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ASTI
THE LEGENDARY AROMA

THE HISTORY OF MOSCATO AND THE HISTORY OF VITICULTURE

From the Orient to the Enotria (*land of wine*)

In depth historical studies and research carried out tell of how wild vines were already widely spread during the tertiary epoch: it can be considered as one of the oldest fruit-bearing plants harvested by man and thrives in temperate zones, its ideal habitat. Its adaptable nature helped it over the centuries to grow in climates which originally did not seem very encouraging.

Viticulture goes back a long way in Italy: vines were deeply radiated before man settled, but the art of harvesting and transforming the fruit into a drink arrived here from the Orient. It appears that Muscat was the progenitor of all grapes, the first to be harvested, it gave life to every grape that is commonly known and grown today. This conclusion has arisen from the latest genetic and vine studies.

In Italy wine-making probably happened for the first time in Sicily around 2000 A.D. It then benefited from valuable efforts of the Etruscans and the Euganeans who divulged the art of making wine all over the peninsula.

Ancient Italy was highly interested in viticulture, so much so, that it earned the name of *Enotria*, which means *the land of wine*.

The precious objects you can see on this page and the next are housed in the History of Wine-making Martini Museum located in the wine-cellars of Martini & Rossi in the town of Pessione di Chieri near Torino. On this side a Greek amphora with red coloured figures (415-390 A.D. Attica)



During the Roman empire grapes were planted and grown over an extended area, it was the time when the first vine-growing treatises worth mentioning were drawn up (*Columella, Virgilio*).

After the Roman empire collapsed and the middle ages set in, agriculture and vine-growing were hit by hard times, which peaked during the Barbarian invasions.



The vine once again took on importance when the Papal States blossomed and the Republics took ground.

Much later on, in 1868, European vine-growing faced a terrible threat, an insect carried over from America proved to be a deadly parasite, Phylloxera (*Phylloxera Vastatrix*)

Devastated by this terrible parasite, European vine-growers were simply shocked and there were serious risks of them giving up all hope.

However they came through the fight weary but changed: the turn around happened at the end of the last century with great difficulty. After numerous attempts they armed themselves with the only valid weapon at disposal, the America grape, which was relatively unaffected by the parasite, and thus it was used to graft European grape varieties.

At this point a new harvesting technique began: grafting.





*Harvesting
Moscato
in Santa Vittoria
d'Alba (Cuneo),
1906
"Santa Vittoria
Historical
Archives"
of Cinzano.*

Muscat: an ancient grape

After that brief excursus into the general history of viticulture, there is no grape more suitable to focus on than Muscat because it is so interesting to observe how its background is strongly entwined with the elaborate history of wine. The Muscat grape has extremely old documented origins, which have enabled historians to pin point its birth place as Greece, in the heart of the Mediterranean basin.

Italian history tells how, Muscat was definitely harvested by the Romans more or less three centuries before Christ. Catone named Muscat *Apica* and *Apicus*, later on Varrone, Columella and Plinio called it *Apianae*. These names clearly refer to the singular sweetness of the grape, deemed as the favorite of the Alps.

Even during the dark Medieval years Muscat was served at the



tables of Princes, and throughout the fifteenth century it reached quite popular status. During that period it was indifferently known as *Moscatello* or *Greco* (the Greek).

In its present day habitat, Piedmont, Muscat probably dates back to 1200, but we can not say for sure because detailed historical documents only date from the 1500's onwards. One credible piece of evidence we have, however, is the splendid monograph "Moscato di Canelli". Dated 1895 it was the work of the Strucchi and the Zecchini. In the book they included a letter dated April 5th 1593, addressed from the Casale Monferrato Magistrate to the Local Council of the town of Santo Stefano Belbo, with which an order is placed for "Moscatelle" cuttings (cuttings of vines so that they could plant a vineyard) on behalf of the Duke of Mantova and the Marquis of Monferrato.

*Bottling
Spumante at
Martini & Rossi,
1920*



Four famous Cinzano posters.

Above left
“A gentleman and a lady having a drink”
of G. Petiti,
1900.

On the right
“A lady drinking”,
Anonymous,
1930.

Giovan Battista Croce: the forerunner

It was around the same period that the wine-making technique of “Moscatello bianco” was perfected, which made it possible to conserve the sweet and aromatic wine.

The merit was of Giovan Battista Croce, who, originally from Milan, moved to Turin just before the start of the 1600’s to work as the jeweler of Duke Carlo Emmanuel I of Savoy. But he did not only dedicate his time to his official post, where he did a magnificent job, chroniclers said of him “he is considered excellent”, but he also spent his hours cultivating an immense passion for agricultural issues.

In 1606 he submitted a precious volume to be printed “*The excellence and diversity of the wine made on the hills of Turin and how to make them*”. In this book the main principles in the technique of making wine were publicly announced and can still be found today at the heart of the technology which makes *Moscato d’ Asti*.



Even if the robust glass bottle was not yet in use (it came about a century later) to imprison the fizz, Croce still managed to make a Moscato whose sweetness and slight sparkle lasted all year round.

His most relevant intuitions were on the need to repeatedly interrupt the alcoholic fermenting process with phased pouring off and to drop the temperature. He actually recommended using cold by immersing small bottles of wine in a vat filled with water.

He also gives incredible descriptions on how to filter using small bags made out of hemp, accompanying the text with finely detailed illustrations.

His writings can be seen as complete and exhaustive. Suggestions are also given on how to soft press and other pressing methods. Purification techniques which make the must limpид are explained as well.

*Above left
"Bottle and
bucket with
cards"
Anonymous,
1930.*

*On the right
"Sparkling
Moscato"
of N. Diulgheroff,
1932.*

Carlo Gancia began his work in 1850 and to start off he introduced Italy to the classic method.



Spumante is born with Carlo Gancia

Nevertheless we had to wait until the second half of the 1800's, probably around 1865, for the sparkling version of Moscato to be truly born, the progenitor (not that different) of the present day *Asti* spumante.

It was Carlo Gancia, (founder of Casa Gancia) who, after traveling in France, started re-fermenting in the bottle and ended up with a product that he called "Moscato Champagne", which later became "Moscato Spumante".

This was the start of the industrial side of *Asti* (the current name was chosen by the son, Camillo Gancia, at the start of the nineteenth century) which, thanks to strong ties with local wine-growers made a for-



*Moscato
Spumante
Flli. Gancia
& Cia Canelli*

*An advertising
poster
of the present
day Asti
spumante's
progenitor,
late 1800's.*

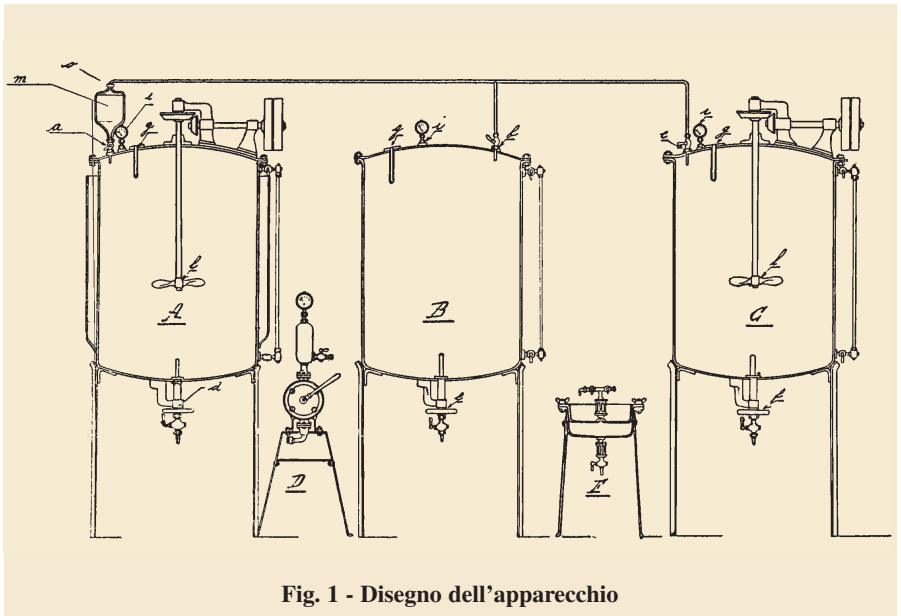
tune out of wine-making.

If we look once again at the previously mentioned volume by Strucchi, we can read how towards the end of the last century the annual production of the Moscato grape totaled around 150 thousand quintals for 110 thousand hectoliters of wine in the “vast Piedmontese zone”. Even back then, the area stretched over the two centers of the town of Canelli (with the nearby Calosso and S. Stefano Belbo) and Strevi (with the bordering Acqui Terme). After Casa Gancia, the production of Moscato Spumante was swiftly taken up by the other prestigious wine-makers of Piedmont.

As the late Renato Ratti recalls in his superb volume titled “Asti”, published in 1985, “the success of this spumante was absolutely amazing and in no time at all other wine-cellar started producing it, to mention just a few important names, F.lli Cora located in Costigliole d’Asti, Francesco Cinzano in S. Stefano Belbo and S. Vittoria d’Alba, Martini & Rossi in Montechiaro d’Asti and then in Pessione, F.lli Beccaro in Acqui Terme, Contratto and Alessandro Zoppa in Canelli, Baldi in Strevi, Pistone, Soria and Taricco in Asti, Calissano in Alba, and finally Bosca and Riccadonna in Canelli”.

*Original Design
Federico
Martinotti
Patented in 1895
Equipment /
procedure to
have a constant
production
of Spumanti
wines.*

*Figure 1.
A drawing of the
equipment*





Federico Martinotti, a genial figure in the Piedmontese world of wine, Director of the Regia Stazione Enologica di Asti in the early 1900's, he perfected the present day Asti Spumante method

The Martinotti Method

In those days the method of fermenting wine in the bottle, which is full of major complications for a sweet spumante, often ended in exploding glass.

Difficulties were finally overcome at the end of the eighteenth century when a system of rapid fermenting in large containers was perfected and patented by Federico Martinotti of the Regia Stazione Enologica di Asti. The Martinotti method involves capturing the fizz in sealed compartments and then a subsequent refrigeration.

Other researchers and scientists have slowly but surely helped each

*Historical poster
of Martini
Spumanti
by Carlo Nicco,
1925.*



other to bring about improvements to the technique, which is subject to constant up-dating, but nonetheless it has remained pretty much the same, and never fails to have the utmost respect for the grape.

Muscat, *the* grape, which here in Piedmont excels itself, and offers us products that are envied all over the world: *Moscato d'Asti*, slightly sweeter and not as sparkling (flat cork), and *Asti*, the unique aromatic spumante.

Asti, a marriage between farming passions and industrial technolo-



*Lithographic poster
Anonymous,
from different
attributes to
N. Diulghero,
1930*

gy, *Moscato d'Asti* an exaltation of the peasant aristocracy.
And the story goes on.....
Nowadays it is becoming ever more popular to contemplate the past, in fact, recent studies have looked at the possibility of once again using fermenting in the bottle, and even to experiment different aging methods.
For an *Asti* which brings traditional freshness and age old excellence together, longer aging, therefore a stronger body and a fuller, more mature bouquet could end up in an elite production.





*Martini Museum
in the town
of Pessione*

The Consortium for Protection

The characteristics of our two products have basically remained unchanged since they were laid down by law in the early 1930's.

In 1931 the origin territory was marked out by Ministry Ordinance, published on the Official Gazette n. 288 on December 15th in 1931.

In 1932 the "Consortium for the Protection of Asti Spumante" was set up, which, in its by-laws is called "Consortium of the typical wines *Moscato d'Asti* and *Asti Spumante*". The title "typical wine" was how our present day controlled origin title and d.o.c.g. wines were referred to.

Drafted disciplines of typical wines date back to a Royal Ordinance of March 7th in 1924 and a subsequent regulation to put it into practice in 1927.

The official description of *Asti* and *Moscato d'Asti*, as well as the rules laid down in 1924, were drafted into their production regulations and only some slight changes were made. This production regulation was an attachment of an Ordinance of the President of the Republic dated July 9th 1967, through which *Moscato d'Asti* and *Asti* were classified as controlled origin title wines.

Then, finally, a disciplinary enclosed to a Ministry Ordinance of November 29th in 1993 declared that both wines were classified as guaranteed titles.

The consortium played an important role in drawing up and finalizing the law which would protect these wines and supported a marketing campaign of *Asti*. Recently the consortium has focused on quality controls in the production method. Some of the most important Italian wine-making businesses are members of this consortium: Gancia, Martini & Rossi, Cinzano, Riccadonna, Fontanafredda, Barbero, Tosti and Contratto.....



VINE,
THE PLANT
THAT MAN LOVES
MOST

What there is to the vine

The vine is a real runner, it burstig with tendrils that men have hung on to for support over the years. Just like many other essential crops, half of it rests above ground while the other remains hidden to the eye.

The roots are closely-woven as plants which grow from seeds are, while those from bulbs, which are more commonly grown, are instead widely spread. Therefore the vine tends to creep rather than spread out underground.

As previously outlined, let us not forget, how at the start of the 1900's all the European *Vitis Vinifera* vines, which had to battle against phylloxera, were then grafted with American vines: known as grafters. Different varieties are used for grafting and wine-growers naturally select the one most suitable for their land, as well as something which is compatible with other European grapes.

The trunk (or stump) and the sturdy branches are the plant's support. The vine shoots are made of intertwining knots, separated by yet more knots.

Buds nestle on both sides of the vine shoots' knots, and new shoots open out from what are known as the principal buds.

*An image under
a microscope?
No, just a
Moscato vine in
blossom.*



Leaves delicately balance on the vine shoots at regular intervals.

On the vine shoots buds open out and blossom bunches: buds face the leaves and their task is to support the grasping vine shoots.

The bunch has two main parts: the grape-stalk and the grapes. On the end of the bunch's ramification we have tiny shoots which open out to form the "floral thalamus" whose flowers are hermaphrodite which means that they have both male and female organs.

Let's take a look at the flower, starting from the inside and going in: the calyx has five small sepals; the corolla with five petals forms a kind of hood under which the sexual organs are hidden: the stamen, the male organ, and the style, the female one.

When the flower is in full bloom, the hood of the corolla falls off thus uncovering the stamen: the anther, the tip of the stamen, produces the male pollen. The pistil is in the center of the flower, it looks like a small short-necked flask: as for the style, at the surface we can note the stigma which receives pollen.

When the anther opens and releases pollen, a speck is carried by the wind or insects (pollinators), or simply falls to the stigma, and, through the style it enters the ovary to fertilize the ovules inside. Once fertilization is complete all the organs on the flower fall off, except the ovary which swells to form the grape-stone.

The grape-stone is covered by a skin (peel) which has a substance



Faultless but defenceless, a blossoming bunch of Muscat.

around it called Purina. Under the skin the pulp collects, rich in water, sugar, acids and mineral substances. Inside the grape-stone the seeds or pips form.

The White Muscat grape

Over the previous pages the vine's general features were described, and we read how each variety naturally has its own distinct and special properties. Now, we are going to take a closer look at what makes the "Moscato Bianco di Canelli" grape extra special. A brief description of the growing area and soil will also be given, with some short extracts from a monograph published by the Ministry of Agriculture and Forestry in office then, handled by Giovanni Dalmasso and others.

