

G A R D A
D O C



A SPUMANTE CRADLED
BY THE BREEZE THAT
BLOWS OVER LAKE

FROM THE BREZEES
OF LAKE GARDA TO
THE HEART OF VERONA







FRANCIACORTA
DOCG

Brescia

GARDA
DOC

Mantova

Trento

TRENTO
DOC

Verona

Vicenza

Asolo

Treviso

PROSECCO
DOC

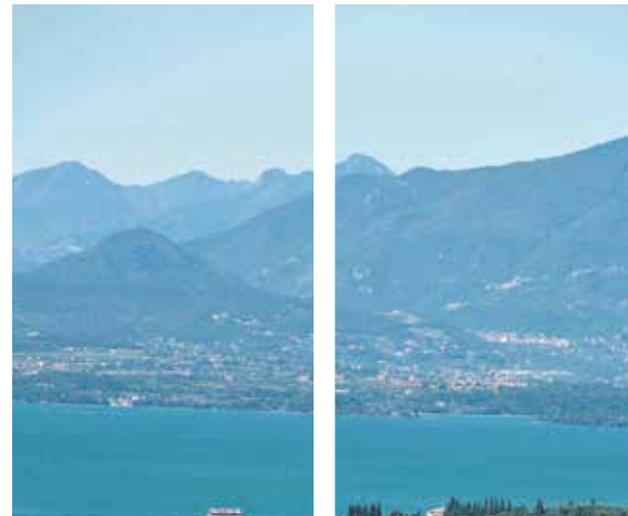
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GARDA DOC THE DESIGNATION

A continually evolving designation that has focused on quality and a clear vocation for viticulture in a territory unrivalled worldwide, with a view to shaping a lifestyle with major appeal on both the domestic and international market.



A TERRITORY



UNRIVALLED WORLDWIDE



Quality, Territory and Lifestyle: these are the elements that link the spumante makers of the consortium chaired by Luciano Piona and managed by Carlo Alberto Panont.

Although the designation dates to 1996, it became an innovative element and factor in the world of winemaking in 2016, when the production regulations underwent an in-depth review.



Quality, Territory and Lifestyle



The new guidelines followed to redefine the designation were, on the one hand, based on the history of a product with

deep roots and a strong identity



In terms of ampelography and training systems, the Garda Doc specifications have remained closely anchored to **tradition**, but they are presented and set out in such a way that it is extremely easy for any reader to grasp the instinctual evocation of colours, shapes and atmospheres and thus fully enjoy the flavour and **lightness** of the wine.

Garda Doc
common
denominator of
an extraordinary
territory

The GARDA DOC designation was created to bring together the winemaking excellence of Verona, Mantua and Brescia and to promote the Garda style.





