

# NEW YORK LIFESTYLES MAGAZINE

## Entrepreneur's Corner

### *David Noto, Altaneve Prosecco*

By Lori Simmons Zelenko / 02/02/21

Chances are you've sipped Altaneve the luxury Prosecco exquisitely crafted by former financier David Noto, perhaps at a favorite restaurant sitting elbow to elbow with Justin Timberlake (an Altaneve fan)? Or maybe cheering on a random royal at a Polo match out East? Or even imbibing at a film festival filled with personalities whose names resonate around the globe.

You chose specific terrain to grow and harvest the grapes for Altaneve. What are some advantages of the land in this part of Italy?

In the whole Prosecco growing region, Valdobbiadene is the only town to have tall mountains immediately behind it on two sides, which trap the salt-laden rain clouds as they roll across the Veneto plain. Hence, the rainfall continually replenishes the salinity in the limestone soil. The town's soil contains magnesium, dolomite, and quartz, adding an extraordinary floral elegance and a complex minerality to our wines. By contrast, Prosecco made from grapes grown in other regions are very fruity and often lack depth and complexity.

This terroir yields the wine we launched initially, **Prosecco Superiore D.O.C.G.** (the highest certification of Prosecco), which has a highly refined taste and complexity. And more recently, we released a Prosecco D.O.C., which retains the crispness and fine bubbles of its other siblings, but at a lower price point. A sparkling red will be coming in 2022. We also have Altaneve Z, the pinnacle of what Prosecco wine can be. We only produce 1,500 bottles each year of this wine, which offers both the depth and complexity of a Champagne while maintaining the signature crisp freshness of a great Prosecco.

