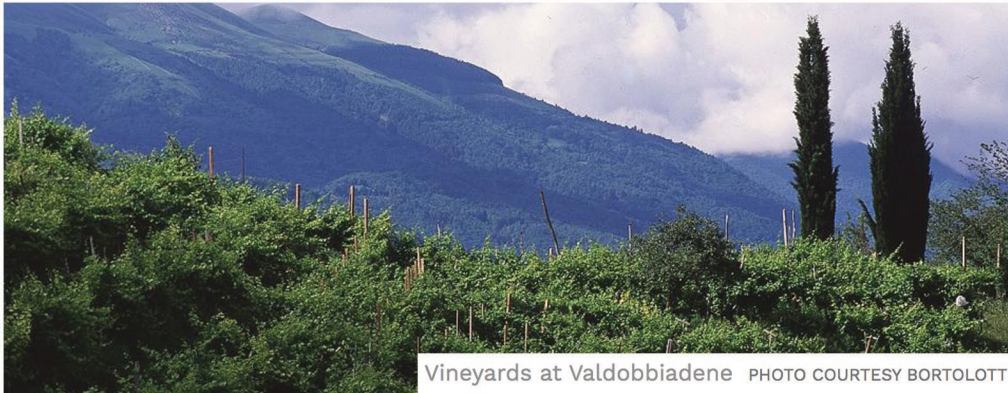


# Forbes

Food & Drink

## Prosecco On A Higher Plain

Tom Hyland | Jan 21, 2020



Vineyards at Valdobbiadene PHOTO COURTESY BORTOLOTTI



**Cartizze is an appellation that was introduced in 1969, identifying examples of Prosecco from the eponymous hill in Valdobbiadene.** Cartizze is planted to 107 hectares (264 acres); there are dozens of owners of vineyards here. What makes this steep hill so special in terms of producing a notable Prosecco? Raffaelle Boscaini, marketing manager for the Canavel winery in Valdobbiadene, notes four factors, from the south facing exposure of the hill, to the light breezes that blow constantly from the northeast, which in his words, “eliminate humidity, the cause of fungal diseases. The vines can therefore grown much healthier and stronger,” Boscaini comments.

**Prosecco is a popular wine, but producers have seen the need to craft more complex versions if they are to increase sales and keep the wine relevant in any discussion of “serious” sparkling wines.** Bortolotti explains how special these wines are when he speaks with the public. “There’s nothing more beautiful to me as to intrigue every attentive consumer with the richness of differences that you can find in Conegliano and Valdobbiadene’s with old vine wines. This draws a line when compared to the world of the ‘generic’ Prosecco we’re so used to. It is the beauty of diversity compared to standardized and flat production. Playing with words, it is the particular charm of being able to offer a part of a particle of a small, ancient vineyard in a bottle.”