A Global Brand



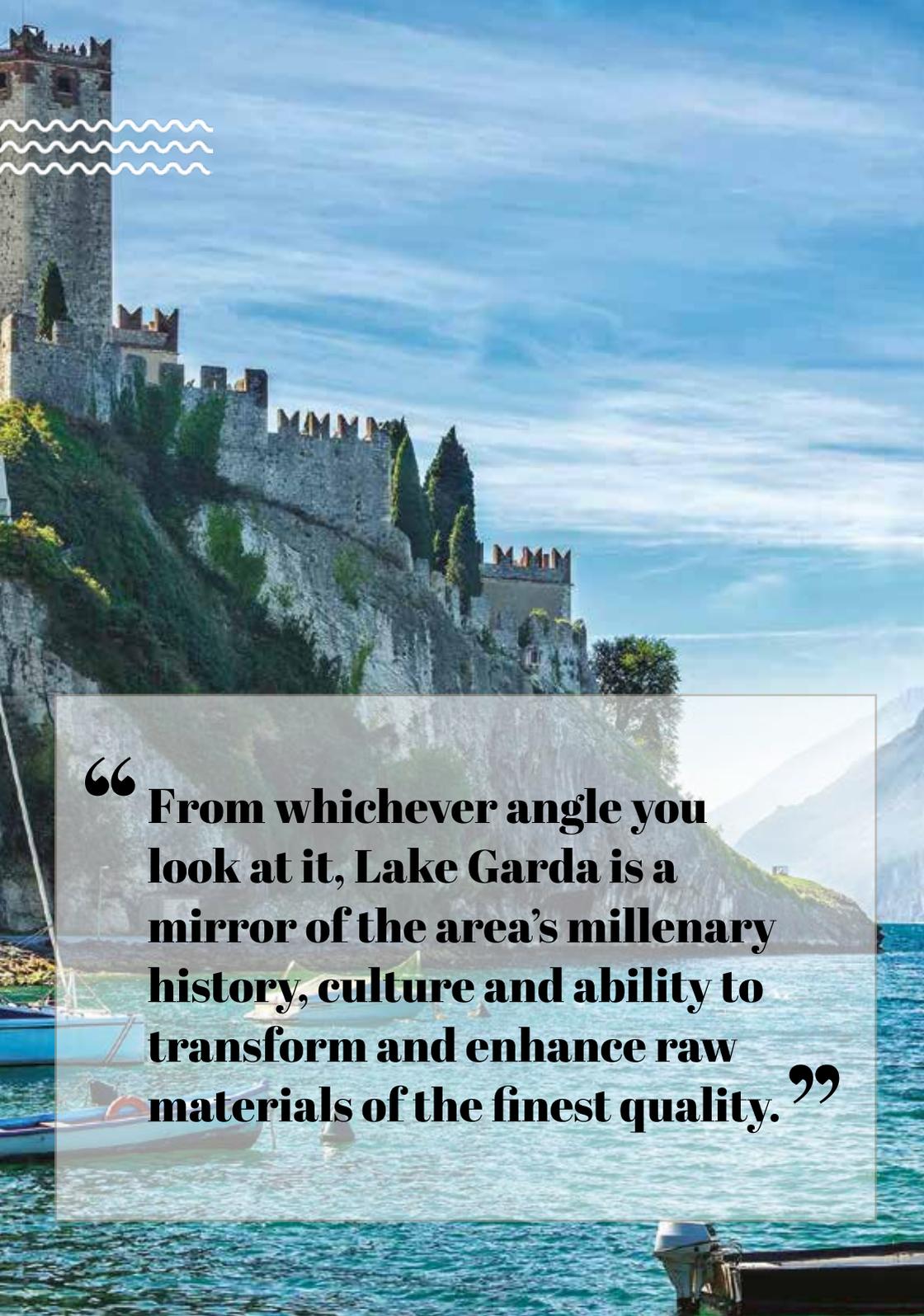
These are wines emblematic of the FINE LIVING

These are wines emblematic of the fine living concept that each year makes Lake Garda one of the most popular destinations with millions of tourists from all over the world.

A spumante cradled by the breeze that blows over Lake

with a pleasing flavour that teams with a naturally Italian spirit.

This project seeks to presents a new, unified territorial image through a wine that embodies the emblematic values of Lake Garda: fun, conviviality, lifestyle, culture and beauty.

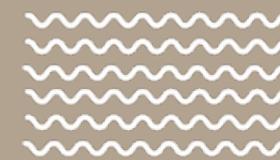


“From whichever angle you look at it, Lake Garda is a mirror of the area’s millenary history, culture and ability to transform and enhance raw materials of the finest quality.”

The territory and its history

This is a land with a highly significant history; a land that over the centuries has heightened its ability to tune into the tastes of the age. This is evident not only in the fine architecture of its castles and churches, but also in a food and wine culture, which – from the local oil to the lake’s fish – has succeeded in preserving its identity and authenticity.