First of all, it is important to point out that there are many different varieties and cultivars in the extended Muscat family, such as the Zibibbo di Pantelleria and the Yellow Muscat, both widely used; or the infinite number of sub-varieties of White Muscat, which are normally called after the name of the area they are grown in: Colli Euganei, Montalcino, Trani, Siracusa, Tempio, Frontignan, some others: Moscatello Douro, Muscateller, Weisser Muscateller, Grüner

Muscateller, Weisse Muscaten Traube. Most of them are quite interesting grapes and more often than not you are getting sure quality.

But the white Muscat grape grown in Piedmont is without a doubt the most noble of them all, and beats the other Muscat varieties hands down thanks to its superb elegance.

A full description follows:

- *Herbaceous vine shoot*: elliptical section, angular, hairless, green in colour with touches of bronze;

- *Tendrils*: intertwined, two or three sections, quite large, yellowish-green in colour, winy tones at the bottom;

- *Inflorescence*: medium length, cylinder-pyramidal shape, sometimes winged;

- *Flower*: cup-shaped; hermaphrodite, normal (rarely with six stamens), light-green corolla, self-fertilizing,

- *Leaf*: pentagonal; medium size, three or five lobes, lyre shaped pointed heart; topside is hairless and there is quite underneath hairless too; thin margins with a rough surface; light-green veins, soft red colour at the base, toothed margins, pointed, irregular; it is this toothed leaf, very striking and sharp that makes the vine stand out amongst other plants: the top side of leaf is dark green, underneath it is a lighter shade of green; the veins are protruding; in the autumn the leaves turn yellow with hints of gold;

- *Vegetation*: it does tend to spread quite rapidly but it is not necessarily sturdy;

- *The Bunch*: medium-sized, compact, conical cylinder shape, with one or very rarely two short bunches; visible average-sized peduncle, semi-rigid; the grapes are decent in size, each one is a circular sphere, with a deep umbilical, the skin is hairless quite thick and consistent, it is golden yellow in colour, and turns to amber on the side which gets more sun, brownish markings are quite common; the pulp of the grape has a good consistent texture, definitely a sharp Muscat taste; the piece of vine holding the bunch is light green; it is easy to separate; there are 2-3 grape-stones per grape.

- *Rigid Vine shoots*: average in length, robust and flexible, with short-



*A typical bunch
of ripe
Moscato grapes .*

Pruning, is not an improvised task



ly spaced knots; compact bark, smooth, hairless, hairless knots, protruding conical buds;

- *Trunk*: quite stiff

Its hard going for the vine-growers

Out of all farmed and harvested crops the vine is certainly the most demanding, as it creates a challenging and never-ending workload for the vine-grower.

Even if it is quite hardy and grows pretty well, the Muscat grape is probably the most mothered and tendered grape of the Langa and Monferrato vine-grower. One might say, 'fitting treatment for a fruit that is Piedmont's gold mine'.

Cultivating the land

Once the plant is in the soil it has found a means of support and nutriment; meaning that it must be kept in perfect condition, or using technical jargon, the soil must have an optimum structure, neither too compact nor too soft. It is mainly thanks to tilling that the soil maintains the correct composition because it regulates the quantities of water and air.



Due to the steep slopes it is not always possible to use machinery on the Moscato hills

Depending on when it is done, tilling has also other purposes: to bury fertilizers, protect the plants from the cold, but above all it fights weeds and infesting plants. They are the daunting competitors of harvested crops as they can favour parasite breeding on the vine. Over the year, ploughing, harrowing, milling and hoeing is regularly done in the Muscat vineyards.

Ploughing is done before the winter sets in and/or in the spring.

During the growing season ploughing is followed by harrowing and hoeing, which not only crumble the clods of earth left over after ploughing, but also help to get rid off weeds and to make the soil softer so that water does not evaporate easily.

Over recent years it is becoming quite popular to use controlled turfing which is already common practice in other regions.

Pruning

This involves quite a number of well-studied actions, that are done on the vine, and basically involve removing parts of the vegetation, such as rigid vine-shoots, herbaceous buds and leaves. Which means that the vegetation on the vine is kept well-trimmed, so it grows in a tidy, orderly way which makes it easier to farm and harvest the grapes. If pruning is done well then over the years the vine will always bear a decent quantity of fruit.



Pruning of the Muscat vine is done in two phases, dry pruning (done only once during the winter), and green pruning (done more than once on the green parts of the vine during spring or summer). Pruning is a complex task, especially the one done in winter; you become an expert at pruning only after years of experience, a laborious work because each vine is different and consequently its pruning is too.

Anti-parasite treatments

The worst enemies of vines are not insects but mushrooms, not edible ones of course but microscopic ones called powdery mildew.

The most feared fungus which can wipe out vines is grape mildew and oidium: both can destroy a harvest and even kill off the entire plant if the vine-grower does not act swiftly.

Just how many anti-parasite treatments must be carried out on the Muscat grape depends on the weather conditons, but they definitely increase when there is a high annual rainfall: normally 2 treatments against oidium are done with sulphur powder, and 3-4 against grape mildew by spraying copper-based liquids. A mixture of lime and copper was already used by the grandfathers of the present day vine-growers and is today still considered to be an effective, valid product.

It is mother nature who gives us these substances which have very low toxicity levels, and it is her work which washes away their residues with the end of summer rains before the harvesting begins. The mixture of lime and copper is also very effective if you want to get rid off gray mould, another bacteria which spreads like wildfire if there has been heavy rainfalls.

The grape-harvest

And here we are, it's grape-harvest time, which is certainly the most pleasurable job out of the vineyard labours, but that does not mean that less care, attention and effort is put into it.

The most important thing to ascertain before commencing work is if the grape is ripe to perfection.

The Moscato variety ripens rather quickly, and being Piedmont's



The Moscato grape harvest is always a joyful gathering where relations and friends join forces at the end of a hard year's work.

earliest grape, it is generally harvested during the second week of September.

Different factors influence ripening, from the grafter to the farming techniques used, and the number of buds. We can conclude, that the higher the production per stump is, the farther away harvesting gets.

Undoubtedly, the climate plays its determining role too. On the same hill, ripening is conditioned by the altitude and the amount of sunlight, in diverse insulating periods. In the harvesting district there are a number of micro-climates which “in primis” regulate the growing conditions.

Even if it is quite approximate, we can map out and place the wine-growing zones into sections which represent their ripening periods:

1) “EARLY” RIPENING SUBZONE:

- 1 - Cassine, 2 - Castelletto Molina, 3 - Castelnuovo Belbo, 4 - Fontanile, 5 - Incisa Scapaccino, 6 - Maranzana, 7 - Mombaruzzo, 8 - Nizza Monferrato, 9 - Quaranti, 10 - Ricaldone, 11 - Santa Vittoria D’Alba, 12 - Strevi.

2) “INTERMEDIATE” RIPENING SUBZONE:

- 1 - Acqui Terme, 2 - Alba, 3 - Alice Bel Colle, 4 - Bistagno, 5 - Bubbio, 6 - Calamandrana, 7 - Calosso, 8 - Canelli, 9 - Castagnole Lanze, 10 - Castel Boglione, 11 - Castel Rocchero, 12 - Castino, 13 - Cessole, 14 -



Costigliole d'Asti, 15 - Grogcardo, 16 - Mosca, 17 - Monastero Bormida, 18 - Neive, 19 - San Marzano Oliveto, 20 - Serralunga d'Alba, 21 - Terzo, 22 - Vesime, 23 - Visone.

3) "LATE" RIPENING SUBZONE:

1- Camo, 2 - Cassinasco, 3 - Castiglione Tinella, 4 - Coazzolo, 5 - Cossano Belbo, 6 - Loazzolo, 7 - Mango, 8 - Montabone, 9 - Neviglie, 10 - Perletto, 11 - Rocchetta Belbo, 12 - Rocchetta Palafea, 13 - San Giorgio Scarampi, 14 - Santo Stefano Belbo, 15 - Sessame, 16 - Treso, 17 - Trezzo Tinella.

An accurate sorting out of the grapes has to be done during harvesting because only the best grapes can make a first-class wine. Our wine-growers follow a long-standing rule: from a good grape you can make bad wine, but from a bad grape you will never make good wine.

Machines in the vineyard

Machines can certainly lighten the work load in a vineyard, the wine-grower is spared from some seriously heavy physical work and work times can be halved. Therefore, especially when there is a drop in labour (think of the younger generations who move to the cities), machines can often become a means of survival in the farming business.

Using machinery in the vineyard is anyway still a problematic affair,

The Moscato grapes are harvested in baskets to protect the grapes from being damaged, a symbol of a top quality wine.





and no more so than in Piedmont, where vines are grown exclusively on hills. There are, nevertheless, certain tasks which can be done with machines, such as tilling or anti-parasite spraying, steep slopes permitting of course! It is also important that when the vines were planted an adequate space between the rows was left.

Some people are even experimenting with machines that can prune the plant and others that can harvest the grapes, but, up until now, results have been rather unsatisfactory, especially for the latter.



FROM THE GRAPE TO WINE

An unmistakable aroma

Moscato is classified as a vine which bears an aromatic grape and the white Muscat grape is the undisputed aristocratic leader of all the Muscat varieties, it has a marked taste and sharp Muscat notes.

The aroma is predominantly musky, intense but very elegant. Its fragrant bouquet embraces sumptuous essences from nature: wistaria and lime-tree flowers, summer fruits, peaches and apricots, with delicate notes of lemon and orange blossom.

An aroma which really fires up your senses leaving behind a feeling of true pleasure. Simple and immediate, just like all the other small or minute pleasures that life reserves for man.

Exactly the same marvelous sensation, that you get from eating a bunch of grapes, can once again be discovered if you sample the two d.o.c.g. wines that the white Muscat grape gives life to: *Moscato d'Asti* and the spumante *Asti*. Two very special wines



When the grapes are delivered to the wine-cellars economic relations between farmers and industrialists are consolidated, but true friendships are sealed forever too.

that have been classified by law as aromatic.

The secrets of making the wine

The secret is, that throughout the wine-making process, the aromatic flavours, that are the grape’s treasure, are not to be altered. The aroma is also called the primary perfume, which means that it is not drawn out with aging, as can happen with other wines.

Because the aromas are natural chemical substances which belong to the terpene family, that are closely linked to the sugar group, it is important to maintain a adequate amount of non fermented sugary substances in the wine.

The wine-making and refining technology used for *Moscato d’Asti* and *Asti* take certain precautions which impede the sugars from fermenting completely.

It basically involves falling back on the cold technique, which keeps temperatures down.

Techniques in the wine-cellar

When the grape is fully ripened, it is harvested and collected inside wicker baskets, even if perforated plastic ones are sometimes used



nowadays.

This helps to avoid squashing the grapes, so that liquid is not lost and the fruit is preserved intact: a quality indicator.

Rapidly taken to the wine-making cellars, there, the grapes are then mashed, using pretty much the same procedure as in machine of the 1800's, when the pips were slowly extracted by foot. Infact, a pip extractor with rollers is used, which should work delicately on the grape.

The mashed grape pulp, which can still contain some bits of skin or pip, is immediately put through horizontal presses, where, using very light pressure, with water or air blowers, the must is separated from the solid parts once and for all.

The must is then cooled and purified from unwanted substances, especially colloidal, so that it acquires its limpiness. This procedure, depending on the wine-cellar, does have some small variations, but each wine-grower naturally keeps quiet about his own. Nevertheless, all of them uphold traditional wine-making principals. Then again, many turn to technologically advanced machinery: centrifuges, filters and refrigerators are the most common, and to new materials as well, more than anything great expenditures in stainless steel have been done, which all help to conserve the purity of the pressed grape without chemically contaminating it, and to follow the

The photos on this page and on the previous ones illustrate the Moscato grapes being deposited, the pressing, and the filtering of the must.

In the wine-cellar the must from the Moscato grapes is put through the same techniques that were laid down in the 1600's and are today drafted in the production disciplinary of the two d.o.c.g. wines: Moscato d'Asti and Asti.

strictest hygiene standards.

While waiting to go through the final process, the freshly pressed Moscato liquid is kept in a cool area at a temperature of around zero degrees centigrade.

The most recent and determining factor in wine-making is without a doubt this use of low temperature.

Just a few small-sized wine-growers have not fitted the cold process equipment in their wine-cellar yet, but they do follow a similar line. One tactic is to increase the number of times the liquid is filtered and secondly the old underground wine-cellar that many of them possess are naturally cool.

The final process and how the wine is bottled is different depending on if it will become *Moscato d'Asti* or *Asti*.

All the farming methods and how the wine is to be treated in the wine-cellar are laid down by law in a special production regulation, approved by State Ordinance on July 9th in 1967. One of the first regulations to classify wines as d.o.c., which then went on to become d.o.c.g. by Ordinance on 29/11/93.

In this production regulation, here enclosed, you can read about the chemical, taste, colour and smell characteristics of these two wines when they are put on sale.

Moscato d'Asti

Moscato d'Asti is the rarer of the two, only 5% of the Muscat grapes harvested are used to make it.

During the wine-making process of Moscato d'Asti, as the most orthodox traditions call for, "Hemp bags" are still used to filter the must. Moscato d'Asti is locally known as the wine of the peasantry.

It is the rather exclusive and sometimes clannish product of small or very small vineyards. Its soul has definite peasant roots.



After repeated filtering is done in the cellar (see above), up until a few years ago the wine was bottled before the summer set in, on the day of St. Joseph to be exact, and was then left to partially ferment in the bottle. Nowadays, it is common practice to transfer the must, before it is bottled, into pressurized containers, where a partial fermenting of the sugars happens, making the wine pleasantly sparkling.

It is a simple and antique wine-making method which turns *Moscato d'Asti* into a d.o.c.g. wine, and produces this pure, newly fermented juice. Here we have a wine, that is the juice of grapes, but still has exactly the same golden highlights as the original grape.

The total alcohol strength varies from a minimum of 11° to over 12° for full-bodied bottles. Only 4.5% to 6.5% is fermented while the remaining part of the sugar is left as it is.

