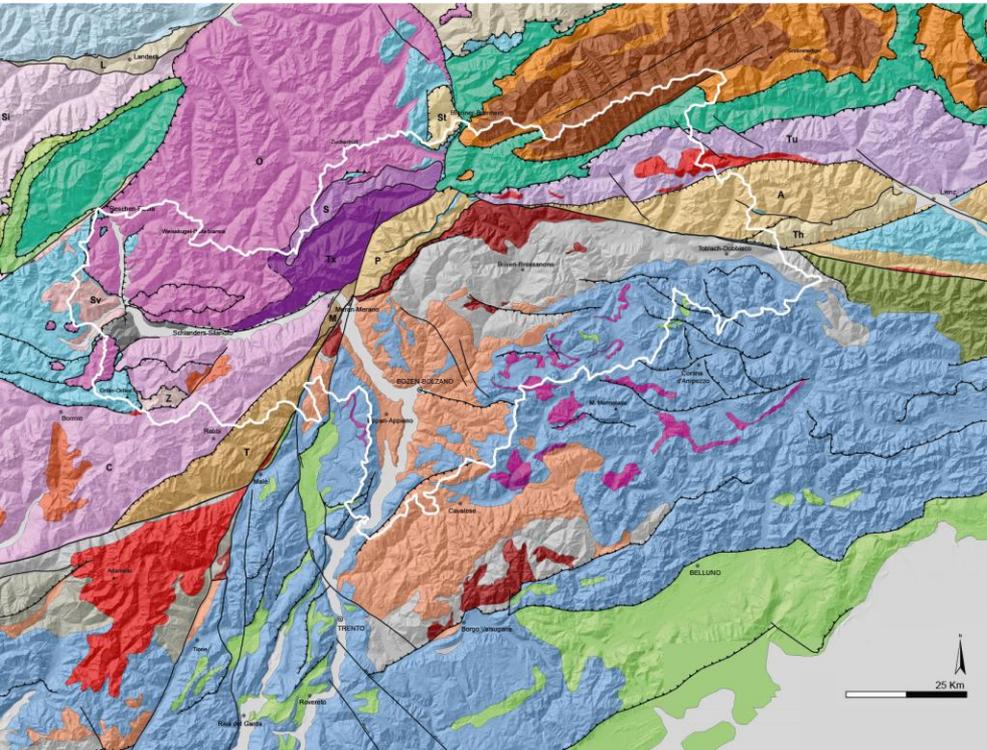
## 50 Shades of White

Hard, durable, weather resistant, but above all white. Whiter than white. Artists and architects have appreciated Lasa marble for two hundred years and thus it has left its mark all over the world. It can even be found in the new World Trade Center subway station in New York City.



# Multifaceted foundation:

## The geology of the winegrowing area





# Those from the Province and World Stars

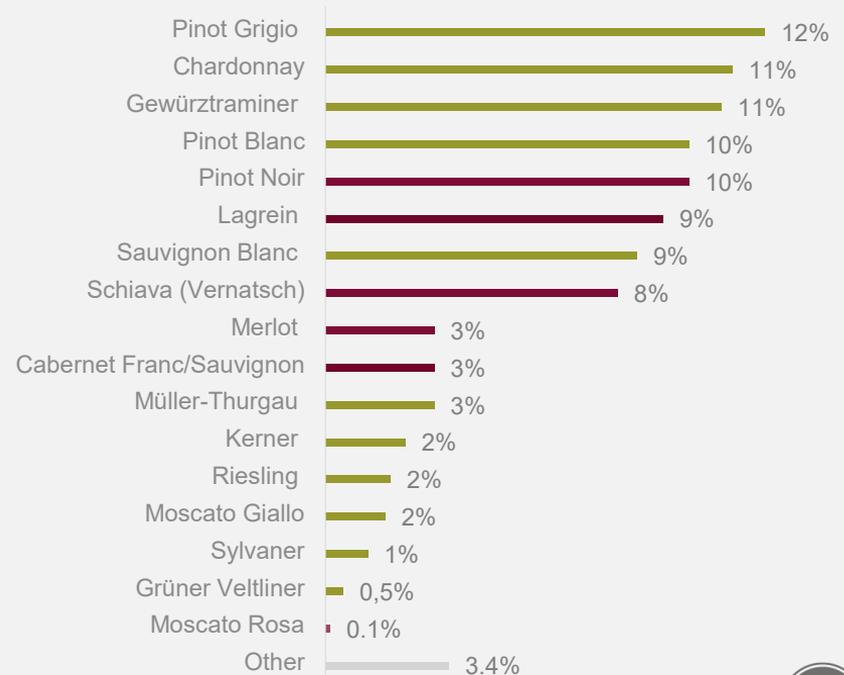
The Wine Varieties

# Small Province, Great Variety

The multifaceted terroir of Alto Adige allows the cultivation of around twenty different grape varieties. From these, the winemakers make a multitude of products that is unique for such a small winegrowing region.