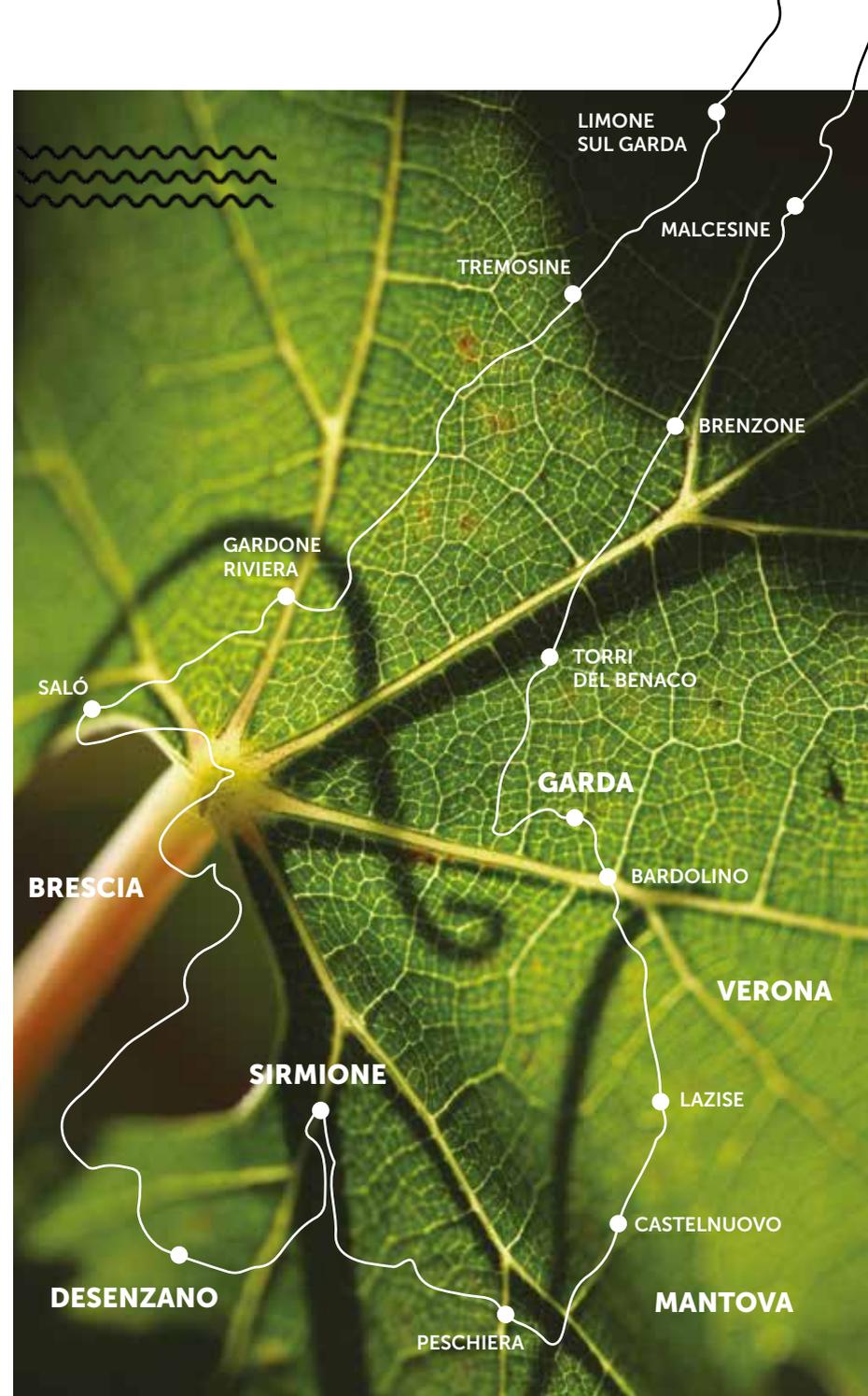
Lake Garda is the largest in Italy, and the area is replete with vines of outstanding quality, nestling amid castles, picturesque little harbours and villages in which time seems to have stood still.



THE DOC AREA

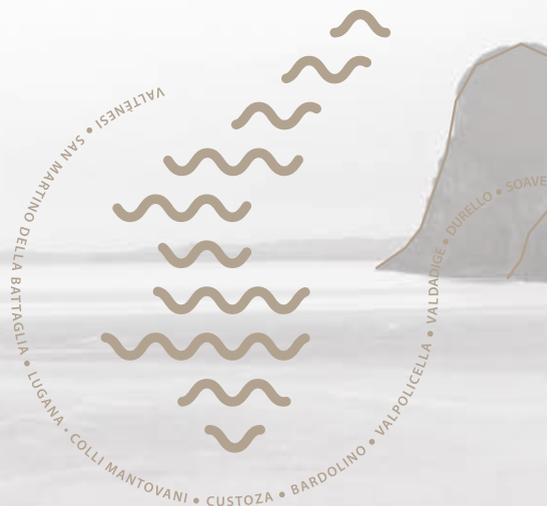


The DOC label indicates a production area that borders to the north with the Trento DOC area, to the east with the Prosecco DOC area and to the west with the Franciacorta DOCG area, nestling amid the morainic hills and the foothills, respectively east and west of Verona.