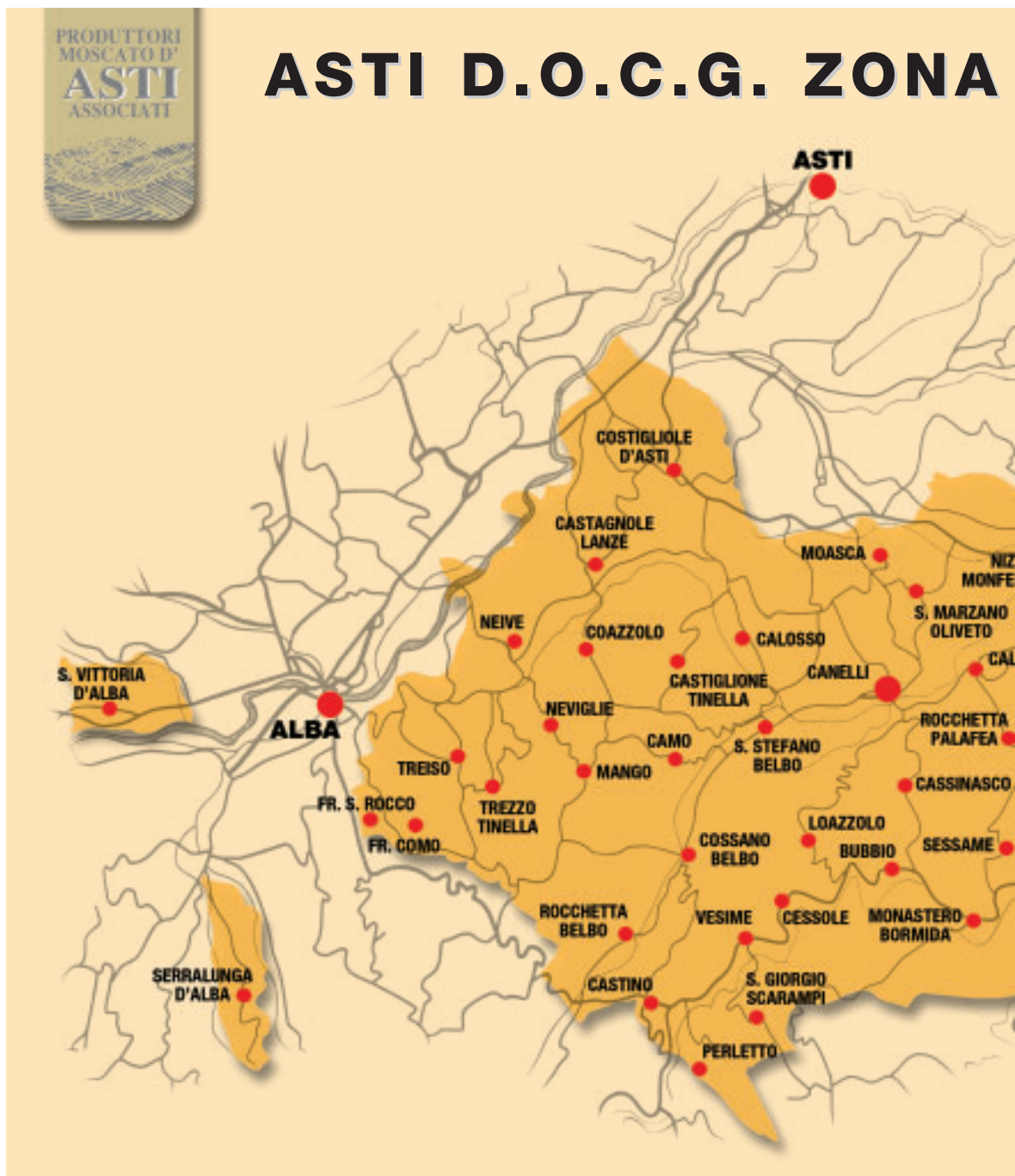
A sweet wine, which is never overpowering thanks to the swirl of freshness and slight sparkle that it contains.

But it is the musky aroma more than anything that makes this wine so distinctive, an aroma that you can both smell and taste.

The bottle has a flat cork which experts call the “Flat cork Moscato” in order to differentiate it from the spumante variety (Asti), which, in contrast, has a mushroom-shaped cork.



ASTI D.O.C.G. ZONA



D'ORIGINE



Advanced technology is sliding in next to traditional techniques, money has been ploughed into stainless steel. Asti on the move, Asti, a guaranteed product.

Every “flat cork” manufacturer actually produces a work of rustic art, which gives each Moscato made from the Langhe to Monferrato singular qualities.

The notes of the remarkable aroma are infinite, we did mention some earlier on, but you can also detect traces of elderflower and acacia blossom, with faint hints of drugs and spices. The bouquet embraces fragrances of other Mediterranean and exotic fruits: almonds, melon, but even kiwi and mango. It is not rare to get warm hints of honey either.

But each bottle takes after the soil it comes from, the microclimate in that area on the hill makes a big difference, so much so, that it can bring about changes to the way that a wine-grower tends his vines.

The time has come to move over to those who value it, who seem to be increasing in number and dedication rather rapidly. What they handle is a product sold in the finest wine bars and in first-class restaurants.

Here below, not in any special order, we have listed the most popular wine-growers of *Moscato d’Asti*, those who have firmly believed in the wine and have in a certain way given it a new life, it might make you want to set off for the day! the indubitable historical leaders Mr. Redento Dogliotti with Romano, his son, in the town of Castiglione Tinella, Paolo Saracco from Castiglione Tinella, and some wine-growers from the towns of S.Stefano Belbo and Piero Gatti. And some other great names from the local agricultural scene, such as, Giuseppe Marengo from Strevi, Valter Bera from Neviglie, Giorgio Rivetti from Castagnole Lanze, Alessandro Boido from the village of S.Stefano Belbo, Valter Bosticardo and Giovanni Scagliola from Calosso, Valter Barbero from Mango, Sergio Cerruti and Stefano Perrone from Castiglione Tinella; Giuseppe Traversa from Mango.....and to conclude, the eighteen associated wine-cellarers of the growing zone: they all have their own bottling lines: the towns of Canelli, Santo Stefano Belbo, Cossano Belbo,



The secret in making Asti and Moscato d'Asti is to conserve the primary aroma of the grape. This is done by dropping the temperature which impedes complete fermentation.

On the previous page there was the image of modern-day, thermo-conditioned, stainless steel pressurized containers, this is the place where the fizz is captured using the Martinotti method. Done with the must and not with fermented wine, in contrast with other spumante wines.

Calamandra, Castel Boglione (Castelvero) and Acqui Terme.

Asti

A superb, aromatic spumante, Asti was the product that made Moscato famous in the world.

As well as being the most famous Italian spumante, it is also a real treat, the “leader” in our national wine-making business. A simple name was chosen, *Asti*, but it is a real Italian miracle, a union between wine-growers and shrewd business men. The former believed in Moscato, even if it was a challenging vine to grow, the latter knew how to enhance its development, by perfecting the original growing techniques.

This happy marriage between farming and industry gave a new burst of life to a spumante that is envied by the other wine-producing countries. There really is no other spumante like it, and even if various attempts have been made to imitate it, no one has got anywhere close.

The wine-making method in use was though up and brought to perfection by wine experts from Piedmont, and includes a procedure which keeps the grape juice at zero degrees until it is transferred to the pressurized containers.

Adding the fizz is done by following the Martinotti method, which means that it is not done in the bottle but in large containers, that can withhold the pressure that develops inside: pressurized containers. But, the Martinotti method has an advantage over the champenois one, the wine-making experts at work are able to closely follow and monitor the fermenting process, which has very rigid limits.

The method of fermenting in the bottle is actually more suitable for the drier versions, as the fizz is added to the wine when it has finished fermenting, by adding some sugar.

Once it is in the pressurized containers, the temperature of the must starts to increase and it gently ferments for just over one month, when, it is again brought into contact with a colder temperature,



which blocks the fermenting process. Bottling is preceded by sterile filtering which withholds the yeasts, so that no fermenting goes on in the closed bottle. After resting undisturbed in the wine-cellar for a while, to get over the shock of being bottled, *Asti* is ready to face the world.

If you taste *Asti* you will experience a true spumante - bursting with full of grapy notes, this is thanks to the fact that it was made from the grape juice and not from fermented wine. It preserves the pungent fragrance of a ripe Muscat grape.

The straw-yellow colour of the wine is very pleasing to the eye, soft and clear, it has fine and persistent bubbles. From these minute bubbles a full and compact aroma springs forth invading the nose and palate. A bouquet which, just like the grape, has a fresh musky note emerging from a “basket” of fruit and flower fragrances: acacia, wistaria, orange blossom, bergamot, with notes of summer fruits and

Its characteristics have lead Asti to also be called grape-spumante or aromatic spumante because it has sharp notes of the grape.

A modern sterile filter, where the wine is processed before being bottled.



lemon.

The undertones of the aroma do differ slightly depending on the area where the grapes were grown, the soil, and the hill's micro-climate.

Every wine-grower who makes spumante has his own secret way of putting together different batches of grapes. Over years of experimenting and experience, each wine-maker chooses his group of vine-growers because of the qualities that their grapes

have.

For a number of years now, research is being carried out on the vine and the wine-making process, which are attempting to draw up a precise aromatic picture (the type and quantity of the various aromatic substances included) of the wines produced in the different sub zones. The objective is to have a scientific conclusion on what are the typical characteristics of each zone.

Mr. Renato Ratti, in his book called “Asti”, outlined four homogeneous sub zones, whose characteristics are known in the territory.

Where the Muscat grape is grown:

*“in the sub zone of **S. Stefano Belbo**, where there are the towns*

An array of just corked Asti bottles waiting to be packed.



of **S. Maurizio, Moncucco**, in the center, surrounded by **Castiglione Tinella, Camo Valdivilla**, with sections of **Mango**, and **Cossano Belbo**, a Moscato d'Asti wine is made, which has sharp, intense, full but delicate aromas, it is medium-bodied, and very fine.

“in the sub zone of **Canelli**, where there are the town of **S. Antonio, S. Marzano Oliveto, Calosso**, with sections of **Boglietto**, a Moscato d'Asti wine is made, which has an intense aroma, a full body and is very harmonious.

“the sub zone of **Calamandra, Fontanile, Monbaruzzo, Castel Boglione, Ricaldone, Maranzana, Quaranti, Alice Bel Colle, Castel Rocchero, Rocchetta Palafea**, with sections of **Nizza Monferrato**, is the stronghold of a vigorous, velvety, full bodied Moscato d'Asti.

“the sub zone of **Cassine, Strevi**, with sections of **Acqui**, gives us a Moscato d'Asti which has a very fine but profound aroma”.

This means that even if we have a certain general line of Asti for each wine-maker, there are vineyards which possess unique characteristics. Ranging from intense pungent aromas to more elegant and delicate fragrances, from a mixture of both, to dominating sharper notes. Wine lovers put palates to work when pin pointing and selecting their favorite kind of Asti.

The aroma of *Asti*, its true singularity, smoothes out to a well-balanced finish. The aromatic notes, immediately detectable on the palate too, have an structured acidic undertone and very fine bubbles, which simply accentuate the natural fruity sugars.

It is therefore a sweet spumante, but never a cloying nor over-bearing one.

The potential total alcohol strength of *Asti* is usually around 12 degrees, with only 7% that is effectively alcohol, the remaining are sugars. Actually, the production regulation consents a 9% effective alcohol level. So, thanks to its low alcohol level, this



Asti and Moscato d'Asti give a burst of joy and happiness to any party or can simply be enjoyed during relax. Traditionally they are served at the end of a meal with dessert. But a glass while switching off from work or when meditating, is simply divine.

wine even goes well with modern day diets.

A wonderful habit

When to drink them

Asti and Moscato can be served at an endless number of occasions. As far as tradition goes, they are the perfect way to toast special anniversaries or to celebrate at parties, or to finish off a good dinner on any night of the week.

They are the ideal accompaniment for any kind of cake, fresh pastry or biscuit.

Hardliners say that it should never be served with chocolate, (it is



difficult to find any wine that goes well with it), but some rather unusual and delicious experiences can be had.

On the palate, the texture of the chocolate with the fruity Muscat notes can be surprising, and prejudices vanish quite quickly. To conclude, they are ideal to make a dessert sweeter and more inviting.

Any joyful moment shared with Asti and Moscato d'Asti can turn into an unexpected party.

But their low alcohol strength, the fruity and fragrant taste, and above all the marvelous musky aroma of the grape make them the perfect drink for every special occasion, or, just to wind up your meal with. *Asti* and *Moscato d'Asti* can also be considered as the ideal drink for the younger generation, it's contemporary and light. It makes every moment a special one.

If used as an ingredient to make a traditional Italian desserts, such as panettone or zabaione, it can give an unmistakable touch.

How to serve them

Moscato d'Asti should be served at a temperature ranging from 9-10 degrees centigrade, instead *Asti*, is better at a slightly lower temperature: 7 - 8 degrees.

Smooth crystal, preferably not engraved, glasses should be chosen, that must only be goblet-shaped.

Asti should traditionally be served in the cup-shaped goblet, while current trends see nearly all spumante wines served in the more elegant flute, which actually does makes it easier to value the sparkle and bubbles, and to give a longer finish to the unique aroma.

Since *Moscato d'Asti* is not a spumante wine, it does not need to follow such strict guidelines, not such long necked glasses and wider at the base. However, a narrower neck is better, so that it captures the aroma. It is not only important how both wines are served, but also how they are kept. The perfect location is in a cool cellar, or, in any

Our two wines are always served with their traditional accompaniments, but nowadays they are becoming popular with salami, cheese and savory snacks too.



case, in a place with unchanging and relatively low temperatures.
I do however suggest to not conserve the wines for a long period of time, after they have been bottled they should be drunk within 12-14 months. If drunk when this period is over, the fresh taste can disappear and the fragrance vanishes.





IV BETWEEN MAN AND NATURE

The Muscat vineyard

The district of the white Muscat grape, that is used to make the Asti d.o.c.g. spumante, has been formally laid down by law since 1931. Since 1976, the production regulation of *Asti*, approved by State Ordinance, has marked out the origin zone over 52 rural town districts. Most of these districts stretch over small hilly areas of land.









The districts are located exclusively in the Langhe and Monferrato area, but there are some zones in the Province of Alessandria, Asti and Cuneo, which surround traditional strongholds such as Canelli, S. Stefano Belbo and Strevi.









The land and the climate

The land over the entire production zone has only one geological origin: tertiary or Miocene, from marine sedimentation.