## Area Cultivation by Variety

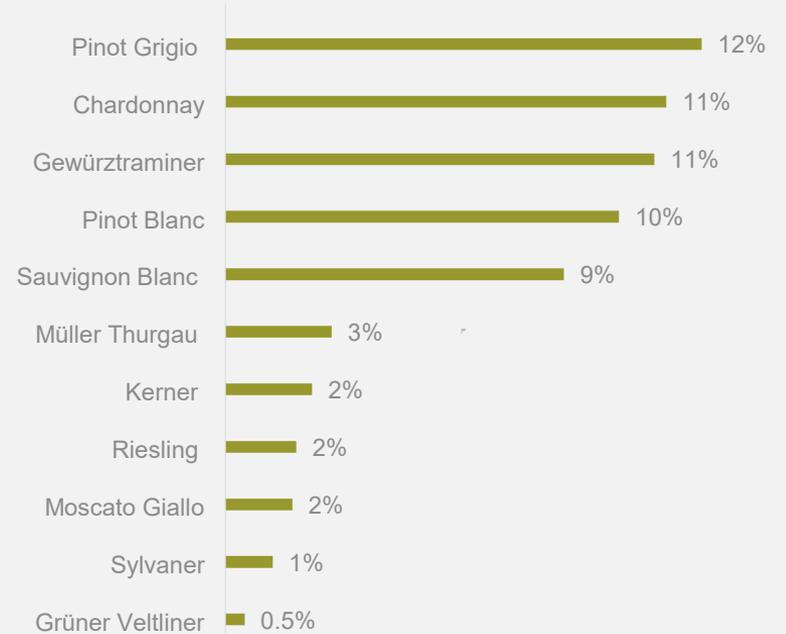
Referring to the total winegrowing area



# The Diversity of White Wine

## Area Under Cultivation by White Wine Variety

With reference to the total winegrowing area of Alto Adige

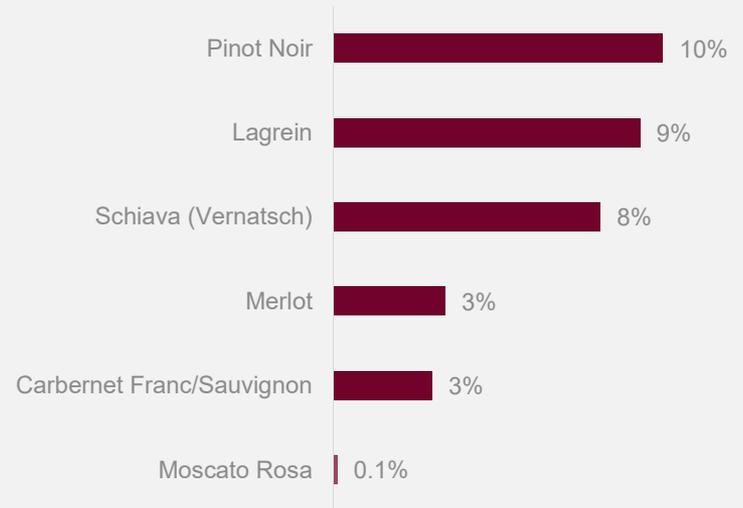


# The Diversity of Red Wine

Status: 2025

## Area Under Cultivation by Red Wine Variety

With reference to the total winegrowing area of Alto Adige



# Genuine Alto Adige: The Indigenous Varieties



Schiava (Vernatsch)



Lagrein

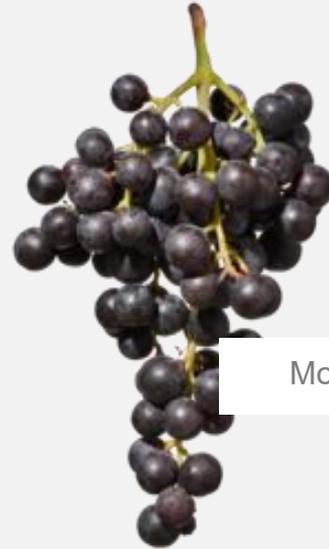
# Alto Adige and the World: International Varieties