Ten outstanding designations mirrored in the waters of the lake

These gentle slopes embroidered with vineyards in an inland area with a unique charm, welcome the Garda DOC production area, a predominantly hilly landscape around the lake stretching from the Valtènesi to the Valpolicella, from the banks of the Mincio River to the city of Verona.



Recognised in 1996, the Garda DOC area was established with the aim of promoting the varietal wines of the 10 designations of the Garda area between Lombardy and Veneto.

Surface planted with vines, production and types

A surface of
31.100 hectares

and comprises 10 historical designations from the provinces of Brescia, Mantua and Verona, validating the extraordinary wine-growing vocation of a name with an international appeal, in order to satisfy the demands of a wine tourism industry that Garda spumante, the Bollicina del Garda, will be able to meet over the years, with a production of more than 20 million bottles to match the number of visitors to our beloved lake.

Vines and types of wine

This large natural amphitheatre provides fertile terrain for all the vines grown in the Verona, northern Mantua and Brescia Garda areas. Particularly representative are the following varieties:

Garganega
Chardonnay
Pinot grigio
Corvina
Merlot
Cabernet Sauvignon

Producers



Quality spumante, with a light, healthy sparkle that springs to life in the aficionado's glass, with a variety of styles offered across the provinces of Verona, Mantua, Brescia and Treviso thanks to the different producers located there.



Merlot

**Cabernet
Sauvignon**

Corvina

Perfect ripening

is what every winemaker dreams of, and this dream sometimes comes true. When a vine is grown on fertile soil, be it moraine or marl, **on the 45th parallel, with perfect exposure to the sun,** cooled and dried by the breeze blowing across the lake, all that needs to be added is a little loving care and winemaking skill to guarantee silky bubbles, flavourful whites, refined rosés and long-lasting reds.

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**Garda Doc  
a climate  
conducive to  
wines with  
character** \_\_\_\_\_

What is the condition sine qua non to guarantee quality?

That's easy: healthy, ripe grapes, the result of a favourable climate.



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Chardonnay

Pinot Grigio

Garganega



TER RO IR

The marl gives depth, structure and mineral longevity to the white wines, keeping them fresh and pleasantly drinkable. It brings clarity and definition to their character, offering a foretaste of their potential with the proper and appropriate aging in the bottle. Where the moraine soil meets this clear marl, it creates a fine, smooth gravel that nurtures the finest grapes for our rosé wines.

When gravel turns to rock and the moraine turns dark and rises into the hills, we find varieties of red grapes that evoke visions of ample glasses to allow the wine to breathe and hearty dishes to pair it with.

Delightfully
flavourful,
fragrant wines.

Whether delicate or full-bodied, all boast a distinctive note of finesse.

It is the ripening process that gives **them their silky, sweet tannic texture, rigorously balanced alcohol, protective acidity and adequate structure.**

Whether they are wines to enjoy every day or reserves for ageing, they are all unique examples of the creativity of

winemakers who have been transmitting their art for generations in the unparalleled terroir that is the Garda area.



The red wines of the Garda area





A toast to the environment and the importance of the territory

This new outlook, shaped by attention towards the environment and a desire to safeguard and enhance the local landscape

is one of the most important challenges ever faced by the Protection Consortium, which has completed a review of the production regulations, adding the type spumante bianco, which by decree must indicate on the label only the designation "GARDA" and "GARDA ROSÉ".

Winemaking is an important driver of the local economy and tourism, and over the years has not shirked from its responsibilities as one of the signature features that define the production area.



The harmony afforded by a unique environment

also allows for the maximum expression of the complex, detailed range of aromas of the wines that provide the base for exceptional sparkling wines made from local white and red grape varieties. Additional richness comes from the conversion of rosés into sparkling wines that maintain the fragrance and identity of the noble terroirs of the Garda DOC area, winning over consumers with their light texture, precision, immediately perceptible fruity notes and perfect pairings with food. Garda DOC wines are elegant, summery and modern.



A new example
of quality with
a profound
attachment to
the land and
the favourable
climate.

Wine is one of the three factors that play a decisive role in attracting tourists to Italy, and the Veneto region ranks third in terms of wine tourism numbers.

Food and wine is today seen as a cultural aspect of tourism, and today's visitor is looking for an all-encompassing experience that teams fun and relaxation with the chance to discover typical local produce. For food and wine tourists, the destination is an essential element, in which they identify food and wine as an expression of the place visited.