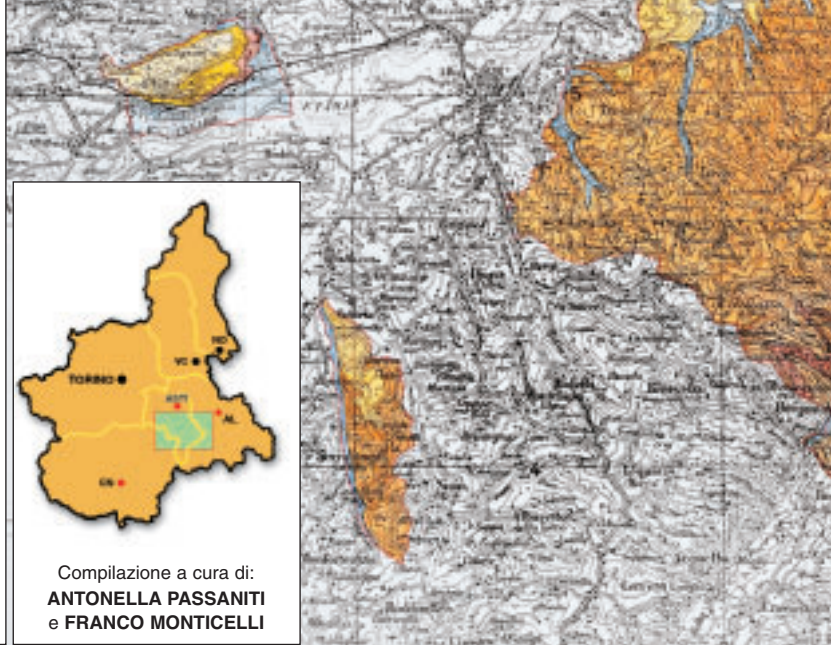
The soil is very brittle, and its structure is characterised by sedimentary rock, and is therefore subject to instability with extensive and wide-

LEGENDA

- QUATERNARIO**
-  Alluvioni attuali e recenti prevalentemente sabbioso - ghiaioso
-  Alluvioni antiche ghiaiose - sabbiose costituenti terrazzi sopraelevati rispetto al livello di piena dei corsi d'acqua attuali, con modesta alterazione superficiale
-  Alluvioni prevalentemente sabbioso-sitoso-argillose con prodotti di alterazione di colore giallastra (Fluviide medio)
-  Alluvioni ghiaiose, sabbiose, sitoso-argillose e paleosuoli, fortemente alterati con prodotti di alterazioni rossastri (Fluviale e fluvio-lacustre antichi)
- PLIOCENE**
-  Alternanze sabbioso-argillose e ghiaioso-argillose (Villafranchiano)
-  **SABBIE DI ASTI** - Sabbie gialle più o meno stratificate con livelli ghiaiosi e intercalazioni marnose calcareniti e calciruditi Pliocene - Villafranchiano
-  **ARGILLE DI LUGAGNANO** - Argille marnoso-sabbiose grigio-azzurre con intercalazioni verso l'alto di banchi di sabbie analoghe alle Sabbie di Asti (Pliocene)
- MIOCENE**
-  **CONGLOMERATI DI CASSANO SPINOLA** - Conglomerati e arenarie in grosse bancate intercalate a marna sabbiose (Messiniano - Pliocene inferiore)
-  **FORMAZIONE GESSOSO SOLFIFERA** - Marna argillose per lo più gessifere, con lenti di gesso e di calcari criati (Messiano)
-  **MARNE DI S. AGATA FOSSILI** - Marna e marna argilloso-siltosa grigia, talora azzurrognola grigio-biancastra in superficie, plastica ed omogenea. Tortoniano.
-  **FORMAZIONE DI LEQUIO** - Sabbia, talora arenaria, giallo rossastra, spesso con laminazione parallela ed ondulata, in strati da 10 a 50 cm, con impronte di corrente. Si alternano ritmicamente marne siltose grigie, in strati da 5 o 40 cm. (Serravagliano - Tortoniano).
-  **FORMAZIONE DI MURAZZANO** - Marna grigio cenere divisibile in scaglie o compatta, a stratificazione indistinta: arenaria grigia in strati da 5 a 15 cm. In rare intercalazioni. (Langhiano - Serravagliano).

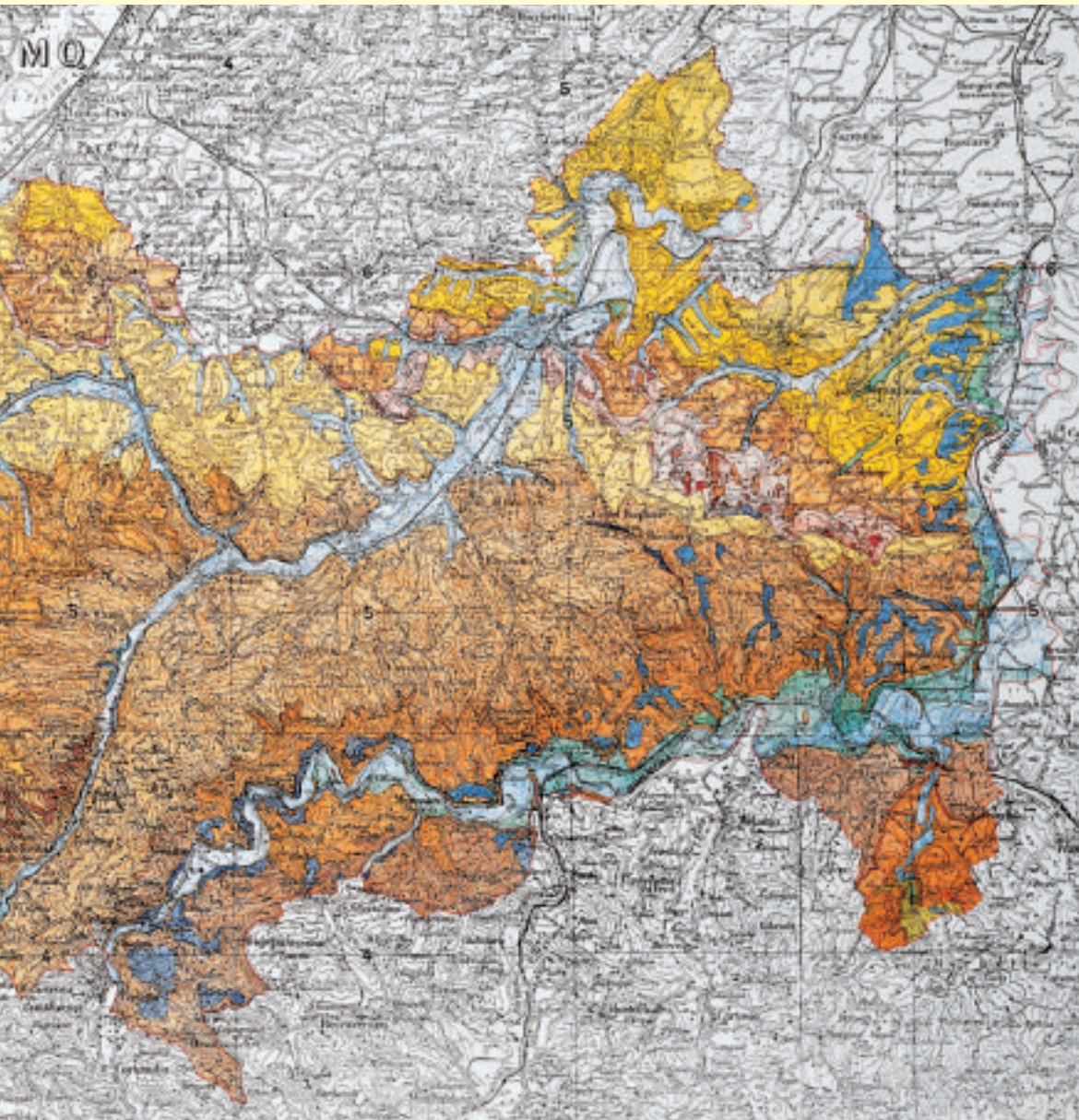
-  **FORMAZIONE DI CASSINASCO** - Sabbio grigio-giallastra in strati e banchi da 10 a 150 cm talora graduati; si alternano arenarie grigio in strati medio-sottili, talora in lenti o noduli all'interno dei banchi sabbiosi e marna, m. argillose grigio-gialline subordinate in livelli di 10-20 cm. Langhiano - Serravagliano.
-  **FORMAZIONE DI CESSOLE** - Arenaria grigia in strati di 10-40 cm con strutture da corrente interne e basali, ritmicamente alternata a marna e marna argillosa grigio-azzurra con frequenti intercalazioni di arenaria e sabbia grigio giallastra, in strati di spessore medio-sottile. (Langhiano)
-  **FORMAZIONE DI CORTEMILIA** - Arenaria grigia in strati di 10-40 cm con strutture da correnti esterne e basali, ritmicamente alternata a marna e marna argillosa grigio-azzurra con frequenti frustoli vegetali, in strati di ugual potenza; si intercala sabbia grigio giallastra in strati di spessore variabile. ("Aquitainiano" - Langhiano)
-  **FORMAZIONE DI VISONE** - Bancone trasgressivo di calcareniti e areniti calcaree o glauconite (pre-Langhiano).
-  **MARNE DI RIGOROSO** - Marna, marna sabbioso calcaree; talora fogliettate, con fustoli carboniosi; arenarie marmose localmente alternate specie nella parte alta (Miocene inferiore - Oligocene superiore / medio).
-  **FORMAZIONE DI MOLARE** - Conglomerato pulgenico associato ad arenarie grigiastre (Oligocene).
-  **FORMAZIONE DI PIANFOLCO** - Alternanze di conglomerati, arenarie e siltiti più o meno argillose di origine fluvio-lacustre-lagunare con abbondanti filliti (Rupeliano - Latorfiano superiore)
-  **OFIOLITI DEL M. BEIGUA E FORM. DEL T. VISONE** - Unità cristalline del basamento precenozoico

CARTA G



GEOLOGICA DELLA ZONA D'ORIGINE DEL MOSCATO BIANCO

COMPILAZIONE SULLA BASE DEI TIPI ORIGINALI DELLA CARTA GEOLOGICA D'ITALIA IN SCALA 1:100.000 FOGLI 68-69-70-81-82 (1991)





spread crumbling during particularly rainy periods, especially in Autumn.

The Langhe and Monferrato hill systems are therefore essentially similar, even if in the Langa region the landscape appears harsher, with steep gullies and elongated hills, while in Monferrato the shapes are softer, the hills somewhat more rounder and the slopes less precipitous.

The composition of the Langhe terrain is essentially characterised by light grey calcareous loam rock and sandstone (Langhiano - Serravalliano), while in Monferrato it alternates between marly clay and sand (Miocene Superior - Pliocene).

For the most part the climate is uniform throughout the zone. Meteorologically its classification type is that of moderate cold. Alongside harsh winters there are intermediate seasons with good rainfall, particularly in Autumn. The summers are hot and sultry, caused by the high rate of atmospheric humidity, but as a rule they are very dry.

While the climate is not ideal for comfortable human living, it does bring the best out of the vine. In fact, here the grapes give life to the so-called fruity wines, the finest made.

This is for a precise chemical reason: the composition of the grape is characterised namely by an ample presence of fixed acid, which is well structured in relation to the percentage of sugar.



The beauty of the Langa and Monferrato landscape makes one forget how delicate the hills can be, they are often prone to crumbling.

On a more particular point, one must note that there are micro-climates that exist which differ depending on the altitude of the vineyard. Ranging from around 150 meters above sea-level in the towns of Cassine and Strevi in the province of Alessandria to 550 meters in Mango, in the province of Cuneo, and stretching to more than 600 meters in the rural town of San Donato in the same borough of Mango.

It is also important to mention that a thermal build up in the Alessandria plain influences the weather conditions on the hills lying to the east of the Muscat zone. Wide valleys and limited heights are typical to these hills, which at the most reach 250 meters. Besides this, one must consider the influence of the Ligurian Rivera climate, whose wind, say the “Marin” vine-growers, blows also in Piedmont, with a certain strength until the town of Acquese.

Instead the situation of the vineyards at a higher altitude is different. In the so-called upper valleys, from east to west: Bormida valley, Belbo valley, and Tinella valley, the hill contour is narrower, with very steep south-facing slopes where snow melts very quickly. Here, sunlight plays a prominent role: for the soil to warm up sufficiently the vineyards must be well exposed to the sun.

The soil composition of the high hills, those over 400 meters, differs

CARTA



GALLINARA

Bassa collina
Sabbie, argille e ghiaie
Altopiano tagliato da piccole valli
Acclività media: <5%
Suolo sabbioso e argilloso
Vigneti ed altre colture
Erosione: assente



S. LORENZO

Bassa e media collina
Sabbie
Rilievi aspri e valli incassate
Acclività media: 30-50%
Suolo sabbioso
Bosco e incolto
Erosione: * crolli (protetti da bosco)
* per ruscellamento (rischio elevato):
effetto lavorazione)
* incisioni generalizzate



CASTELLARO

Bassa collina > media collina
Sabbie
Rilievi arrotondati e valli aperte
Acclività media: 25%
Suolo sabbioso
Vigneti > bosco e incolto
Erosione: * per ruscellamento: rischio elevato
per effetto lavorazione
* incisioni locali



BUONVICINO

Bassa collina - media collina
Argille, marne
Rilievi arrotondati, valli aperte, fondovalli piatti
Acclività variabile: 10-30%
Suolo argilloso limoso
Vigneti localmente molto abbondanti;
localmente vigneti = bosco o coltivazioni
Erosione: * franosità: rischio elevato per effetto
lavorazione



GARIBALDI

Bassa collina - media collina
Marne, argille, loc. conglomerato
Rilievi arrotondati, valli aperte, fondovalli piatti
Acclività media: 15%
Suolo limoso argilloso
Vigneti localmente abbondanti; loc. frutteti, coltivi
Erosione: * franosità: rischio limitato
* per ruscellamento: rischio limitato



S. ANDREA

Media collina
Sabbie, marne sitose
Rilievi arrotondati, valli aperte, crinali angolari
Acclività media: 20%
Suolo sabbioso
Vigneti molto abbondanti
Erosione: * franosità: rischio limitato
* per ruscellamento: rischio elevato
(effetto lavorazione)
* incisioni: localmente



TORRETTA

Media collina
Marne, localmente gesso
Rilievi arrotondati, valli aperte e chiuse
Acclività media: 20%
Suolo limoso argilloso
Vigneti molto abbondanti; localmente frutteti abbondanti
Erosione: * franosità: rischio localmente elevato
(per acclività ed effetto lavorazione)



S. ANTONIO

Bassa collina <- media collina
Marne
Rilievi arrotondati, valli aperte a molto aperte,
fondovalli piatti
Acclività media: 15%
Suolo limoso
Vigneti molto abbondanti
Erosione: * franosità: rischio elevato
(per acclività e lavorazione)
* per ruscellamento: rischio limitato



S. MARTINO

Media e alta collina
Marne, sabbie, arenarie
Valli chiuse, asimmetria dei versanti,
incisioni in testata della valle
Acclività media: 15-20% o >30%
Suolo limoso e sabbioso
Vigneti molto abbondanti sotto 400 m di quota; altrove
bosco o incolto (abbandonato)
Erosione: * franosità: rischio localmente elevato
(geologico, movimenti traslazionali e crolli)
* per ruscellamento: rischio localmente
elevato (effetto lavorazione)
* incisioni frequenti



S. LIBERA

Media e alta collina
Sabbie, arenarie e marne
Valli chiuse, asimmetria dei versanti incisioni marcate
Acclività media: 20-25% o 35-40%
Suolo limoso sabbioso
Vigneti molto abbondanti sotto 400 m di quota; altrove
bosco ed incolto
Erosione: * franosità: rischio elevato
(geologico - movimenti traslazionali e crolli)
* per ruscellamento: rischio elevato
* incisioni: generalizzate



POGGIO

Media collina <- alta collina
Sabbie arenarie, marne
Rilievo aspro, valli chiuse, crinali angolari, incisioni
Acclività media: 15-25%, loc. 10%
Bosco ed incolto (abbandono) molto più abbondanti
dei vigneti
Erosione: * crolli, localmente movimenti rotazionali
* per ruscellamento: rischio potenzialmente
elevato (protezione boschiva)
* incisioni: frequenti



CAVALLERI

Media e alta collina
Sabbie, marne e paleosuoli
Rilievo, aspro, valli chiuse e crinali angolari (piatti su
paleosuoli)
Acclività media: loc. 15%, generalmente 30%
Suolo limoso sabbioso
Vigneti loc. molto abbondanti; bosco loc. molto
abbondante; su paleosuoli vigneti-coltivazioni
Erosione: * franosità: rischio potenzialmente elevato
(protezione boschiva)
* per ruscellamento: rischio potenzialmente
elevato (protezione boschiva)
* incisioni frequenti



BOGLIONA

Media e alta collina
Marne
Rilievi aspri o arrotondati, valli chiuse o aperte
Acclività variabile
Suolo limoso argilloso
Vigneti-frutteti e coltivazioni (acclività <20%)
Bosco e abbandono (acclività >20%)
Erosione: * franosità: rischio elevato (geologico),
movimenti rotazionali e crolli
* per ruscellamento: rischio limitato
* incisioni frequenti