Merlot



Cabernet



Moscato Rosa

# Alto Adige and the World: International Varieties



Pinot Noir



Pinot Grigio



Pinot Blanc

# Alto Adige and the World: International Varieties



Chardonnay



Sauvignon Blanc



Müller Thurgau

# Alto Adige and the World: International Varieties



Kerner



Moscato Giallo



Riesling

# Alto Adige and the World: International Varieties



Sylvaner



Grüner Veltliner

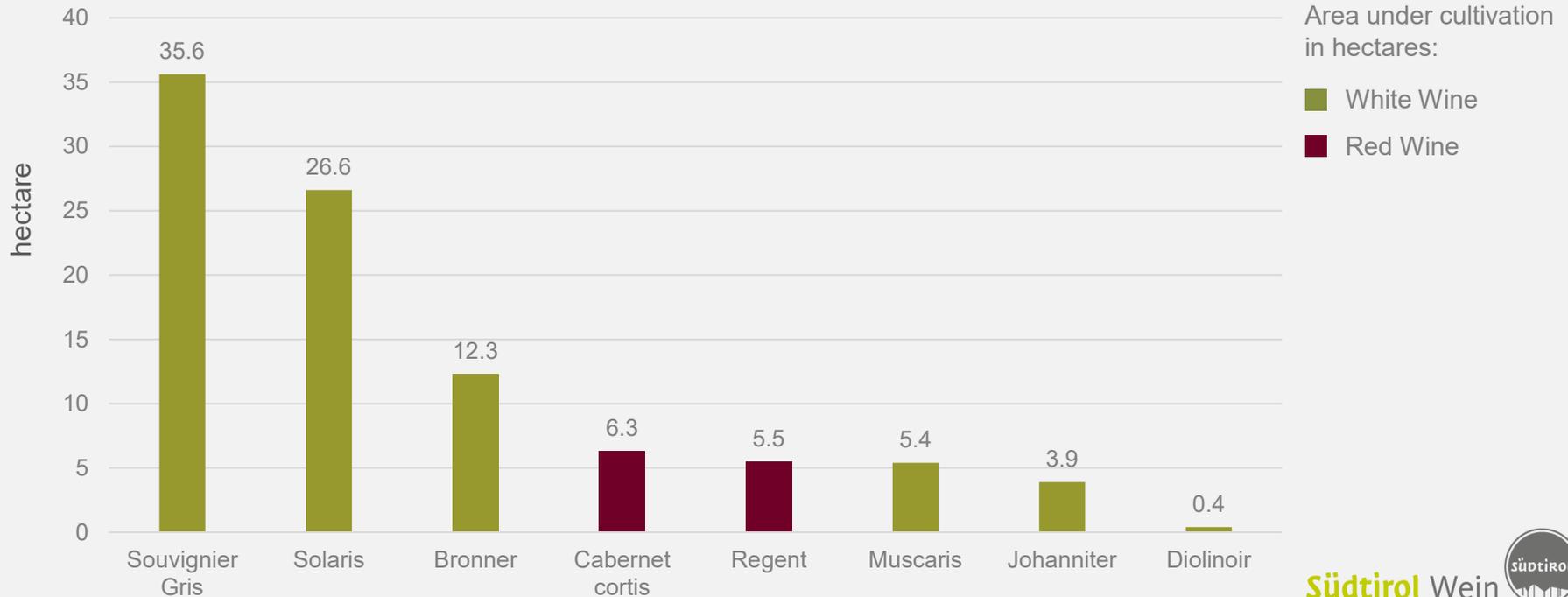


Gewürztraminer

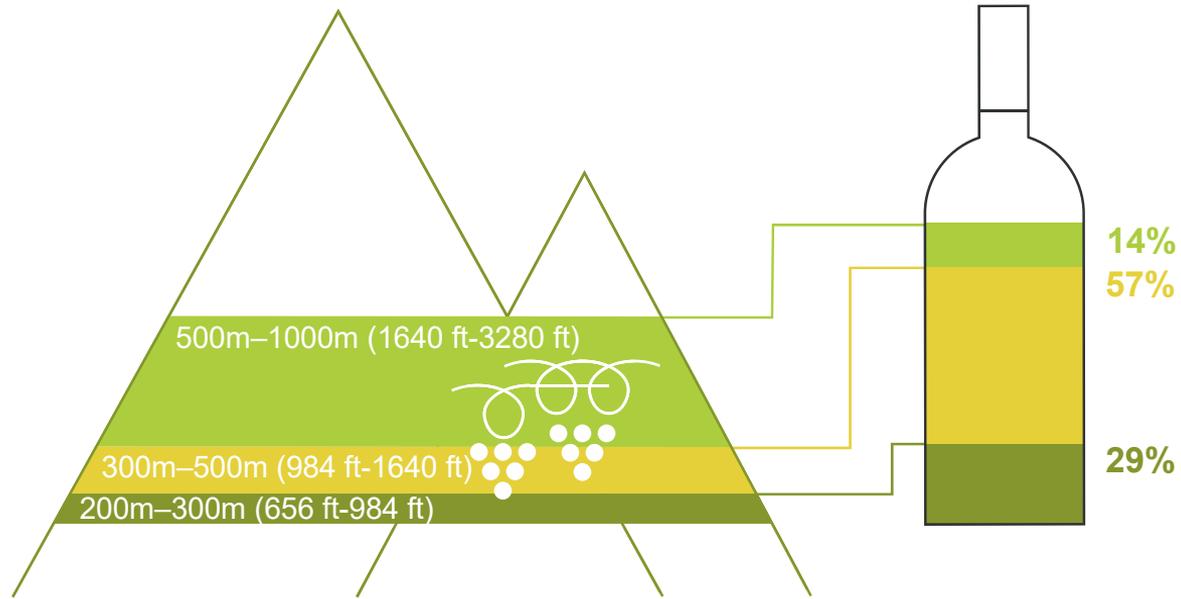
# History in Bottles: Old Varieties

2,500 years of wine culture leaves traces behind. Old varieties that have disappeared elsewhere have been preserved in Alto Adige, in individual vineyards, and are grown with passion and a know-how that has been passed down through generations. These historical local varieties include: Blatterle, Fraueler, Furner Hottler, Versoaln, and Weißterlaner.

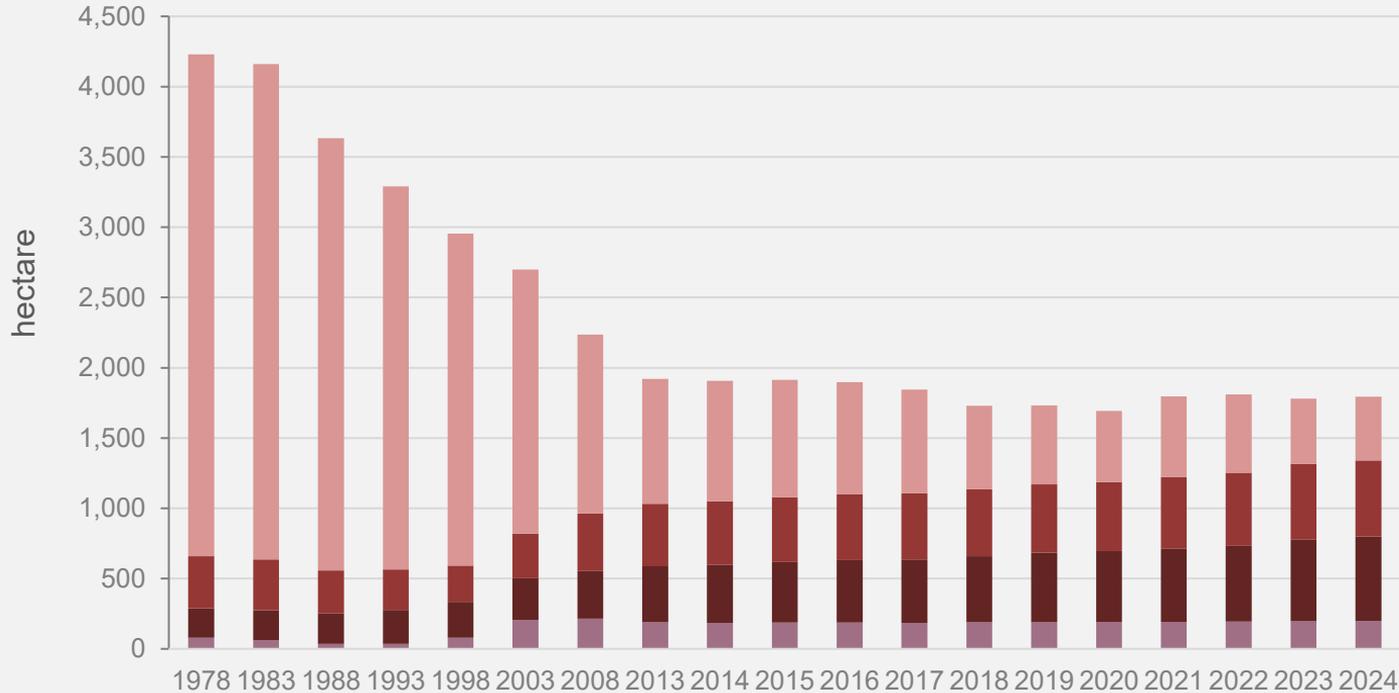
# Fungus-resistant Grape Varieties



# Variety according to altitude



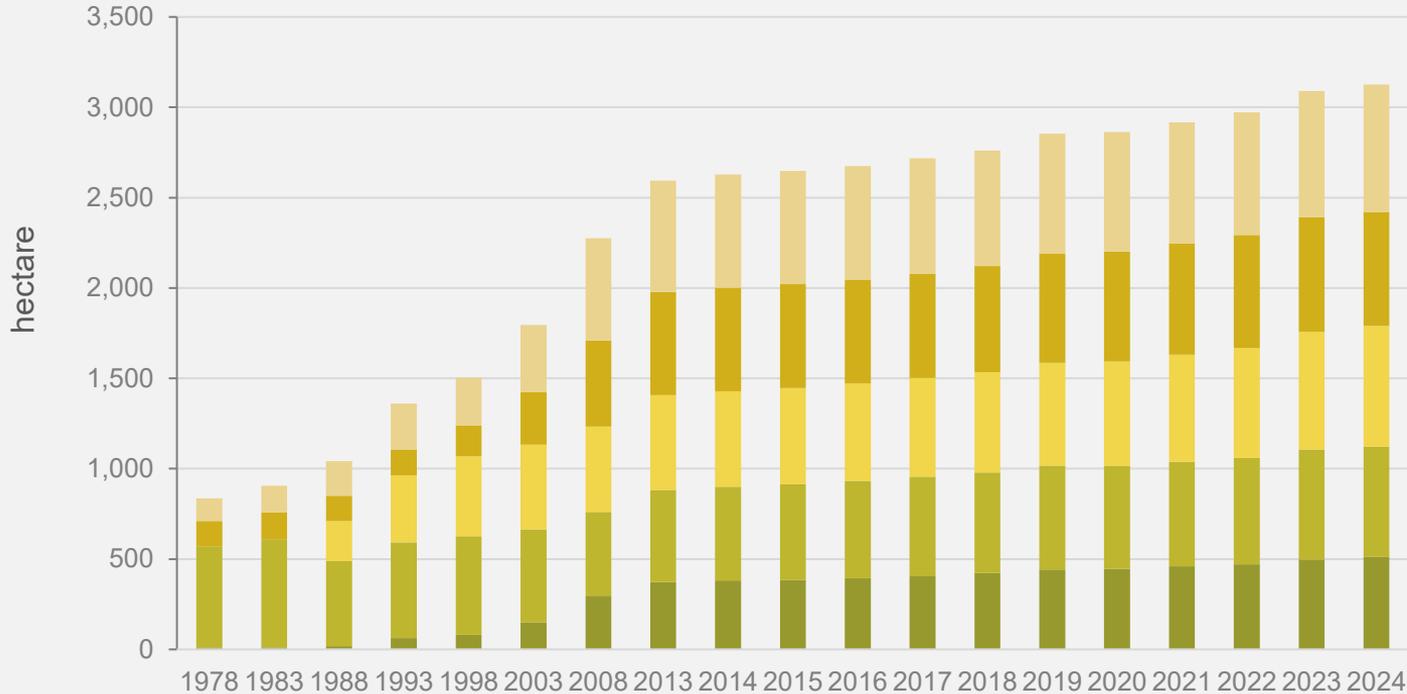
# From a Red Wine Land ...