Designations of origin thus become a symbol and an ambassador of the local area throughout the world, as has been the case for some time now of places such as the Chianti area, and indeed also the Valpolicella.

Hence the strategic importance for the foreign market of a designation that on the one hand evokes memories of our area, and on the other continues to promote it on tables throughout the world.

Veneto is the second most popular destination for visitors who choose a holiday that involves wine and visits to winemakers.

This is indicative of the wine tourism movement's potential for bringing visitors and customers to local wine companies.



WINE TUR ISM





LIFE STYLE LE

These are wines emblematic of the Italian fine living concept.

While the DOC designation is founded upon the area's outstanding vocation for winemaking, what has brought this young DOC area its extraordinary, rapid success – with a current presence of over 17 million bottles on the market – is also the concept of

Lifestyle

it has been able to transmit in recent years,

offering a perfect blend of the international character

of the Lake Garda tourist experience with the

Italian touch and the fine living

concept our country is so renowned for.



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# WINES EMBLEMATIC OF THE ITALIAN FINE LIVING CONCEPT

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This is what makes Lake Garda one of the most popular tourist destinations every year for millions of visitors from all over the world. Today those tourists have the chance to relive the experience of their trip spent exploring this fantastic area from the comfort of their own home, rigorously accompanied by a glass of Garda Doc wine.

## **The Garda label is a symbol of Italian lifestyle**

and of that typically Italian touch of glamour the bubbles of the Garda DOC wines are able to bring everywhere: to aperitifs in one of the many hotels dotted around the area; to dinner by the shore framed by breath-taking views; to a romantic toast on one of the characteristic jetties of our beautiful lake, or to one of the many glam music, fashion and entertainment events that take place along the lakeshore.



This sensitivity is accompanied by the winemakers' ability to interpret the demands of the modern consumer, taking on board their drinking philosophy, including the attention paid to sparkling wines to enjoy throughout a meal, or as an aperitif, a contemporary icon of Italian style.

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## THE ART OF INTERPRETATION



## SPARKLING WINES IN THE WORLD OF MIXOLOGY



From this fine living concept springs an impromptu partnership with Ramazzotti, with its appropriate slogan “Bella La Vita”. This collaboration with Ramazzotti is part of a wider project in the rapidly expanding world of

mixology, which is attracting not only young people, but consumers of all ages. Based on the current way of enjoying Garda sparkling wines, the cocktail is a new addition that brings a modern, sophisticated touch to the sprizzato sector. The Italian press were given a very successful sneak preview of GARDAMI in Milan on 5 November 2019, while it was officially presented to the hotel and catering world during the 2019 edition of the Merano Wine Festival.

# THE PARTNERSHIP WITH RAMAZZOTTI THAT HAS CREATED #GARDAMI: THE GARDA COCKTAIL.



## INGREDIENTS

- 100 ml Sparkling White/Rosé Wine Garda Doc “Spumante”
- 30 ml Bitter “Amaro Ramazzotti”
- 30 ml “Aperitivo Rosato” Ramazzotti
- Garnish: caper and lemon zest

## PREPARATION

Built in glass. Fill a wine glass with ice. Add:

- 30 ml Amaro Ramazzotti
- 30 ml Aperitivo Rosato
- 100 ml Garda DOC “Spumante” sparkling wine