TATORBA

Alta collina
Frane su arenarie, marne e sabbie
Versanti a gradini
Acclività media: 5-10%
Suolo limoso
Vigneti << coltivazioni e frutteti
Erosione: * franosità: rischio localmente elevato
* per ruscellamento: rischio localmente
elevato (effetto acclività e lavorazione)

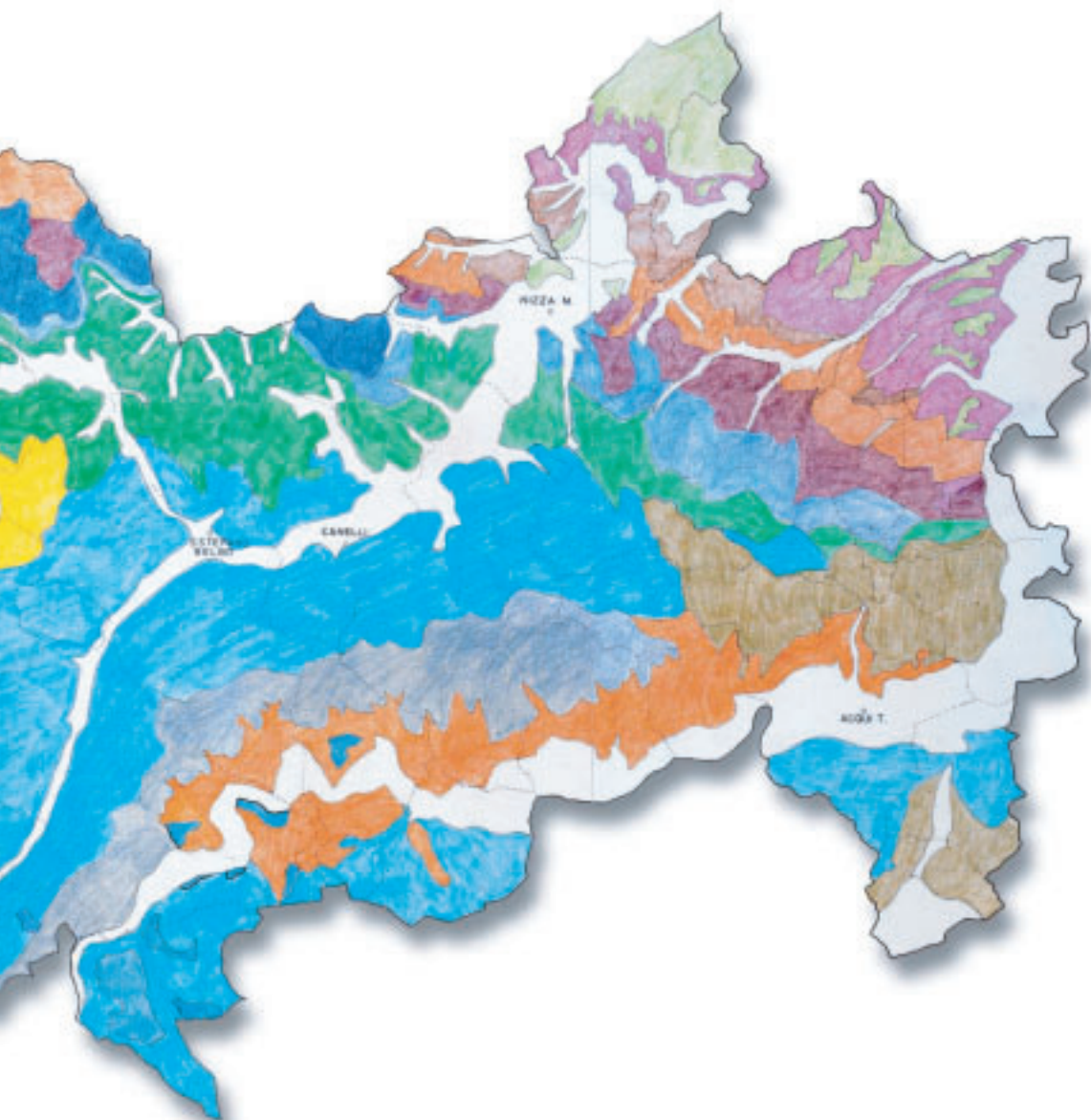
Compilazione a cura di:
**ANTONELLA PASSANITI e
FRANCO MONTICELLI**



ALBA



DEGLI AMBIENTI VITICOLI



slightly; full of limestone on south-facing slopes, locally called “sori”, they are where quality Moscato is grown, and in contrast, poor in limestone on the north-facing slopes.

The low hills tend to have mixed soils on all slopes that contain a marked percentage of clay.

The rural economy

Out of the farming surface used (SAU) in the origin zone of *Moscato d’Asti* an incredible 80% is used up by the vine-growing sector.





The district where it comes from in the South of the Piedmont Region covers three provinces: Alessandria, Asti, and Cuneo.

On the previous page, the warm heart of the thermal spa town, Acqui Terme in Alessandria.

Left, the church of Strevi (Alessandria).

Above, Castiglione Tinella (Cuneo).

This means that we have a rural economy that is intensely specialised in viticulture, which is often considered as the only economically valid crop.

The Muscat vine is under most of these wine-growing investments, it covers a steady 40%, even in the areas recently admitted to the select zone of production.

The Muscat grape is planted in 70 to 90% of the vineyards planted in the rural districts concerned.

Already from these figures it is easy to understand how the economy of the area in question is directly conditioned by the behaviour of the Muscat grape market, directly influenced by *Asti*. However, to create a fuller picture of the Muscat sector, it is necessary to introduce some more information.

With a considerable rise in the exports of *Asti*, that were directed mainly towards Germany and the United States, at the end of the seventies the production sector had a strong input thanks to new investments and a growth in productivity. This phenomenon was motivated by a consistent rise in the quotation of the grapes.

Actually the current size of the production levels is thanks to twenty years of steady growth. The Muscat situation is constantly full of satisfying implications if we look at it from a regional and national point of



view, which has, in contrast, over the last ten years seen some pretty hard times. Other wine-growing areas did not make production targets and ended up pricing themselves out of the economic growth that covered the industrial and some agricultural sectors.

Today the Moscato vineyards stretch over about 9000 hectares, accounting for 15% of the vine growing region of Piedmont; but what is more important is the fact that 40% of the plants date back no more than twenty years, therefore we are talking about a healthy vineyard, with huge potential in its quantity and quality levels. Around 6500 businesses are involved in growing the Muscat grape, with an estimated 15.000 employees. All things considered we can say that it is a successful sector, where the number of young people fleeing from the farming community has sharply dropped, and the fall in rural activity has recorded a notable reversal.

Unlike many other vine-growing and farming realities in the region, which can face conditions of poverty, economic depression, and a high elderly and female index in the population, the Moscato area has helped gross investment in new vineyards and a modernisation of working techniques, combined with specialisations in working skills. Moreover, the region has seen a growth in the space occupied by business and an even more a significant rise in the vine-growers living standates. In regard to



On the previous page, the castle which dominates the historical suburb of the town of Canelli (AL).

this last point, it is sufficient to visit the area to ascertain the widespread renewal of dwelling houses, and the number of car parks at people's disposal. Naturally all of this has been possible to attain through the consistent remuneration of the grapes, which has granted more equitable profits for the agricultural sector.

The spontaneous increase mentioned above in the grape quotations, became the bait for cross-sector agreements between the farming community and industry which governed the transfer of the grapes over long-term periods, thus, opening the way for intense economic



THE MOSCATO TOWNS

RURAL DISTRICT	TOTAL VINE-BEARING SURFACE-HECTARES	RURAL DISTRICT	TOTAL VINE-BEARING SURFACE-HECTARES		
PROVINCE OF ASTI		PROVINCE OF CUNEO			
BUBBIO	120	144,561	ALBA	96	212,0221
CALAMANDRANA	100	105,1444	CAMO	60	153,5476
CALOSSO	314	495,4634	CASTIGLIONE TINELLA	224	670,9346
CANELLI	377	546,8951	CASTINO	42	57,29
CASSINASCO	105	174,4843	COSSANO BELBO	200	496,0509
CASTAGNOLE LANZE	180	219,4602	MANGO	225	606,3084
CASTEL BOGLIONE	129	212,6485	NEIVE	177	212,3002
CASTEL ROCCHERO	91	118,758	NEVIGLIE	97	233,365
CASTELLETTO MOLINA	42	57,8977	PERLETTO	56	64,61
CASTELNUOVO BELBO	16	15,6444	ROCCHETTA BELBO	29	52,995
CESSOLE	80	85,9893	S. VITTORIA D'ALBA	61	73,0427
COAZZOLO	83	139,6019	S. STEFANO BELBO	429	978,0279
COSTIGLIOLE	203	198,0484	SERRALUNGA D'ALBA	23	34,725
FONTANILE	97	140,5948	TREISO	108	157,9132
INCISA SCAPACCINO	16	14,5975	TREZZO TINELLA	83	216,2886
LOAZZOLO	91	165,0026	TOTAL	1.910	4.219
MARANZANA	102	93,6042	PROVINCE OF ALESSANDRIA		
MOASCA	45	30,4117	ACQUI TERME	148	152,2456
MOMBARUZZO	130	171,9925	ALICE BEL COLLE	215	414,953
MONASTERO BORMIDA	71	62,662	BISTAGNO	106	92,279
MONTABONE	60	54,976	CASSINE	147	157,2624
NIZZA MONFERRATO	195	199,4217	GROGNARDO	8	4,428
QUARANTI	42	41,511	RICALDONE	216	334,4963
ROCCHETTA PALAFAEA	76	105,4221	STREVI	158	258,5383
SAN GIORGIO SCARAMPI	26	24,089	TERZO	45	44,186
SAN MARZANO OLIVETO	101	105,4863	VISONE	14	7,4837
SESSAME	73	105,1526	TOTAL	1.057	1.466
VESIME	111	138,8029	REGIONAL TOTALS	6.043	9.653
TOTAL	3.076	3.968			



Left, the village of Calosso (AL), classical home of Moscato: 52 small rural districts over its hills.

and legal planning. This is a rather interesting aspect, rather rare in the business sector, which has generated a large part of the immediate capital.

The Asti business deal

On average, from the total 9.000 hectares the grape-harvest produces around 900 thousand quintals of d.o.c.g. Muscat grape that is made into circa 650 thousand hectoliters of wine.

If we transfer these figures into economical terms then we are speaking about a yearly turnover of 150 billion lira for the raw material.

The industrial economy

Naturally the *Asti* business is much more developed, the direct industrial turnover from the production of *Asti* bottles can be as much as 400 billion lira.

If we add to this the value of other commercial spin-offs then the figure can be as much as 500 billion lira.

We also have to reflect on how much the business generated by *Asti* brushes off onto other sectors, certainly other small farming enterprises, even some manufactures, carve a living out of it. Think about the machinery used in farming (fertilizers, tractors, etc), to wine-making equipment, transport and industrial construction.

A correct economic assessment of the issue must not fail to account for the pull effect that the product *Asti* has on other Piedmontese wines and on Italy's wine-making business as a whole.

National wine exports has gained many advantages from the notoriety that *Asti Spumante* boasts on the international wine scene. In fact, it is more than often described as the "Italian spumante".

Apart from the singular traits of the raw material, that makes *Asti* the wine it is, are the quality wine-making techniques, that were projected and perfected by Piedmontese wine experts, and above all the efforts and skills of some big names in the business.

The number of bottles of *Asti spumante* produced in 1940 was only one million, which grew to just under two million in 1950 to then increase rapidly: 7 million in 1955, 15 million in 1960, 23 million in 1970, with an incredible 28 million in 1975, and 50 million in 1980.

But the record year was in 1994 when a staggering 85 million bottles of *Asti* were sold, after which figures dropped again to around 70 million bottles. To this figure 5 million bottles of *Moscato d'Asti* must be added.

Germany is probably the biggest foreign market, it imports nearly 25 million bottles each year, and is seconded by the United States which gets around 13 million bottles per annum. There is also

strong interest in the United Kingdom which has around 4 million bottles sent there each year.

The personality of the Vineyard Owner and his wine

A vineyard owner who comes from the Langa and Monferrato is a real character, just like his Moscato. Molded by a timeless story full of sacrifices and hard work.

Bent over the brittle soils of the hills he learnt how hard reality can be, but he never ceases to dream and hope.

A hard-worker, the local vineyard owner dedicates his entire life to



tending his vines, which have proved to be one of the most challenging fruit-bearing plants. He carefully chooses the way his vine rows are planted and laid out in relation to how steep the slope is, but he always takes a moment to lift his head to the never-ending sky that watches over him.

The ambition is to have the best grape there is, the most golden one, and to endow it with the appreciation it deserves, to share the experience with wine experts and friends is his idea of perfection, a most fitting dream.

However, because the vineyard owner has had to overcome many hurdles, over the centuries he has become very much an untrusting and shrewd individualist.

He is often at the merciless hands of mother nature too. In fact, this district, is normally quite dry during the summer but, it has happened that heavy storms, often with hailstones has not spared lightly the grape harvest. Autumn rains are also a danger but more for the soil as the more rain it soaks up the higher the risk of a hill slide becomes.

Having said that, the biggest challenges that the Langa and Monferrato vineyard owner face are when they deal with selling their products, to keep up with competitors has in the past been quite difficult, probably because they were not as well prepared for business as other regions. It is understandable how the cunning owner managed to put the icing on the cake. At times, the life of the vineyard owner has also been miserable, however he has always pulled through, proud and ready to start again.

Even if the going is tough, he still loves his work, his vines and the land around him. He does his tasks with a light-heart, it is his work, but it is also a inimitable source of pleasure, a natural right. And which was probably the only one he exercised in the past.

The difficulties there are in moving forward, with the loneliness that certain farming jobs have, has created depth in the soul of our vineyard owners:

a shrewd character, who has his own personal way of looking into the future. If you sit down and talk to some of the elderly vineyard

owners you will be fascinated by the experiences recalled and it can make you realise how much local culture exists only by word of mouth. An alternative is to delve into the pages of books written by authors such as Cesare Pavese and Beppe Fenoglio. The loneliness however has often made people rather reluctant. Aggressive approaches which could easily have been smoothed out over a glass of Moscato, during the winter nights in front of an open fire, or quite simply on the farm or in the stables, arguments that could have been settled by a family meeting at times remained unresolved.

Loneliness and shyness shifted to spontaneous joy during the simple-hearted festive events that are organized in the summer in the rural center of our hills, where traditions come alive, but some things have been lost in time for ever.

The locals often organised farewell parties for the young men









leaving for military service, or came out of their solitary shells during the big lunches and parties held after the wheat or the grapes had been harvested.

Probably much of this has already vanished thanks to the television, the car, holidays.....but genetically speaking, the essential features are still passed on.



Even nowadays, if we examine the work done on the land, and measure it against the natural cycles of the seasons, things are pretty much unchanged, the vineyard owner has somewhat been protected from the stress and despairs of modern man.

A sturdy heart strengthens character, especially that of our local vine-grower, whose mind is in perfect harmony with Moscato.



