



Organised by **SUDVINBIO**
Association Interprofessionnelle

29.30.31
JANUARY 2018
MONTPELLIER FRANCE

MillésimeBIO

Jessica Zanette
Digital marketing and PR
Perlage, Italy (Veneto)



Perlage was the first organic winery in the Conegliano Valdobbiadene Prosecco Superiore Docg area, and has been organic for over 30 years. The company is now an Italian organic wine market leader, famous throughout the world for its Prosecco.

Millésime Bio: Please introduce briefly Perlage Wines

Perlage was the first organic winery in the Conegliano Valdobbiadene Prosecco Superiore Docg area, and has been organic for over 30 years. We are a family business. The adventure all began when the 7 Nardi brothers, with father Tiziano and mother Afra, decided to convert one of their oldest vineyards, Riva Moretta, to organic farming. This was an ethical choice: for the Nardi family it was extremely important to protect both the environment and human health. The choice was a difficult one at that time, because there was no research or studies on organic farming, nothing at all.

Millésime Bio: Italy is one of the main producers of organic wine in Europe, but what's the image of organic wine on the domestic market? I read that sales have increased a lot in recent years, is that right?

Interest in organic wine has certainly increased on the domestic market with a direct impact on sales. We do however see that the perception of an organic & vegan lifestyle is more widespread outside Italy, and 70% of our market is foreign countries, 30% with Italy.

Millésime Bio: Speaking of markets, what are your sales circuits?

Export consists of 70% large retail or wine retail and 30% HoReCa, domestic consists of 70% HoReCa and 30% organic shops.

Millésime Bio: What do you expect of the next Millésime Bio?

We would like to find new business partners all around the world who share our philosophy and work. It is also a chance to meet our historical partners and show them the new products and projects.

Millésime Bio is a good fair perfectly suited for organic wineries; you can find people who are on the same wavelength as you, discover new opportunities and explore interesting ideas.

Perlage in short

- Production: over 2 million bottles/year
- Vineyard: 20 hectares of own vineyard + 80 hectares from grape suppliers
- Type of Wine:
 - Sparkling: Valdobbiadene Prosecco Superiore DOPG (extra dry, brut, frizzante, Vintage, biodynamic, no sulphites added), Asolo Prosecco DOPG extra brut, Prosecco DOP
 - Still white wines,
 - Still red wines
- Team: 19 people