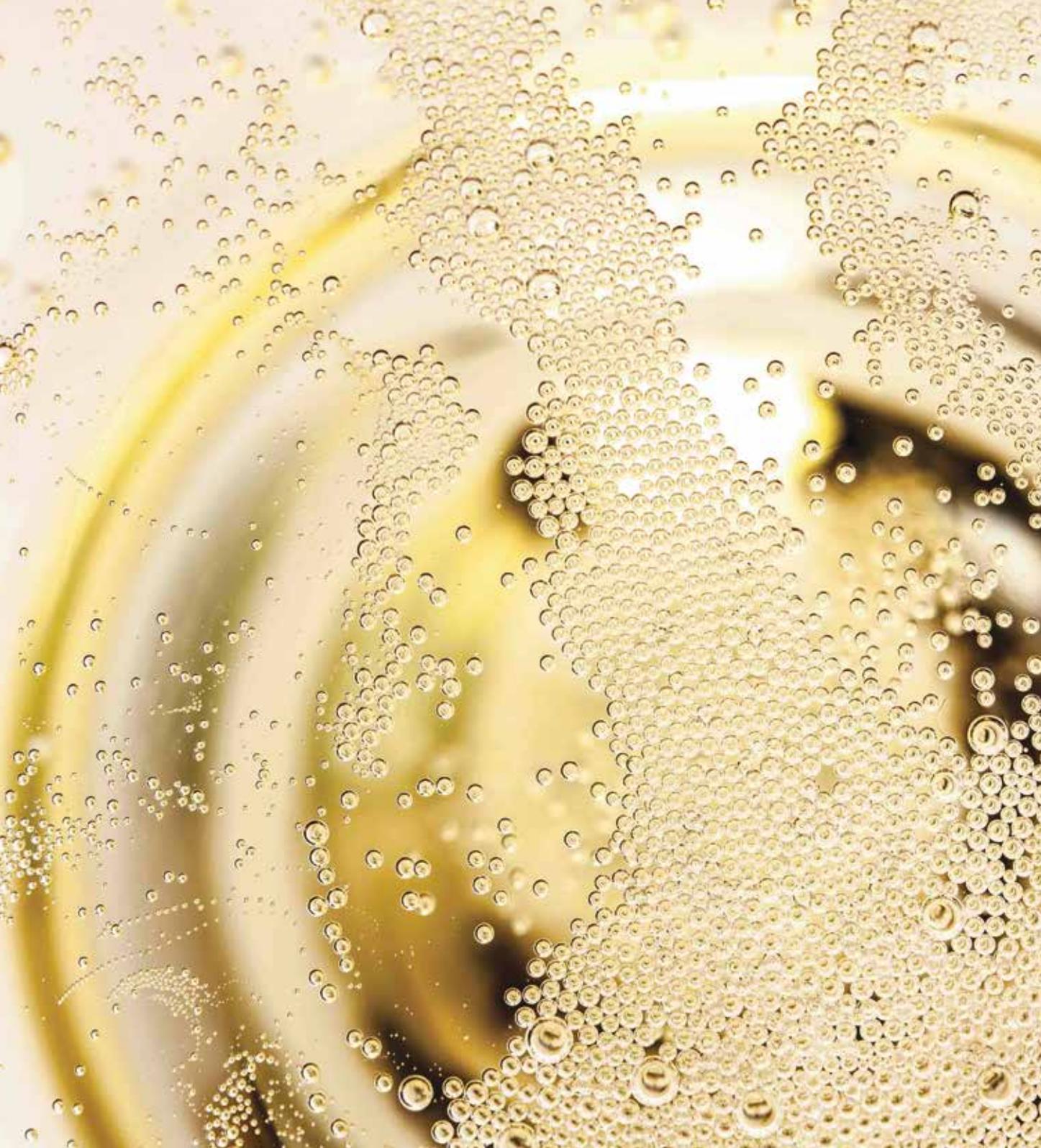
Mix lightly and garnish with caper and lemon zest.



The cocktail, made with Garda DOC Spumante, Amaro Ramazzotti and Aperitivo Rosato Ramazzotti, has a distinctly Mediterranean character, enhanced by the capers and lemon zest typical of Lake Garda. The recipe was devised by Alejandro Daniel Mazza, Sommelier and Mixologist of Argentinian origin and international Brand Ambassador of Ramazzotti.

### DECLARATION:

“What could we come up with that was more potent than a combination of the sensations awakened by a wine that bears the name of one of Italy’s most beautiful and best-known lakes with one of the longest-established and most iconic Italian bitter liqueurs? For any of you wondering about the reason for this marketing approach, it was certainly not due to any difficulty adopting a more traditional approach. The Garda DOC production area borders to the north with the Trento DOC area, to the east with the Prosecco DOC area and to the west with the Franciacorta DOCG area, nestling amid the morainic hills and the foothills, respectively east and west of Verona.”  
PRES. Luciano Piona.



# BOLLICINA DEL GARDA PROJECT AND THE GARDA SYSTEM



The partnership established in 2019 with a number of important players in the Lake Garda Area, including the new President of the Federalberghi Garda Veneto hotel association and the President of Lake Garda Veneto, has strengthened the role of the Garda DOC area in the “Bollicina del Garda” project.

Presented on 3 February at Hospitality, the trade fair in Riva del Garda that brings together the main operators in the Hotel and Catering sector, the project establishes an indissoluble link between Spumante Garda Doc and the Garda area.