THE “ASSOCIATED WINE-GROWERS OF MOSCATO D’ASTI” AND THE JOINT NEGOTIATING

The Association’s background

Incorporation

By an Ordinance of the President of the Regional Council of Piedmont on May 22nd in 1985, the “Associated Wine-growers of Moscato d’Asti” was formally classified as an Association of Vine-growers and Wine-makers. A legal entity according to EU and National legislations (EU regulation n. 1360, 1978 and the National Law n. 674, 1978), whose purpose was to create incentives and regulate farming associations. One principal aim was also to give the primary sector an economic strength, which was able to stand up to market approaches and to comfortably confront industry.

From recent analysis, the farming entrepreneur can easily play a forefront role in the relations newly formed with industry, thanks to European integration, they can move over national boundaries, and weigh up on an international front.

The “Associated wine-growers of Moscato d’Asti” was actually already set up in 1983 (the notary act drawn up in Asti is dated

August 3rd 1983), when the co-operative wine-cellars wanted to join forces to face a dramatic drop in the grape harvest and must quotas, after a challenge from the Industrial side, the 1st Inter-professional Agreement of Moscato came about, the so-called 1979 norm.

The Muscat wars

Joining forces has a history in the Muscat world, which was crowned by the birth of the Association, called, to be brief, “Wine-growers”, but goes as far back as the first post-war years. At the beginning, efforts were mainly concentrated on setting up and developing wine-cellars as co-operative societies.

It is incredible to think how in 1948, when one kilo of grapes were sold for 52 lira, there were only three wine-cellars that were co-operative societies in the entire production district: Calosso, Canelli and Mombaruzzo. The phenomena of new wine-making co-operatives opening rapidly can be traced back to the 50's and the 60's, but it did come to a sudden halt, due to some disappointing experiences,



which happened in the Province of Asti, in the field of cooperation.

In those years, negotiating in Muscat grapes got by thanks to spontaneity, without anything that really joined the vine-growers, nor was binding for the co-operative society wine-makers. So much so, that at every grape-harvest, negotiations were fed by unilateral starting-points, hardly ever coordinated they were, above all, focused on settling the price, without taking into consideration the full parameters.

Quite often a contract was not even signed, and the price was settled even after the grape-harvest was concluded, which was around the day of St. Martino (November 11th).

This situation caused, in that time, what can be contemplated as extremely strong feuding over the Muscat grape.

The farmers took to the streets and marched for what they believed in. The protest of 1964 is still deeply imprinted in the minds of the Langhe vine-growers, an unforgettable moment, since a number of manifestations and gatherings quickly spread into different squares, to the Cinema hall of Canelli, to the Town Hall square of Santo





Stefano Belbo and in front of the big industries in Canelli.

The points won during that hard struggle were used to lay down the grounds, and in some way a challenge, for the future union between the wine-growers. So, it was then 1967, when, in the town of Asti Mr. Dario Ardissonne and others set up the “Centre to coordinate the co-operative wine-cellarers and the associated entities of vine-growers”, which then became U.R.A.V. At a later date it was dissolved to make way for the Wine-growers Association “Piedmont’s Vine-growers”. But it was only in 1971, at an important assembly held in the town of Canelli, in front of Professional Farming Organisations (Crop Farmers, A.C.A. now absorbed by C.I.A. - Italian Farmers Confederation - and the Agriculture Confederation), that an official commitment to create a unitary association for Moscato, was finally drawn up by all those concerned in the business. Furthermore, in 1971, the town of Santo Stefano Belbo, was witness to the opening of



the Association of Muscat Grape Growers, known as A.P.U.M., it is an association which still works rather spontaneously.

In 1977 another important Association of Wine-growers was set up, “Piemonte Asprovit” which, after merging with the mentioned “Piedmontese Vine-growers” and “Piedmontese Vineyards” is now the association that boasts the highest number of wine-growing entrepreneurs as its members (for the different Muscat qualities of course).

The co-operative wine-cellars unite

However, it has only been since 1979 that, thanks to the first “Cross-sector Agreement on the Regulations and Economy of *Moscato d’Asti* and *Asti*”, have the co-operative wine-cellars of Moscato benefited from an effective and concrete union.

A march in Canelli to protest against Muscat prices in the early 1970’s.

It is, in fact, the “regulation”, this was how the historical agreement was called, a paper fiercely backed by Mr. Bruno Ferraris, the Chairman of the Agricultural Committee in power then, which really got the whole union process up and running and led to, in 1983, the “Wine-growers” being set up.

The original nucleus of the “Wine-growers”, which held eighteen Co-operative wine-cellars, all those working in the sector held, gathered together at an important general assembly on June 18th in 1987, under, however, two already established Associations that united the wine-growers who were not listed as members of the co-operative societies.

One was A.P.U.M. from the town of S. Stefano Balbo, which we did mention before, and the other, was the “Association between the Wine-growers of Moscato d’Asti - A.PRO.M.A. - whose Head Office resides in the town of Asti. Taking note from the “Crop Growers” and the “Agricultural Confederation”, this association already laid





Here, the two Presidents who have run the Wine-growers Association since 1985, on the left Mr. Renzo Balbo, on the right Mr. Evasio Polidoro Marabese.



Asti, 18th June 1987, the General Assembly of the Wine-growers where many independent wine-growers joined the union.

down its guidelines in 1982. To complete the information in merit, we must not forget that in 1987, in S. Stefano Belbo, another significant association opened, the “Association between the Wine-makers and Vine-growers of Moscato d’Asti and Asti Spumante - Classic Zone”.

The latter, at the beginning, was rather unusual because it had a unique, independent approach, and actively took part alongside A.P.U.M. and A.PRO.M.A. in the process of uniting all the independent vine-growers under one roof. These efforts were finalized when it merged with A.PRO.M.A., now called A.P.M.: a group of single entrepreneurs inside the Wine-growers.

Organising the Wine-growers Association

Presently, as its members, the “Associated Wine-growers of Moscato d’Asti” has nearly 3.000 vineyards who produce the Asti Muscat d.o.c.g. grape, out of which 2.400 are associated with the eighteen cooperative wine-cellar. They are all farming entrepreneurs of course. The “Wine-growers” association covers three provinces in the origin zone of *Moscato d’Asti* d.o.c.g.: Alessandria, Asti and Cuneo, which means that it represents 55% of the vineyards that are officially registered with the roll of d.o.c.g. Muscat vine-growers, and the entire Muscat harvest is classified as a guaranteed and controlled origin title product.

This extensive representation supplies the Association with an acute awareness when it faces the challenges brought about by a united Europe. It is also getting ready to lead the agricultural side of Moscato into the third Millennium.

When the “Wine-growers” get down to work they closely abide by the economic and social objectives laid down in EU legislation and integrated into its by-laws. Meaning that, at all times, it is working to protect and develop the white Muscat grape, the essential ingredient of the d.o.c.g. *Moscato d’Asti* and *Asti* wines.

Pushing up the profit margins in the agricultural sector, was above

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all thanks to having made improvements in business relations and by capturing a more favorable market position for its members. Members who are treated well, the Wine-growers Association actually carries out non-stop services of a technical and economic nature and constantly informs them of any changes in the law. However, a large part of the Association's efforts are concentrated on managing the cross-sector Agreement, to transfer the d.o.c.g. Asti Muscat grapes and its must, from the farming to the industrial sector. It also promotes the product through effective advertising campaigns and initiatives, which are aimed at informing the consumer.



Cross-sector Agreements

The first regulation

In 1979, the negotiating terms for the Muscat grape were turned into a real cross-sector agreement. This happened more or less after the turbulent events that gave birth to the Association.

The first regulation drafted, was a serious attempt at economic planning for the sector's entire policies. In fact, it announced that both parties had commitments and rules for a common approach,

*1962:
the first
grape-harvest
at the
co-operative
wine-cellar
“Dolcetto
and Moscato”
located in the
town of Cossano
Belbo.*





and that the Regional Authority would be directly involved and act as a guarantor, but it also profited in the management of the control and regulation of replanting in the vine-growing business.

Its written contents make interesting reading, even the signatures at the end are significant, these people made history.

Quite a demanding task then, but which was carried out responsibly, because Italy's entire wine-making and vine-growing business was new to cross-category understanding and the association had to consider that it was an innovative action for them. And, even today, there is still no other similar efforts like it for other Italian wines.



The 1984 Agreement

The first cross-sector agreement signed in 1976 actually came to a rather traumatic end. During the 1981/1982 campaign, the agreed price of 760 lira per kilo was not upheld, due to a marked drop in market demand, which pushed up the quota to a peak of 1.100 lira. The same thing happened at the following grape-harvest, with grapes being exchanged for 1.600 lira per kilo. In the first few months of 1983, the industrial party formally terminated the agreement, which had not really been relevant since the 1981 grape-harvest.

1979, the Farming Delegation just before the historical agreement was signed. In the middle, Mr. Bruno Ferraris, Chairman of the Agricultural Committee.

But it was the unexpected increase in the quotation overturning the prices of bottles on sale to quickly cause another drop in demand. Parallel to, however, a well-studied enlargement of the new vineyards planted, under the expectations of the most affluent vine-growers.

Contingent factors therefore, which brought about a decisive inversion in the trend. During the 1983 grape-harvest, rather an abundant one, the price was settled at a mere 600 lira per kg. But the initial offer from the industrial party was even lower.

The new situation, even if it left the agricultural party slightly bitter, did help to generate a new debate which brought forward awareness about the need to aim for vine-growers, being writed.

This was how the Wine-growers association was born, which, at the start, grouped the co-operative wine-cellars, and strived to make itself known. This did help to speed up reconciliation between the parties, so that already by Spring 1984 new cross-category negotiations were struck up, where the Regional Council acted as a go-between. The following September was then witness to the signing of a new three-year Agreement, 1984-86.

The contents of the agreement were still very unbinding but it was a solid base to work from. Since then, the Moscato market has always moved forward under cross-category Agreements.

The 1986 crises

The initial contract was in fact subjected to future changes which eased the pressure of the sector during the serious market crises that happened after the methane scandal. Moscato d'Asti and Asti were not involved in this episode (March-April, 1986), the scam was done with low-quality products sold at rock bottom prices, but in saying that, one can understand the caution it stirred in consumers, and not only here on the domestic market, because nearly all wines produced experienced a drop in sales.

Thanks to the grouped effort of the wine-growers, their representatives, and we must also say political shrewdness, some pretty dras-

tic and articulated interventions were put into practise. To support the different business directions and structural needs.

The Wine-growers Association stocked the surplus production from the 1985 grape-harvest, self-financing it with a special deduction on the price of the grape approved by all the vine-growers.

As for structural issues, in collaboration with the Regional Authority, the Wine-growers Association did a complete revision of the Vineyards Register, weighing up and assessing the Moscato plots, and eliminating all areas considered as unsuitable growing grounds.

At the same time, the Regional Council, after being urged by the categories, placed a technical ban on replanting, which is still in force today.

Some of the finances arising from the deductions were used to generate a series of promotional and advertising campaigns.

A once off measure was brought in to resolve the circumstances created in 1986, which was to make wine out of the surplus, at facilitated prices. This was a singular event in the history of a wine which has always walked on its own two feet. But the general conditions in the wine sector were pretty exceptional too.

The measures taken were then adopted in a kind of new wine-making philosophy; which was to limit production levels, so that only the top-quality grapes made it to the end. In the 1986 grape-harvest the maximum d.o.c. grape yield per unit of land (hectare) was drastically reduced by 25%.

After the emergency

Overcautious and mindful approaches helped to overcome the crises in a short space of time. The strong reduction in the entire production leveled out over the years, modeling itself on market demands, but also on trends which are refocusing on what tradition has to offer, to favour quality rather than quantity.

Over recent years, the average quantity of d.o.c.g. Asti made has been 90 quintals per hectare, rather distant from how much other regions are producing.

For the next two years, stocking surplus wine was done again with lower quantities, to then wind up with the 1988 grape-harvest, because there was a substantial balance between the demand and offer of the raw material. The measure was then renewed, with different measures and co-financing from the Regional Council of Piedmont, to deal with surplus product in future grape-harvests.

Advertising Campaigns

One of the most consolidated and official actions that the Wine-growers Association renews each year is the promotional events negotiated with the industrial parties.

Some spot-on slogans will never be forgotten: “*Asti unico ed irripetibile*” (*Asti - singular and inimitable*) by Studio Testa in Torino, “*Asti Spumante - Quel solletico speciale*” (*Asti Spumante - that special tickle*) by the Mc Cann Erickson Agency in Milan.

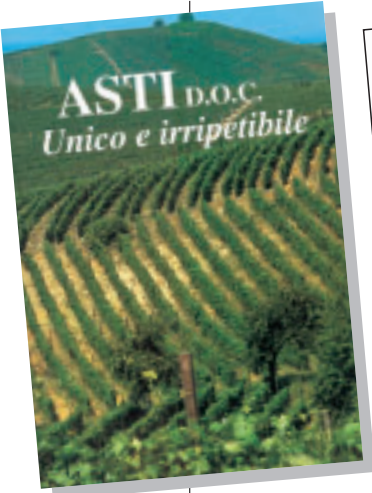
These advertising campaigns branched off into multiple promotion events, which had strong public relations support. It is, therefore, a never-ending system, which informs the Italian and foreign consumer about the product, its characteristics and intrinsic values. To get a natural message across, wine is culture.

The latest campaigns are literally overflowing with this concept: they highlight how wine is now an historical part of an Italian’s daily life, and that Asti is a d.o.c.g. wine. As one message puts it, even in its purely advertising synthesis: “*Asti, the aroma of Italy’s esteemed traditions*”.

At the same time as traditional values are evoked, the Asti “aroma” is praised, this is something very special and makes Asti the one and only spumante in the world. It also gave a title to this book.

The agreement moves with the times

What was agreed on at the negotiating table of the cross-sector Agreement has therefore opened the way



for an efficient management of the production and the market, even when the world of Moscato is hit by strong external disturbances.

As well as the responsibility of the economic categories in question, we must also recognise that in troubled moments, the efforts made by the various Regional Chairmen of the Agricultural Committee have never dwindled; politicians yes, but rather atypical because they relate to the problems that people have to face.

This all gave act to a number of long-term agreements being drawn up, that are constantly up-dated so that previously established strategies can be correctly shaped up. The current Agreement is very contemporary, its contents include not only an economical section but also a series of regulations that should help to pilot the reader towards new successes.

The most relevant aspect is that which links the price of the grapes and the must to inflation tax. Both parties participate in the co-financing of mutual promotional events.

Images and slogans from the most important official campaigns of Asti.

Appreciating the quality

Actually, the present-day Agreement contains another positive point too, the section which details the adoption of methods which respect the quality of the raw material.

In order to establish the correct quality standards a series of parameters are taken into consideration, which range from visual standards that estimate how ripe the grape is and the lack of parasite attacks, to the sugar level and the conditions of the original vineyards. This takes into account exposure to the sun, the frost levels, the kind of soil and the level of investment (number of vine stumps per hectare).



The third millennium

Other issues that the cross-sector Agreement contains have already become common knowledge. Just like any other economical measure, it is simply a model that is being constantly perfected and updated.

It is important to note how its development and progress have fared over long-term periods. Even if it has been subject to negative influences and cliché springing from crises.

Who overcomes such obstacles, past and present, are the industrial companies who are constantly striving to improve their products and expand the markets they move in. Making it evident that there is growth in business here in Asti.

