

## **What makes Prosecco the sparkling wine of choice for thousands of wine drinkers around the globe?**

Sparkling wine becomes more popular every year but the star of the show this past decade has been without a doubt Prosecco. This quaffable fizz from the north of Trieste couldn't be trendier right now. Often considered Champagnes cheaper Italian cousin, Prosecco has risen the ranks of popularity around the world thanks to its uncomplicated style and reasonable price-point.

Hailing from the Veneto region of northern Italy, Prosecco has experienced a continuous rise in domestic and export sales in the last decade, finding popularity in five continents, with the British responsible for a third of all global consumption.

### **An Ancient Wine**

Prosecco has been produced commercially since Ancient Roman times (when it was known as Puxinum wine), this sparkling wine is one of Italy's most successful exports. Prosecco was particularly well known during the Middle Ages. The wines of the Roman empire or 1100s would have tasted very different from what we enjoy today. Advanced winemaking technology and fermentation techniques have created the subtle, fruity fizz we know and love today.

### **Everyday Luxury**

The Prosecco market is largely driven by female consumers. Women and wine are a wonderful combination. Wine is not meant to be drunk alone, and women love to socialize. Women tend to be the primary shoppers in today's households, and since women are the ones that make the buying decisions, they drive wine trends too. Prosecco's touch of opulence and luxury makes it the ideal bubbly for everyday drinking. It is not just a woman's drink though. [The Gentleman Journal](#) confirms that Champagne is no longer the celebratory drink of choice for millennial men, with over half of those aged between 25-34 preferring Prosecco.

## The Price Is Right

Prosecco is a relatively economical alternative to other well known sparkling wines. The average bottle sells for around US \$12 -\$15. Not bad compared to Champagne. This has helped Prosecco expand its fanbase considerably. The price, taste and classy Italian style of Prosecco has made it the go-to drink for all occasions.

Unlike Champagne, Prosecco is made using the tank method also known as 'Cuve Close' or 'Charmat Method'. This technique is less costly and quicker which transpires to making the wine more affordable for consumers.

Champagne and Cava are made using the "method champenoise", which requires the wine to be fermented in the bottle. Champagne is fermented for at least 15 months; whereas Cava is fermented for nine months.

Unlike Cava and Champagne, Prosecco should be drunk young – ideally within three years of production. This is why it has such a fresh, summery taste (it is aged in tanks rather than oak barrels) and why it is a whole lot easier on the wallet too.

## Easy Drinking

Prosecco's fresh and pleasant flavor is extremely versatile. It pairs with everything – from pungent blue cheese to spicy curries. In its homeland of Italy, Prosecco is a popular before-dinner drink (aperitivo). Prosecco's low alcohol by volume (ABV) makes it the choice for easy day-time drinking, or as a base for wine cocktails such as Bellini.

Depending on its region of origin and winemaking process, Prosecco can be semi-dry (brut), extra dry (extra brut) or sweet (dolce). Prosecco in the past was best known for its sweet variety, but recently the brut has become far more popular. Prosecco is a smoother wine than Cava and Champagne due to the way it

is produced – the fizz is light and frothy, unlike Champagne and Cava’s fine, persistent bubbles. The fermentation of the latter gives these wines a more complex, serious aroma that ranges from cheese rind through to toast, whereas Prosecco is famous for its boisterous, fruity notes and crisp, fruity taste. It goes with everything – from pungent blue cheese through to spicy tacos – and is

## Quality In A Name

The name ‘Prosecco’ once concerned only the grape. Prosecco producers came to realize that they could not protect the grape itself from being grown in other areas, but they could protect the name. In 2009, the variety name was changed to ‘Glera’ (an old Friulli name for Prosecco) and the consortium limited the DOC region in which the grapes are to be harvested and the wine bottled. Prosecco is legally required to contain 85% Glera grapes. Wine producers growing grapes outside of the designated area cannot use the name Prosecco (even wine produced in the village of Prosecco). This strategy enforced by the producers and Prosecco consortium has been influential in establishing the value of Prosecco over the past decade. 2009 was also the year when Prosecco’s IGT appellation was changed to **DOC**, and from the **DOC IT** rose to **DOCg Superiore**.

Keeping the cheap fakes at bay has helped to grow this wine category to the success story it is today, Prosecco DOC is now the largest Italian appellation in terms of volume and value.

## The French Love Prosecco Too

From Las Angeles to Sydney you can find Prosecco served in fancy wine bars, swanky hairdressers and lively music festivals. This versatile wine has seen sales skyrocket in recent years and has reached every corner of the world. Prosecco has overtaken Champagne and Cava in terms of sales volume, but in terms of value: the French still reign supreme. The French are quietly developing a thirst for Prosecco too (even though many may deny this). Exports to France in 2019 were

up by nearly 35%, making the French the third-largest market for Prosecco after the UK and the US.

### A Classy And Affordable Bottle

With a flavor and price that gives other sparkling wines a run for their money, Prosecco is classy enough to serve at dinner, fashionable enough to order at a bar and light enough to serve as a cocktail (hello Mimosa) for brunch.

No longer considered a cheap alternative to Champagne, Prosecco is a stand-alone success that has inspired party-girl hashtags and t-shirt logos all over the world. This is a wine for all occasions, but without a doubt, it is best served in the company of friends.