Area under cultivation  
in hectares:

- Schiava (Vernatsch)
- Lagrein
- Pinot Noir
- Merlot

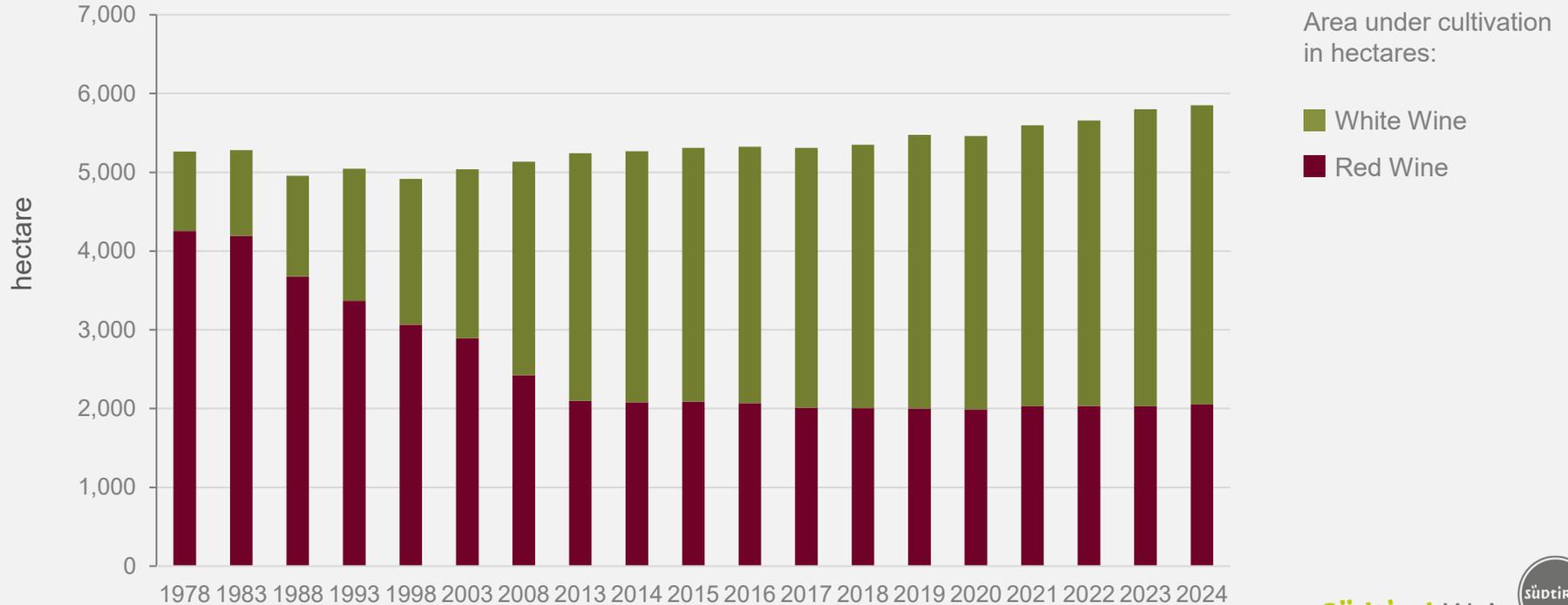
# ... to a White Wine Land



Area under cultivation  
in hectares:

- Pinot Grigio
- Gewürztraminer
- Chardonnay
- Weißburgunder
- Sauvignon

# The development over the Past 45 Years



# Small Province, Great Variety

Regions and Locations

# Guarantee of Origin

The two DOC designations “Alto Adige” and “Lago di Caldaro” distinguish Alto Adige wines according to their origin. There are six subzones for the DOC designation “Alto Adige”: Valle Isarco, Santa Maddalena, Terlano, Meranese, Val Venosta and Colli di Bolzano.

# DOC in Alto Adige with Subzones

- DOC Alto Adige
  - Alto Adige Valle Isarco
  - ▨ Alto Adige Terlano
  - Alto Adige Meranese
  - Alto Adige S. Maddalena
  - Alto Adige Colli di Bolzano
  - Alto Adige Val Venosta
- DOC Lago di Caldaro - Alto Adige



# Alto Adige Lago di Caldaro

If “Lago di Caldaro” is produced in one of the nine defined Alto Adige communities of origin, both the addition “classico - klassisch” and the designation “Alto Adige” may be used. High quality wines may also be marketed as “superiore”. The original municipalities are: Caldaro, Appiano, Termeno, Cortaccia, Vadena, Egna, Montagna, Ora and Branzollo.





# Alto Adige Valle Isarco

In the Valle Isarco, white wines are almost exclusively produced. The only exception is the “Klausner Laitacher”. The designation “Alto Adige Valle Isarco” must be followed by a varietal or site designation. Sylvaner, Veltliner, Pinot Grigio, Müller Thurgau, Kerner, Gewürztraminer and Riesling are permitted.

# Alto Adige Santa Maddalena

“Santa Maddalena” grows on the slopes north of Bolzano and is a classic wine made from Schiava (Vernatsch) wine that may contain up to 15% of other red grape varieties that thrive in Santa Maddalena vineyards. If the “Santa Maddalena” wine comes from vineyards in the villages of Santa Maddalena, S. Giustina, Rencio, Coste, or San Pietro, it may bear the additional designation “classico - klassisch”.