Growth which is also thanks to how strong-willed the farming community is, how much they made themselves heard, and how dedicated their efforts are. Consider the improvements that are made in the vineyard's production, which, even if subject to economic or business trends, they are now managed in a mature and more responsible way. Fruit of the joint actions made by the "Associated Wine-growers of Moscato d'Asti" listed vine-growing members.

Today, this grown up and aware Wine-growers Association, with a brief history behind it, is a valid party for the industrial counterpart to relate to, when they have to negotiate, or debate on production regulations that affects them both.

The relations and open dialogue that the Association holds with local public authorities is a valuable resource. They work together to plan out the directions the sector should follow, and to create a picture for Moscato in these years of the third millennium.

To conclude, what we have is a very modernized viticulture, that is able to generate the earnings needed to persuade the younger generation to not move way from the Langhe and Monferrato hills, and, at same time to have an ever increasing respect for man and nature. The quality of a Moscato will never disappoint you.

We could say that it is a way of going back to the past to look at the future.



PAPERS

PRODUCTION DISCIPLINARY

Ministry of Agriculture Ordinance 29th November 1993
**Controlled and guaranteed origin title classification
of the wine “Asti”**

Section 1

The controlled and guaranteed origin title classification Asti is exclusive to wines which meet the conditions herein and the requirements laid down in this production disciplinary: in detail:

- a) the title Asti out with any extra wording or specification of spumante (Asti or Asti spumante) is exclusive to the spumante version of the wine;
- b) the title Asti that must be preceded by the wording Moscato (Moscato d’Asti) is exclusive to the non sparkling version of the wine.

Section 2

Wines which have the controlled and guaranteed origin title “Asti” must be made from grapes grown in vineyards where only the white Muscat grape is grown.

Section 3

The production zone of the wines under the controlled and guaranteed origin title “Asti” is limited to the lands of the following rural districts:

in the province of Asti; Bubbio, Calamandrana, Calosso, Canelli, Cassinasco, Castagnole Lanze, Castel Boglione, Castelletto Molina, Castelnuovo Belbo, Castel Rocchero, Cessole, Coazzolo, Costigliole d’Asti, Fontanile, Incisa Scapaccino, Loazzolo, Maranzana, Mombaruzzo,

Monastero Bormida, Montabone, Nizza Monferrato, Quaranti, San Marzano, Moasca, Sessame, Vesime, Rocchetta Palafea and San Giorgio Scarampi;

in the province of Cuneo the rural districts of Camo, Castiglione Tinella, Castino, Cossano Belbo, Mango, Neive, Neviglie, Perletto, Rocchetta Belbo, Serralunga d'Alba Santo Stefano Belbo, Santa Vittoria d'Alba, Treiso, Trezzo Tinella as well as just outside Como and San Rocce Seno d'Elvio in the area of Alba.

in the province of Alessandria the rural districts of Acqui Terme, Alice Bel Colle, Bistagno, Cassine, Grogcardo, Ricaldone, Strevi, Terzo and Visone.

Section 4

The environmental and farming conditions in the vineyards where the controlled and guaranteed origin wines under section 2 will be made must be the traditional ones of the zone or anyway fit to endow the grapes, must and the wine with the specific quality standards.

Therefore, only vineyards which are situated on the south-facing slope of a hill are considered acceptable to be listed in the register under section 10 law n. 164/1992, which excludes vines that have been planted on the valley floor or in flat, soft or wet ground.

The planting seasons, the growing techniques, the pruning phases (short, long, and mixed) must be those already in common use and in no way must they change the typical characteristics of the grape, the must and the wine.

Forced methods are banned.

The maximum grape yield per hectare of a vineyard specialised in growing the guaranteed and controlled origin wines herein section 1 must not exceed 100 quintals, which is equal to a maximum of 75 hectolitres per hectare.

Under this limit, even in the years with abundant harvest an accurate grading of the grapes must be done, and the global amount of the vineyard must not exceed 20% of the same limit.

The vineyards newly listed with the register or those subject to replanting must have a certain number of vine stumps which should not number below four thousand.

The Region of Piedmont, with an internal Ordinance, can

change year by year, before the grape-harvest, the maximum amount of grapes grown per hectare that will be used to make the guaranteed and controlled origin wines under section 1 by establishing a limit inferior to the one laid down in this disciplinary, in accordance with Law n. 164/1992. It is the duty of the Region of Piedmont to immediately inform the Ministry for farming, foodstuffs and forestry policies, the national Committee for the protection and development of the origin title of the wines and the competent Chamber of Commerce for the territory in question.

The grapes must guarantee, even with an estimate grading, that the minimum natural alcohol metric volume is 9% for the Asti spumante wine and 10% for Moscato d'Asti.

However, in years where the climatic conditions are very unfavourable, grapes which can guarantee that the minimum natural alcohol metric volume is 9.5% will also be taken into consideration.

The Region of Piedmont is appointed to ascertain in the zones outlined under section 3, the unfavourable climatic conditions of the year, and authorize, no later than September 15th of the year, for each year considered, what is laid down in the previous paragraph. Year by year, the Region of Piedmont, having received a demand from the voluntary consortium for the protection and the inter-professional committee under sections 19 and 20 of the Law n. 164/1992, can establish, before the grape-harvest, the acidity levels, the profile and the minimum aromatic contents of the grapes.

Section 5

The action of mashing the grapes to be used to make the guaranteed and controlled origin wines here under section 1 must be carried out within the boundaries of the provinces of Alessandria, Asti and Cuneo.

During wine-making only local, honest and persevering methods are acceptable, which are in detail:

selection of the grapes when necessary, possible grading of the bunches and their normal pressing, maturing in closed vats and the adding of coagulants and clarifying substances using the normal dosages and those laid down by the law, the consequent decanting of the must followed by its filtering

or centrifuging, refrigeration, even subsequent fermenting done to get the right ratio between effective alcohol and sugar residues, until the moment when the fizz is given for the Asti Spumante wine and for the Moscato d’Asti, until it is bottled.

The maximum quantity of grapes used to make the wine for the guaranteed and controlled origin wines under section 1 must not exceed 75% of harvest.

Any surplus wine does not have the right to be classified as a guaranteed and controlled origin title.

It is only permitted to increase the natural metric alcohol volume of the must or the wine that will be used to make the guaranteed and controlled origin wine Moscato d’Asti, by adding concentrated must of the white Muscat grape produced in Piedmont, or filtered concentrated must.

The wine that will have fizz added to it, done with the natural fermenting method in pressurised containers or in the bottle, and will be used to make the guaranteed and controlled origin title wine Asti Spumante, must have been made from must which has the characteristics listed in this disciplinary.

The process of capturing the fizz, plus the perfecting period must not last less than one month.

All the actions of wine-making, adding the fizz and creating harmony in the wine, as well as the bottling and packing stages of the D.O.C.G. wines, Moscato d’Asti and Asti Spumante must be carried out on territory which lies inside the provinces of Alessandria, Asti and Cuneo and in a section of Pessione in the rural district of Chieri in the province of Torino.

It is under the authority of the Ministry for the co-ordination of farming, foodstuffs and forestry policies to consent that the wine-making preparations described above are carried out in places located in the province of Milan or in the remaining territory of Torino, on the condition that in those places the wine-makers in question were producing Asti Spumante and Moscato d’Asti at least 10 years before the State Ordinance n. 930 12/06/1963 came into effect.

Partial or total artificial fizzing is prohibited for the D.O.C.G. wines here under section 1 as is any kind of anti-fermenting agent even if these actions are generally permitted by the EU and national regulations in force.

It is permitted that the guaranteed and controlled origin

wine called Moscato d'Asti, claimed as such at the moment when the annual production is declared, can be reserved within the 30th June following the grape-harvest to make the guaranteed and controlled origin title wine "Asti spumante", in the event that it corresponds to the characteristics laid down in this disciplinary. It is prohibited to do the operation the other way round.

The Region of Piedmont, after it has heard the organisations from the interested categories, can establish, through opportune methods, quantitative and quality controls of the grape, which includes weighing them, even at the vineyard, of the must and the loose wine or bottled in order to ensure that the wine is deserving of the guaranteed and controlled origin title classification herein under Section 1.

Section 6

When the guaranteed and controlled origin wine called Moscato d'Asti is put on sale it must possess the following characteristics:

clarity: brilliant; colour: softly intense straw-yellow; bouquet: distinctive and fragrant; on the palate: sweet, aromatic, distinctive, lively or fizzy at times; min. alcoholic strength: 11% of which 4.5 to 6.5% is effective alcohol; min. acidity level: 5g/l; min. net dry extract: 15 g/l.; pressure and CO₂ until 1.7 bar.

When the guaranteed and controlled origin wine called Asti spumante is put on sale it must possess the following characteristics:

fizz: subtle, persistent; clarity: brilliant; colour from straw-yellow to soft gold; bouquet: characteristic, sharp, delicate; flavour: aromatic, unique, slightly sweet, harmonious; min. alcoholic strength: 12 % vol. of which 7% to 9,5% is effective alcohol; min. acidity level: 5 g/l; min. net dry extract: 17 g/.

The Ministry for the co-ordination of farming, foodstuffs and forestry policies has the faculty, following a specific demand from the consortium for the protection or the inter-professional committee under section 19 and 20 of the Law n. 164/1992 or in the event that it is required by trade demands from foreign countries, to consent slight variations to the parameters described in the previous paragraph.

Starting from the 1995 grape-harvest those who wish to

sell the guaranteed and controlled origin Asti wines must fulfil the conditions stated under sections 4, 5 and 6 of their production disciplinary whose text was drawn up within forty-five days from the date when this law was published.

Section 7

When naming and displaying the guaranteed and controlled origin title wines Asti or Asti Spumante and Moscato d’Asti it is prohibited to include any other wording of classification other than what is laid down by the production disciplinary, which includes the adjectives superior, reserve, extra, fine, selected, gran or similar words.

When naming the guaranteed and controlled origin title wines Asti or Asti Spumante it is also prohibited to use any specific geographic wording which refers to rural districts, fractions, zones, sub zones and vineyards that are included in the production zone listed here under section 3.

When naming the guaranteed and controlled origin title wine Moscato d’Asti it is instead permitted to use the geographic names listed in the previous paragraph as long as the grapes all come from the corresponding geographic or place-name area, under the conditions laid down by a Ministry Ordinance on April 22nd in 1992.

It is also permitted when naming the D.O.C.G. wines Asti or Asti Spumante and Moscato d’Asti the use of words which refer to personal names, company names, private trademarks which do not have a laudatory meaning and do not deceive the buyer in any way.

Wording which can specify the farming activity or business of the bottler such as “vine-grower”, “estate”, “farm”, “farm-house” and other similar terms are permitted as long as they meet the EU and national provisions in merit.

Section 8

In compliance with section 13 of the Law n. 164/1992 to use the respective guaranteed and controlled origin

title classification the wines described in section 1 must pass the chemical-physical and tasting test which will be done after the interested party has submitted a request to the competent Chamber of Commerce for the territory.

For the chemical-physical and tasting test, the Chambers of Commerce can make use of other organisations, entities or voluntary consortium for protection which are fitted out with the necessary equipment and that are authorized to use.

The guaranteed and controlled origin title wines Moscato d'Asti and Asti Spumante must be put on sale in bottles which have the following characteristics and display the State Mark in accordance with section 23 of the Law n. 164/1992, fitted on the bottle in such a way so that it can only be broken if the bottle is opened.

The guaranteed and controlled origin title wine Moscato d'Asti must be put on sale in bottles which correspond to those authorised by the EU and national norms and closed with a stopper made out of cork on which the name Moscato d'Asti has been stamped. It is prohibited to use the mushroom-shaped or cage cork for this typology.

The guaranteed and controlled origin title wine Asti Spumante, packed in the typical style of a spumante wine, must be put on sale in bottles which have the following volume capacities: 187 ml; 200 ml; 375 ml; 750 ml; 1.5 litres; 3 litres; 4.5 litres. Furthermore, if a company requires, for promotional purposes, it is permitted, subject to authorisation from the Ministry for the co-ordination of farming, foodstuffs and forestry policies, to use a 6 litre bottle.

The bottles listed under the previous paragraph must be closed using a mushroom-shaped cork stopper with the name Asti Spumante or Asti stamped on the part which remains outside the bottle. As for bottles whose nominal contents do not exceed 20 cl it is permitted to use another suitable closure.

Section 9

Whoever produces, sells or puts on sale or distributes for

consumer use guaranteed and controlled origin title Asti Spumante or Asti and Moscato d'Asti must, must-wines and does not fulfil the terms and conditions and the requirements laid down in this production disciplinary, which includes the relative accounting and management papers proving the origin, can be punished by law under section 28, 29, 30 and 31 of the law n. 164/1992.

-
- 1 Replaces the state Ordinance dated July 9th 1967 related to the d.o.c. of the same wine.
 - 2 Section replaced by section 1 of the State Ordinance dated August 14th 1995
 - 3 Section replaced by section 1 of the State Ordinance dated August 14th 1995
 - 4 Section replaced by section 1 of the State Ordinance dated August

14th 1995

Following the complete text of the first norm from 1979, here below is the comment of Mr. Bruno Ferraris, the Chairman of the Agricultural Committee who was in power then.

THE FIRST CROSS-SECTOR AGREEMENT

Presentation

The cross-sector, legal and economic agreement for Moscato d'Asti and Asti Spumante, was signed as a draft agreement on July 18th in 1979 at the seat of Piedmont Regional Council (Agricultural and Forestry Committees) at the end of brief, but firm negotiations between the representatives of farming organisations, the co-operative societies and the industries involved in making spumante. Setting up these negotiations was instead a slow, tiring and difficult affair. Meetings and debates were often heated, which were holding back negotiations, that had adjourned on a positive note and both parties had found satisfactory. The draft agreement approved by those working in the sector, consulted on purpose, was finally ratified by their representatives on September 21st in 1979 with some explanatory integrations made.

The agreement covers certain efforts and behavioural rules at the level of economic planning, for all the sector policies - from the planting of the vineyards to the structures for spumante making, to the promotion of the finished product, to the protection of its quality, to safeguarding and vigilance against fraud.

The following legal and contracting terms are provided for in the agreement:

- a guaranteed withdrawal of all the production - grapes and wine - by the industry and mechanisms still to be defined in part, to deal with possible situations of production surplus or loss;
- the annual negotiations which settle the price for the grapes and the wine are based on objective parameters such as production costs, quality of the product and

- market trends;
- the withdrawal and payment methods of the product;
- the norms, the technical instruments and sanctions for not honouring, for a correct and dynamic management of the agreement itself will be drafted in two general appraisals done in the third and the sixth year, over the ten-year period for which it is valid.

Basically this agreement is a group of norms, commitments, mechanisms and instruments, some of which still need to be explained further and defined better, but which already create a base - and can help to establish in the future - a picture of trust and certainty for all those who work in this important section of our Region's agro-industrial sector.

