

For Immediate Release
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MIONETTO OBTAINS DOCG AND DOC

New York - Mionetto USA is proud to announce that the new Prosecco DOCG status, awarded only to Italy's most prestigious regional wines, results in the following Mionetto wines now being DOC Prosecco: **IL Prosecco**, **Prosecco Brut** and **Prosecco-Certified Organic**; and the **Valdobbiadene DOC** is now **Valdobbiadene DOCG**. **Sergio**, named after the winery's patriarch and winemaker, Sergio Mionetto, which is a Prosecco-blend will maintain its table wine status.

The Mionetto Valdobbiadene DOCG is made up of grapes from within the 15 communes located between the towns of Conegliano and Valdobbiadene. This area hails the highest quality prosecco grapes grown anywhere; thereby gaining the DOCG status. The new DOC and DOCG will enforce that wines called Prosecco must be produced from a well-defined region, and must be vinified according to specific rules designed to preserve the traditional wine-making practices of the Veneto.

Sergio will remain a table wine as it is a prosecco blend. "What is really interesting about Sergio is that it is the original Prosecco blend," states Enore Ceola, Managing Director of Mionetto USA. Sergio is made up of Prosecco, Chardonnay, Bianchetta, Perera and Verdiso. This was the recipe that was used more than 150 years ago when prosecco was first bottled and enjoyed.

"The new DOC and DOCG designations are good for all true prosecco wineries," states Ceola. "The recent popularity of Prosecco has resulted in it being sold in many unusual vessels, and with unorthodox labels and blends. There have been Proseccos from Brazil and other countries as well as Rose' Proseccos. The new DOC, DOCG laws will put an end to all of this misrepresentation and preserve Prosecco's true integrity. These laws will protect the producers who have worked honestly and respectfully following the traditions of the terroir, and the winemaking heritage that comes from this wine area."

While Mionetto, which has been making Prosecco since 1887, has a range of proseccos and sparkling wines, they have always clearly defined and stayed true to making traditional prosecco. "We are very happy with these new wine laws as they are in line with our company philosophy," says Ceola. "We believe that Prosecco is a treasure with a lot of history from the Veneto region. Prosecco wineries have an obligation to preserve this wine's history. We avoid market blends, roses, etc that are sold as Prosecco. Integrity is a priority for Mionetto. We have contracts with Prosecco grape growers dating back many decades and we are proud of the quality of grapes and the special wine that we produce here in the Conegliano-Valdobbiadene. Our hope is that these new DOCG and

DOC awards allow us to further share our historic and delicious wine with the world, and to educate the world about Prosecco origins from a small sub-zone in the beautiful region of Italy's Veneto."

Mionetto's line of Proseccos and Sparkling Wines are available nationally. For more information on Mionetto's extensive offering of Prosecco and Sparkling Wines which includes IL Prosecco, Mionetto Prosecco Brut, Mionetto Moscato Dolce, Mionetto Prosecco-Certified Organic, Sergio and Sergio Rose, and Valdobbiadene DOCG please contact Mionetto at 1-866- *mio-club* (646-2582) or email Mionetto at gwirth@mionettousa.com

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