# Alto Adige Terlano

This designation may only be used for white wines from the Terlano area. Without specifying the grape variety, the name “Alto Adige Terlano” identifies a white wine cuvée with an amount of at least 50% Pinot Blanc and/or Chardonnay.

# Alto Adige Meranese

The “Alto Adige Meranese” grows in the wine-growing area around Merano and is made from the Schiava (Vernatsch) grape variety. It may contain up to 15% of other red grape varieties that thrive in the mixed vineyards.





# Alto Adige Val Venosta

Pinot Blanc, Chardonnay, Pinot Grigio, Müller Thurgau, Riesling, Kerner, Sauvignon Blanc, Gewürztraminer, Schiava (Vernatsch), and Pinot Noir are permitted in Alto Adige's newest DOC area. The designation "Alto Adige Val Venosta" must be followed by the indication of the grape variety.

# Alto Adige Colli di Bolzano

The “Alto Adige Colli di Bolzano” is a Schiava (Vernatsch) whose growing area is like a belt around the “Santa Maddalena” area and may contain up to 15% of other red grape varieties that grow within the cultivation zone.



# The Origin makes the difference

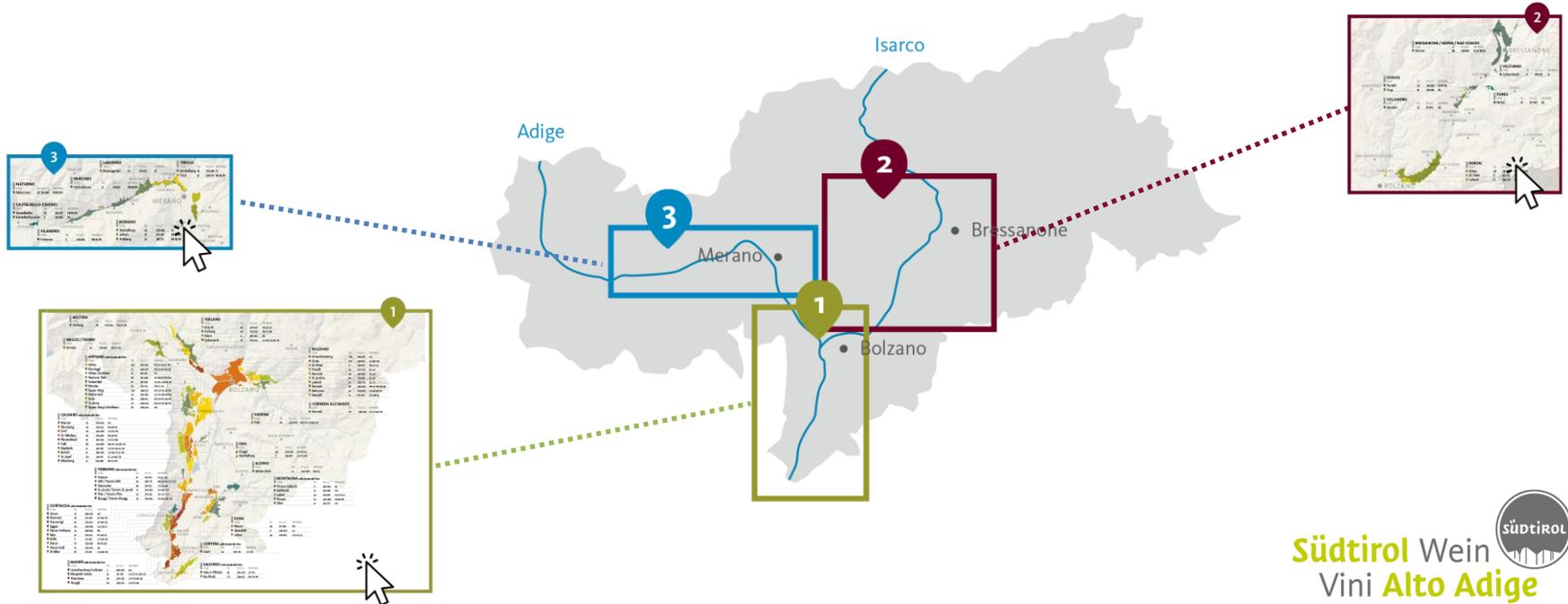
## The 86 Additional Geographical Units of Alto Adige DOC

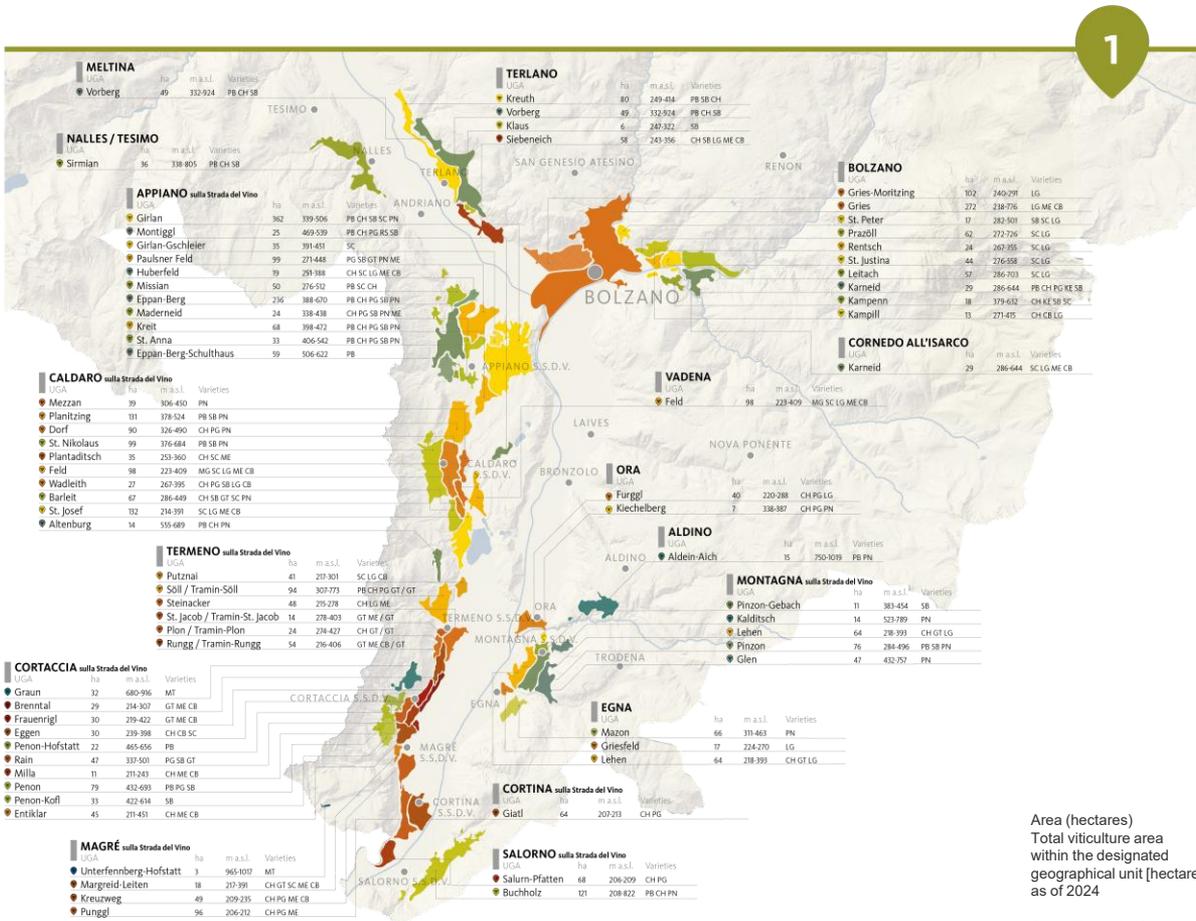
Wines from a designated area reflect a piece of individual winegrowing cultivation and the local wine culture.