**A key role in the encounter was played by Garda DOC President Luciano Piona, Paolo Artelio, President of the Garda Veneto Consortium, and Ivan De Beni, President of the Federalberghi Garda Veneto Hotel association.**

With regard to the memorandum of understanding signed by the parties, de Beni expressed his satisfaction regarding the development of the collaboration with Garda DOC, established a few years ago: "Part of Federalberghi Garda Veneto's mission is to extend the offer and form a network with the local area, to offer guests visiting the lake the chance to explore a place renowned for its outstanding landscape and food and wine. We believe this is the future of tourism and the driver for an incisive promotion strategy that distinguishes us from our international competitors. Through the Garda DOC designation and its constant presence in events in the sector and beyond, the Lake Garda brand seeks to become familiar right across the world, and for the Garda area, this project represents an extremely valuable co-marketing operation that aims to enhance typical local products".

Luciano Piona, President of the Garda DOC consortium, underlined the importance of this partnership, which strengthens and confirms the role of the Garda DOC area as the "Bollicina del Garda" project:

**"Once again, this synergy sees a glass of fine wine as a factor of unity and cohesion. In this way, the Garda DOC designation becomes both a representative icon and an actual strategic asset for tourism in the Garda area, reflecting a 100% Italian image of fine living".**

This is what lies behind the collaboration between Garda DOC and Ramazzotti, the long-established brand from Milan, which has led to the creation of #Gardami, the cocktail devised by Alejandro Daniel Mazza, Global Brand Ambassador di Ramazzotti. #Gardami seeks to combine the energy of the Italian metropolis with the Mediterranean charm of Lake Garda, and aims to be the signature cocktail of the coming summer on the Lake, as per the project illustrated to journalists and hotel and catering operators



Paolo Artelio, Luciano Piona, Luigi Alberti e Ivan De Beni

**Alleanza sul Garda per allargare l'offerta turistica**

**Al via un'intesa con Ramazzotti per il lancio di un nuovo cocktail**

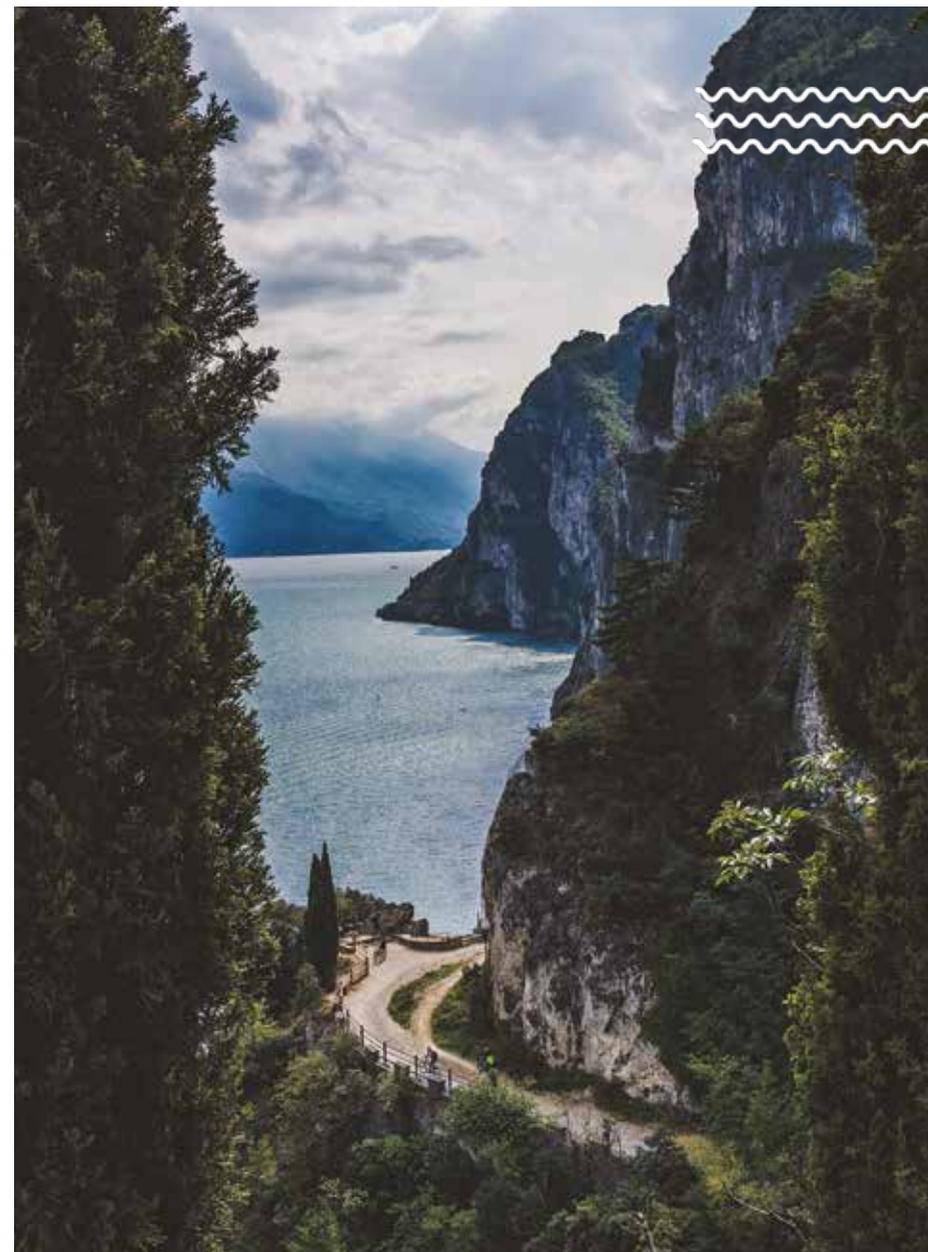
Il Garda rilancia con una sinergia che conferma VINO Garda Doc come la Bollicina rappresentativa del Lago. Questo il frutto della collaborazione tra Consorzio di tutela vini Garda Doc, Federalberghi Garda Veneto e Consorzio Garda Veneto. L'accor-