Bruno Ferraris

**LEGAL AND ECONOMIC
CROSS-SECTOR AGREEMENT
FOR MOSCATO D'ASTI AND ASTI SPUMANTE**

The delegation of:

- The Co-operative Societies;
- Associated Wine-growers of the Muscat Asti Grape;
- Professional Associated and Co-operative Organisations

and the delegation
of the Spumante Industry
under the authority of the Region of Piedmont
have agreed on and stipulated the following agreement:

**SECTION 1
Planning out the production
of the Muscat Asti grapes**

The signatory parties agree on the necessity to draw up an articulated programme for the production of the grapes which is principally aimed at achieving an opportune balance between production and market demand as well as to improve the quality standards.

The following working requirements have been selected and approved:

- to establish valid long-term quantity and quality objectives which those working in the sector and the Region of Piedmont are to agree on.
- to select instruments and methods which can help to reach these objectives;
- to draw up and submit proposals to the Region of Piedmont on the execution terms of the laws on incentives for planting vineyards holding the Muscat Asti grape;
- to carry out controls on the production plants or those being set up which must be done in close collaboration with technical experts appointed by the Region of Piedmont;
- to request that the disciplinary is reviewed and that the following innovations are introduced:
 - the possibility to have new growing techniques that ensure a production level that is more profitable under a

- prioritised respect of quality standards;
- maximum production levels differentiated in relation to the machinery equipped;
- others which the parties will be agreed on;
- request to pass on to D.O.C.G.

SECTION 2
Protecting the origin and quality of Moscato d’Asti

The cross-sector committee under section 13 has been appointed to examine all the problems involved in respecting the norms laid down by the production disciplinary of Asti Spumante as well as the general regulations which govern the production and distribution cycle.

The Committee must submit to the competent authorities the legal and administrative interventions which they consider necessary to carry out the protection objective.

In merit the signatory parties of this agreement agree to, as from now on, to manifest to the Committee items for examination and special control, which are the following:

- if the registers of the vineyards and the production realities correspond;
- truthfulness in the declaration of production;
- quality and quantity of the annual wine production;
- chemical and tasting analysis of sample bottles on sale in Italy and abroad, to be done systematically.

The signatory parties also agree to apply for structural planning and information on quality control with the competent authority.

SECTION 3
Development policies for Asti Spumante

Those working in the sector pledge, each for their own competency, to put into practise all possible promotional or advertising means that have each been considered suitable to inform of and guarantee the origin and imagine of this product in the eyes of the consumer.

It is recognised that the Consortium of Asti Spumante is primarily responsible for common advertising.

The objective to develop this product must also be followed through by eliminating disruptive actions on the

market such as attempts at depreciating its sale price and ambiguity in the presentation which steal market space from Asti Spumante and Moscato d'Asti thus causing overall damage to the production.

Under this objective appraisals need to be carried out by the competent authorities to verify these unfair practises.

The signatory parties request that the Region of Piedmont allocates funds to finance the setting up of the development programmes agreed on.

SECTION 4 Spumante making plants

It is recognised that the industry, through strict policies supported in the years of high investment, has enhanced the value of the product by improving its quality traits that have determined how popular and penetrating it has become in Italy and abroad - priority under the role of finishing the product and marketing it.

In merit the signatory parties pledge, until this agreement is in force, to submit to the Committee in section 13, for examination and comment, every initiative concerning the creation of new processing and marketing systems or the enlargement of existing ones, for which they intend to ask for public contribution, which can be regional, national or EU.

In front of initiatives being set up that could damage or harm what is laid down in this section, the signatory party who is of this opinion and has not given a favourable opinion on it, using its vote with the Committee, it has the right to withdraw from this agreement.

Development, during the first three years of having this agreement in force, in the production capacity of Asti Spumante under the Co-operative Wine Cellars or their Consortiums, which globally exceed the annual million bottle mark, is considered as an object of the previous paragraph.

SECTION 5 Settling the price of and transferring the grape and the wine

The transfer price of the grapes must be agreed on each year and it must be rest in a range defined on the lower scale "Minimum Guaranteed Price" and on the higher

scale "Maximum Market Price".

These two price levels will be drawn up by the joint inter-professional Committee here in section 13.

The Minimum Guaranteed Price is settled by examining the costs per hectare calculated as illustrated in annex 1, including a fair price, divided into production per hectare taken from the average figures for the zone, referring to the previous five-year period and declared by the vine growers in their annual production declaration and accepted by the competent offices.

The Maximum Market Price is settled each year by examining the prices paid for the year before, considered with the trend of cost variations of production calculated for the Minimum Guaranteed Price.

This price is corrected by examining how well Asti fared during the previous market campaign. Parameters, how they are measured, the control and the influence they have on the price shall be agreed on no later than 30th June 1980 and the contents of the arising agreement will become an integrated part of this one.

The price of the wine transferred from the Co-operative Wine Cellars to Spumante making Industries is settled in relation to the price of the grape and is calculated on the basis of a 133 kg grape yield per wine quintal, increased by the processing cost, which in 1979 was settled at 8.500 lira per quintal.

The following expiry dates apply to the payment for the grapes: 40% on 15th of December - 60% on 30th of March. Payment for the wine bought during the grape-harvest at the Co-operative Wine Cellars is to be done under these terms, except for when different agreements have been made: 1/3 on 15th December - 1/3 on 15th March - 1/3 15th July.

SECTION 6
Guaranteeing delivery and
withdrawal of the product

Those who produce grapes, whether independent or associated, and are signatory parties of this agreement, pledge, because they have adhered to, deliver the contents of their production to the industries who are also signatory parties

of this agreement.

The industrial party firmly pledges to collect all the grapes to make Asti Spumante produced by the signatory parties of this agreement except under the circumstances laid down in section 11 concerning surplus amounts.

In the event that purchasing is made with someone who is not a signatory party of this agreement then the industry pledges to not pay a higher price than the one settled annually by this agreement.

In the event that the latter pledge is breached, all those under the breaching party have the right to demand from this payment of their product in the maximum measures expressed.

The Co-operative Wine Cellars, independent or Associated, also have the same delivery terms for the wine they produce and the industry pledges to purchase their wine.

The Co-operative Wine Cellars which possess equipment to make spumante or are in the process of projecting it, pledge to supply the contents of their production under the percentages (illustrated in annex 2) which the industrial parties pledge to collect. The industrial parties also pledge to not pay a price higher than the one settled for the year and agreed on for all the purchases of wine thereafter done.

In the event of breach by the parties then what is laid down in the fourth paragraph of this section for the grapes is to be applied.

What has been pledged under this section applies also to the present picture of the current Vineyards Register and anyway always in adherence to the planning under section 1 accepted by the representatives of all the categories in question.

SECTION 7
Establishing the industrial requirements

Committing themselves to collecting the grapes delivered as laid down in section 6 is done by applying what is written under this section and the following one. Within the day decided on by the Committee, refer to section 13, which must be in the first three months of the year, the spumante making companies adhering to the agreement shall notify the Committee of their requirement for the following harvest,

indicating the maximum quantity of grapes that they can collect for each of the wine-making establishments that they possess. No later than 10 days after this term has expired, the Committee shall illustrate to the signatory spumante making companies, the Associations and the Consortium a chart which summarises all the demands submitted.

The amount of grapes that each spumante making company has pledged to collect must not exceed the production capacity of the equipment and/or machinery they possess.

In the declarations it must also be written the basic quantity of Asti spumante wine that came out of the previous three harvests and enclosed will also be a sworn declaration which states that the figures listed are contained in the accounting books that who is declaring must have. On the first of September, the Committee shall give an estimate of the next harvest and will establish how much should be allocated to each spumante making company by examining the declarations they submitted, under the terms and conditions of section 8.

Having accounted for the possibility of receipt of the grapes from the sumpante making companies and the Co-operative Wine Cellars, on the first of September, the Committee will examine the problems involved in a possible capacity depreciation in wine-making and offer advice on how to overcome it. By the first of September the Committee will supply the signatory spumante makers with a list of the signatory vine growers which will include information on their maximum grape yield and whether they are a member or not of a signatory Co-operative Wine Cellar.

SECTION 8
Assignment of the expected product quotas
to each industrial party

Assignment of the quotas that have been established, which will be confirmed no later than January 15th of the following year, shall be done as follows:

Case A forecasts of the grape-harvest from the signatory vine growing parties, independent or associated, higher or equal to the requirements of the

spumante making company: proportional distribution for the requirements declared.

Case B forecasts of the grape-harvest as above which are inferior to the industrial requirements: proportional distribution is done by calculating an average quantity for each spumante making company from the requirements declared and the annual average of spumante wine made over the previous three years.

No later than October 31st each spumante making company shall declare how much grapes they have collected, directly or through processing plants appointed by them, enclosed shall be a sworn declaration that the figures written can be proven by the registers and accounting books that the company or the appointed companies are attained to hold.

On the final balance-sheet the Committee, refer to section 13, shall indicate for each one, the amount of the quota settled which must be collected in wine at the Co-operative Wine Cellars.

For the 1979 grape-harvest the declarations of the Spumante wine-growers, refer to section 7, shall be done at the same time as the signing of this agreement, and the temporary terms and appointments of the Committee, refer to section 13, to start the grape-harvest within the first 10 days of September, bearing in mind that the list of the independent vine-growers who adhere to the agreement will be forwarded to the signatory spumante making companies before this date.

SECTION 9
Breach of the Agreement

If any of the signatory parties do not collect or deliver as they have pledged to do, then they will be subject to a penalty which will amount to 20% of the value that the undelivered or uncollected product has, calculating using the prices settled under this agreement.

This penalty shall be paid to the Committee, refer to section 13. A penalty which corresponds to and is established for not having respected the prices settled by this agreement.

SECTION 10
Falls in the grape harvest

The Committee, refer to section 13, while it is drawing up how much is available and how much is needed, shall establish how to overcome possible difficulties arising from a drop in supplies that can be caused by adverse seasonal conditions.

SECTION 11
Surplus amounts in the grape harvest
(to be drafted by 30/6/1980)

SECTION 12
Period of the cross-sector agreement

This agreement shall come into effect with the grape-harvest of 1979 and shall be valid for a period of 10 years.
The agreement shall be reviewed by the signatory parties on the third and sixth year.
At any moment after it has been signed this agreement can be reported by one of the Committee parties, refer to section 13, who can also decide on the lapse on behalf of all the signatory parties under the hypothesis that the main sections have been breached.
The signatory parties commonly agree to put the agreement into practise in the moment when at least 80% of the vine growers listed with the official register and a number of spumante making companies which together represent 80% of the sector have all adhered to this agreement.
The 1979 campaign will be done independent of whether the 80% described above is achieved or not in the agricultural side.

SECTION 13
Management of the cross-sector Agreement

The management of this agreement has been entrusted to the cross-sector Committee whose members are:

- President: Chairman of the Agricultural Committee of the Region of Piedmont or a person appointed in his/her absence;
- 1 representative of the Asti Spumante Consortium;
- 3 representatives of the Wine Growers Associations;

- 3 representatives from the Industrial sector.
- Until the moment when the wine growing association is drawn up, the farming side shall be represented by:
- 2 representatives of the Co-operative Wine Cellars
 - 2 representatives of the grape growers;
 - 7 representatives from professional organisation, associated or co-operating.

In this period the industrial party shall be composed of 11 representatives.

During this temporary lay out of the board, the Committee can be operative only when both economic parties are represented, which must include for each one at least four owners which can also be appointed people but no more than three for each side. The President and the person appointed under the Consortium shall not have the power to decide but shall have the purpose of making negotiations easier between the signatory parties.

The Head Office of the Consortium is inside the Asti Spumante Consortium; it shall meet in a place which shall be decided on by the President and included in the convocation letter.

The cross-sector Committee has the duty to:

- 1) Keep an original copy of this agreement;
- 2) Register the adherence;
- 3) Take a decision on the successive adhesion applications;
- 4) To carry out what is laid down under the terms and conditions of this agreement or what is necessary to put it into practise.

SECTION 14

Starting-up requirements

Those interested in this agreement, whether they are independent farmers, wine growing associations, wine cellars, spumante making companies, can adhere to it also after it has been signed.

The fact of adhering to this agreement constitutes to accepting that the Consortium of Asti Spumante can carry out controls under the power given to it by the signatory parties.

Any doubts about the interpretation and execution of this agreement, shall be subject to a Jury of Arbitrators composed of three members, one is to be nominated by the Chairman of the Agricultural Committee of the Region of Piedmont, one by the Industrial parties and one by the wine-growers.

Letters exchanged between the signatory parties
(concerning the price and quality of the grapes - section 5)

The signatory parties have agreed that the price that the grapes will be sold for in the 1979 campaign is 7.100 lira per gram measure V.A.T excluded.

On this price an increase or a decrease of 5% for each tenth of a degree of alteration of the average grading of the harvest, grading determined by a Board composed of 2 representatives from the industrial party and 2 from the farming one. This board shall work under terms of the Committee laid down in section 13.

Once the increases are over any alcohol strengths higher than 12.5 degrees will not be accepted.

The signatory industrial parties pledge to not appoint to make the wine any companies that apply price and payment conditions different to those agreed on in this agreement.

The signatory parties gather to determine incentives to encourage high quality in the successive grape-harvests, under the pretext that it will do everything in its power to draw up acceptable parameters, which could possibly be based on a classification of the vineyards. These parameters shall be drawn up by a special Board of experts who will be nominated by the Committee, refer to section 13.

Letters exchanged between the signatory parties
(concerning the financing of surplus amount - section 11)

The signatory parties both understand that in order to create a lasting and satisfactory working of the system that this agreement wishes to create, it is necessary that in the event of difficulties in sales on the Spumante market, not only is the system, which settles the price, important to overcome the problem, but there is also the satisfactory system of financing the surplus amount. Due to the complex nature of the problem and the technical difficulties involved it has not been possible to include in the agreement any norm in merit which can be operative for the 1979 grape-harvest; the parties therefore pledge to get together and study a solution that can be drafted into the agreement before the 1980

campaign.

Both parties will also bear in mind that for this agreement to run smoothly a large number of vine growers must adhere to it and they also commit themselves to drawing up and implementing incentives that encourage vine growers to adhere.

Tale incremento dovrà essere reso noto entro il 31 agosto di ciascun anno, a partire dal 1980.

ANNEX 1

In accordance with section 5, third paragraph, the analysis of the current up and running costs shall be done at the Region of Piedmont offices by Giorgio Segre, Mario Leone and Angelo Dezzani.

These figures of cost, opportunely calculated, shall be used to establish the grounds on which an increase of the guaranteed minimum price can be done.

Such an increase must be made public no later than August 31st of each year, as from 1980.

ANNEX 2

The Signatory parties pledge to agree on the contents no later than October 31st 1979 in accordance with the chart given here.

Commitment for the first three years.

Descriptions of the percentages of real requirement in spumante making in relation to the maximum amount conferred by ones associated parties:

Cantina Cooperativa	
of Santo Stefano Belbo	%
Cantina Cooperativa of Canelli	%
Cantina Cooperativa	
of Calamandrana	%
Cantina Cooperativa Vignaioli	%

This percentage can vary each year in relation to the requirements submitted to and accepted by the Committee.

The remaining Co-operative Wine Cellars which do not have spumante making equipment shall indicate their requirements under the percentages specified and accepted by the Committee.

The agreement is signed by the following people:

- for the Co-operative Wine Cellars: Mr. Renzo Aliberti,
Mr. Evasio Marabese
- for the Associated Wine growers of the Muscat Grape:
Mr. Piero Spessa
- for the Regional Federation of Crop Growers:

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