What stands behind the Alto Adige concept of UGA classification, is the knowledge that wine quality is influenced by the soil and microclimate, but also by elevation above sea level, the steepness of the slope, solar radiation, air circulation, precipitation and the selection of the most suitable grape variety.



# The Official Map of the Additional Geographical Units (UGA)



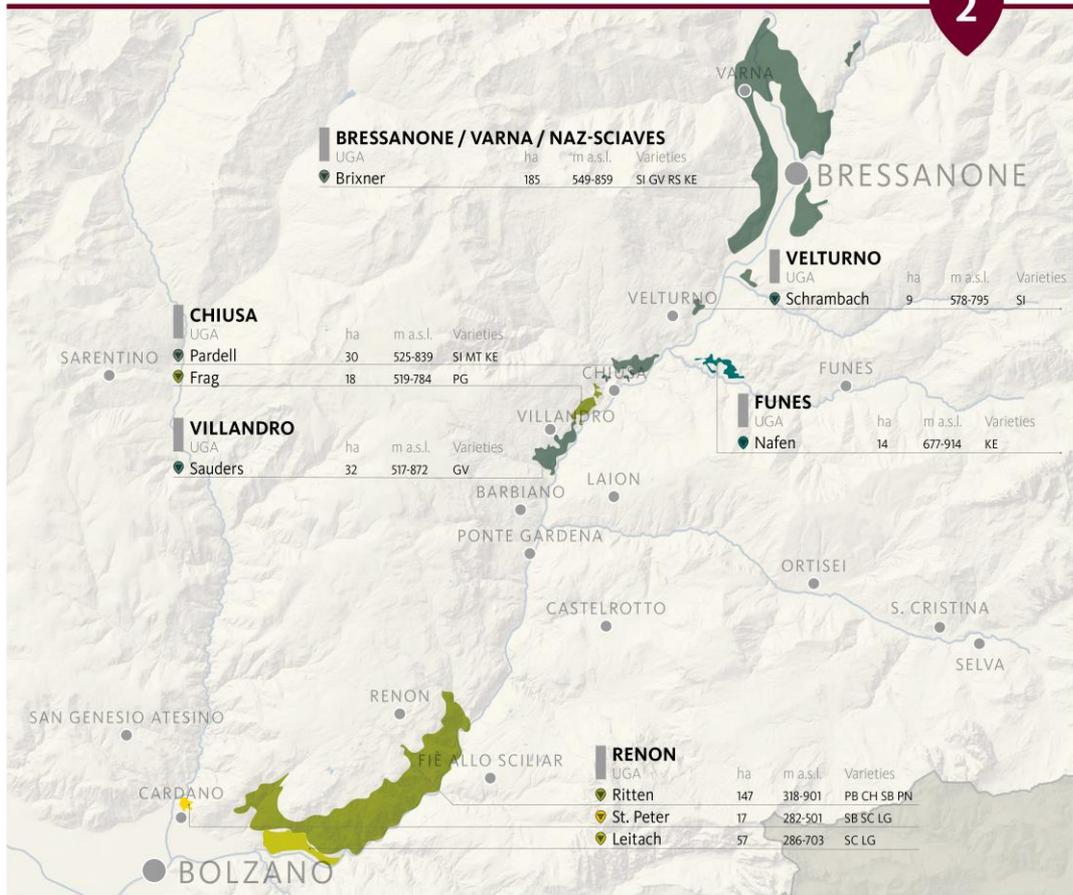


**Varieties**

- |                     |    |
|---------------------|----|
| Pinot Blanc         | PB |
| Chardonnay          | CH |
| Sauvignon           | SB |
| Pinot Grigio        | PG |
| Müller Thurgau      | MT |
| Gewürztraminer      | GT |
| Silvaner            | SI |
| Grüner Veltliner    | GV |
| Kerner              | KE |
| Riesling            | RS |
| Moscato Giallo      | MG |
| Pinot Noir          | PN |
| Cabernet            | CB |
| Merlot              | ME |
| Laqrain             | LG |
| Schiava (Vernatsch) | SC |

Area (hectares)  
Total viticulture area  
within the designated  
geographical unit [hectares],  
as of 2024