lo di Garda DOC come La Bollicina del Garda. La doc è un'icona per il turismo gardesano, che ritrova nella denominazione un ricordo legato al territorio e un immaginario del Bel Vivere italiano». Da qui la collaborazione tra Garda Doc e Ramazzotti,

at Hospitality. In addition to a packed programme of events to enliven summer in Garda, close attention will also be paid to sustainability and promotion of the local area, in the form of a special collar placed on the bottles of those wine producers who choose to join the "Garda Doc \_ Le Bollicine del Garda" project.

**DECLARATION:**

**PRESIDENTE PIONA:** "This important partnership with LAKE GARDA VENETO and FederAlberghi Garda strengthens and confirms the role of both the Garda DOC area and the "Bollicina del Garda" project. Once again, this synergy sees a glass of fine wine as a factor of unity and cohesion. In this way, our DOC designation becomes both a representative icon and an actual strategic asset for tourism in the Garda area, offering visitors a pleasant memory to take home with them."



**“Garda Doc \_ Le Bollicine del Garda.”**

## Motor Bike

Verona Shopping/Food&Wine Friday

## Merano Wine Festival

Sports Summer Event

# Vinitaly

Festivaletteratura

Boat Party

Gambero Rosso

Vinitaly and The City

Hospitality

Maxi Affissione Aereoporto

Prowine

Star Bars

Fish&Chef

Warda Garda

Summer Tour

Sime

Tuttofood

Vinitaly Lago di Garda-Bardolino

Cosmo Bike

Veliero

Verona Shopping/Food&Wine Friday

Sports Summer Event

Verona Shopping/Food&Wine Friday

A brand that is always on the move, and that in recent years has been able to appeal to both a gourmet and a more mainstream market.

A constant presence at events not only in the wine sector, but also at lifestyle events, through on-going collaborations with important top brands in the world of luxury and fashion and a series of events linked to the world of golf and sport in general.

The Garda Doc experience is destined to leave its mark not only on the Garda Area, but also on the international wine scene.

# EVENTS



Boat Party



Verona Shopping/Food&Wine Friday



Sports Summer Event



Maxi Affissione Aeroporto



Vinitaly Lago di Garda - Bardolino



Vinitaly Verona Fiere



Vinitaly and The City



Warda Garda



Cosmo Bike



Motor Bike



Summer Tour



Simel



Gambero Rosso



Merano Wine Festival



Fish&Chef



Festival della Letteratura



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**PSR** LOMBARDIA  
L'INNOVAZIONE  
METTERADICI  
2014 2020



**Regione  
Lombardia**

European Agricultural Fund for rural development: Europe invests in rural areas