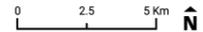




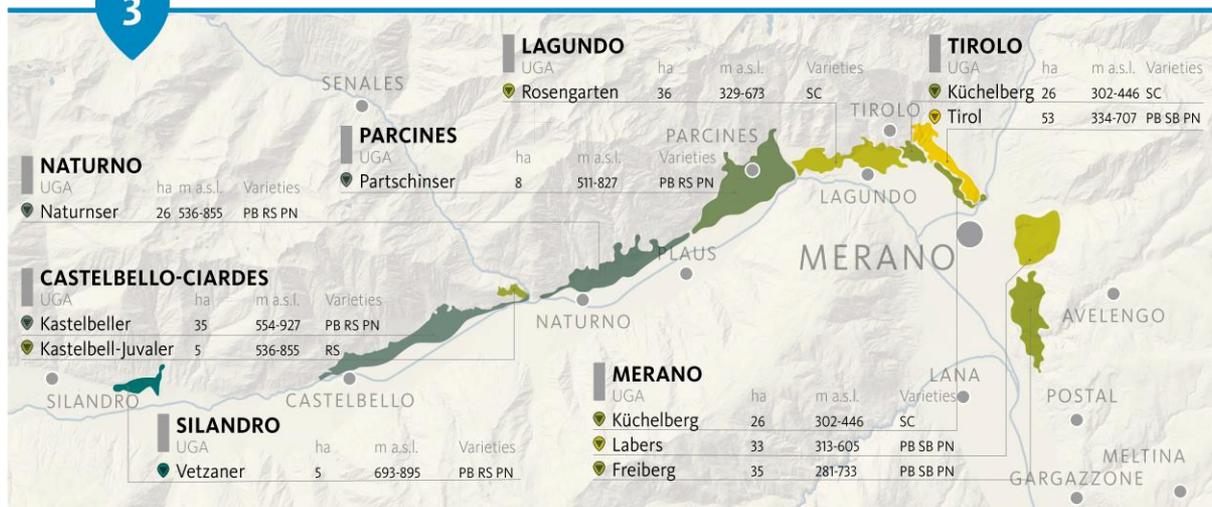
**Varieties**

- Pinot Blanc PB
- Chardonnay CH
- Sauvignon SB
- Pinot Grigio PG
- Müller Thurgau MT
- Gewürztraminer GT
- Silvaner SI
- Grüner Veltliner GV
- Kerner KE
- Riesling RS
- Moscato Giallo MG
- Pinot Noir PN
- Cabernet CB
- Merlot ME
- Lagrein LG
- Schiava (Vernatsch) SC

Area (hectares)  
Total viticulture area  
within the designated  
geographical unit [hectares],  
as of 2024



3



## Varieties

Pinot Blanc	PB
Chardonnay	CH
Sauvignon	SB
Pinot Grigio	PG
Müller Thurgau	MT
Gewürztraminer	GT
Silvaner	SI
Grüner Veltliner	GV
Kerner	KE
Riesling	RS
Moscato Giallo	MG
Pinot Noir	PN
Cabernet	CB
Merlot	ME
Lagrein	LG
Schiava (Vernatsch)	SC

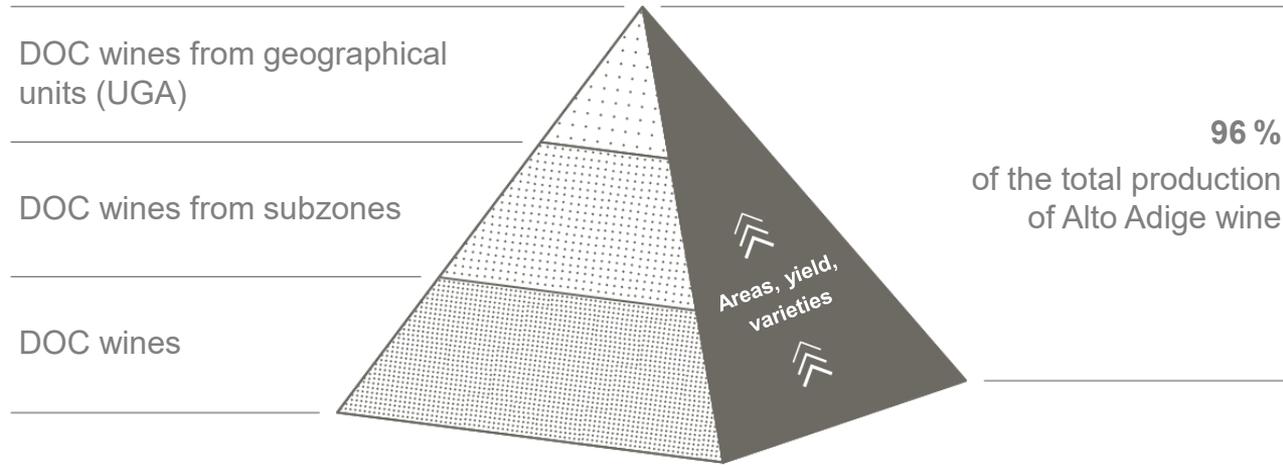
Area (hectares)  
Total viticulture area  
within the designated  
geographical unit [hectares],  
as of 2024



# Alto Adige UGA classification at a glance

- 86 additional geographical units (Unità Geografiche Aggiuntive, UGA)
- Only wines with the designation of origin DOC Alto Adige can be UGA wines
- Up to 5 grape varieties have been defined for each geographical site
- Yields reduction up to 25 percent compared to Alto Adige DOC regulation
- Grapes must be 100% sourced from the UGA indicated on the label.
- Requirement of UGA indication and use of pictogram on the bottle

# The Alto Adige Origin Pyramid

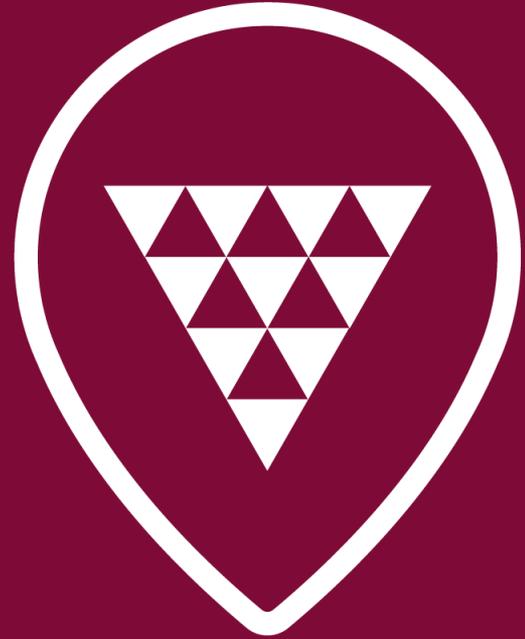


Alto Adige winegrowers produce their wines according to strict quality regulations with regard to maximum yields and the grape varieties that are allowed.

# The Pictogram

## Guarantee for Wines from Geographical Units

The pictogram guarantees the origin of an Alto Adige DOC wine from a distinctly defined and legally protected geographical unit. Both the pictogram and the exact name of the additional geographical unit are clearly indicated on every label of a designated wine from a geographical unit.



# Strong Together

Processing and Marketing



# Everything Under a Single Roof

## The Consorzio Vini Alto Adige

The Consorzio Vini Alto Adige brings together all the forces operating in the Alto Adige wine sector and was founded as a platform for the marketing and promotion of the image of Alto Adige winegrowing. It is an association of the cooperative wineries, the estate wineries of Alto Adige and the Independent Winegrowers in the province and has approximately 200 members.

# One Winegrowing Region, Three Forms of Operation

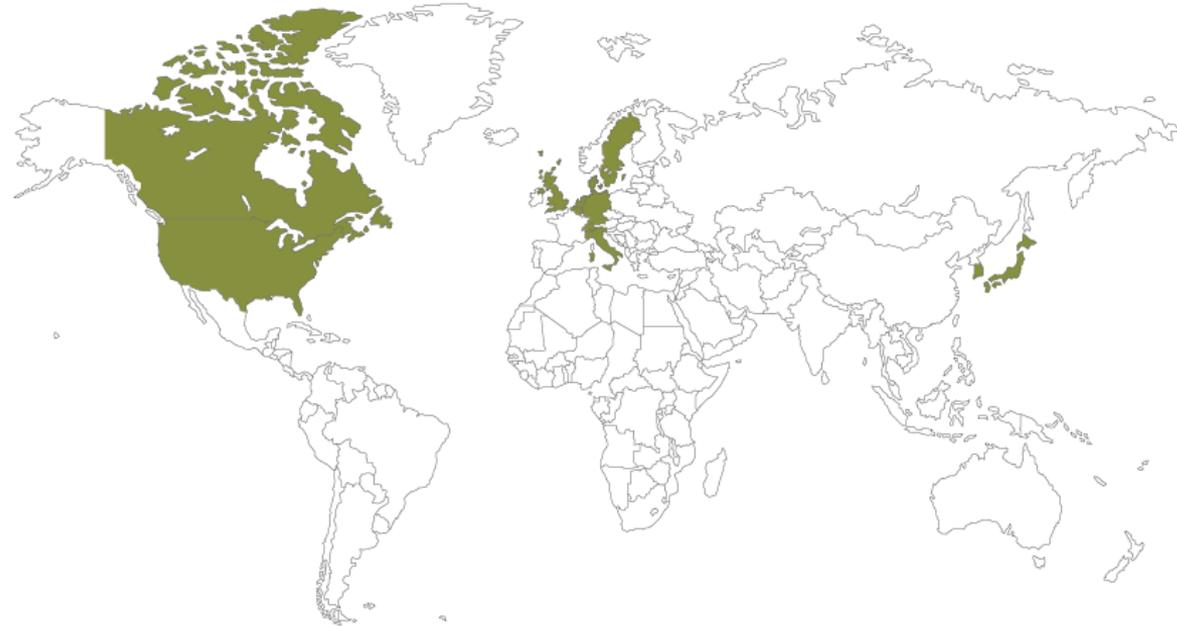
- Three types of operation predominate in Alto Adige. However, no matter which one the winegrowers choose, since 2007 they have all been joined together in the Consorzio Vini Alto Adige
- 12 cooperative wineries (share of total production 70%)
- 32 private estate wineries (25%)
- 109 independent winegrowers (5%)



# From Alto Adige to the world: the sales markets

Exporting Countries:

- **Alto Adige**
- **Italy**
- **Germany**
- **USA**
  
- Switzerland
- Japan
- United Kingdom
- Netherlands
- Belgium
- Canada
- South Korea
- Sweden
- Denmark



# What the Capsule Reveals ...

If Alto Adige is on it, Alto Adige is also in it. The capsule guarantees the origin and high quality of the wines and is strictly controlled. Thus, it not only has recognition value, it also provides certainty and creates long-term trust. The uniform appearance of the Alto Adige DOC wines expresses the clear commitment to the province and the conviction: that which has been created together belongs together.

# What We Build On

Our Values

Südtirol Wein  
Vini Alto Adige



# Family

More than 4,800 wineries form the foundation of the winegrowing region of Alto Adige.

- Small structures, big personalities
- Cooperatives and estate wineries work hand in hand
- Family businesses with tradition and heart and soul





# Qualitatively Demanding

We set the highest standards, especially for ourselves.

- Determination, perseverance, and precision
- Innovation and forward thinking
- Striving for quality of production and product

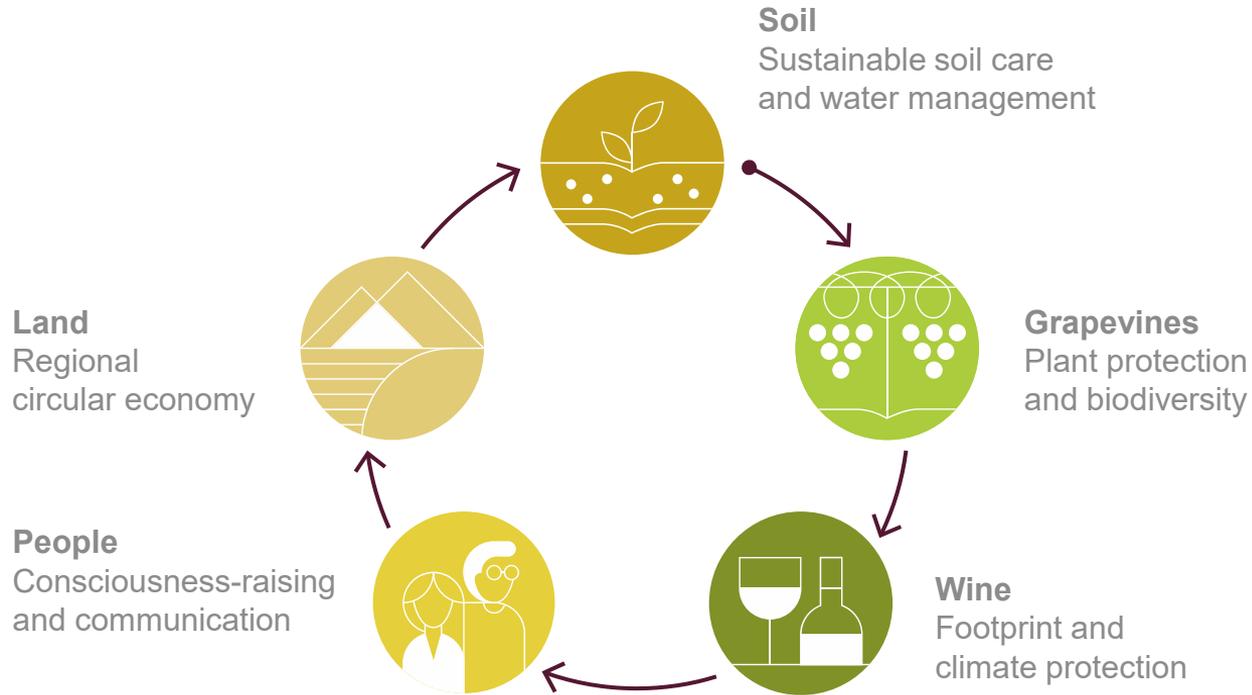
# Sustainable

We live directly in and with nature. Therefore, sustainability has always been something self-evident.

- “2030 Alto Adige Wine Agenda” as a roadmap to the future
- Promoting ecological winegrowing
- Long-term thinking and action as a guideline in all areas, from cultivation to architecture to energy supply



# Sustainable from A to Z



Where to find us

# Follow us!



[www.altoadigewines.com](http://www.altoadigewines.com)

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# Thank you for your attention!



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