

PRESS KIT - COMPANY PROFILE



PR & PRESS: AD MIRABILIA | February 2019





# Sommario

- Pag. 1 Cavit: tradition and state of the art
- Pag. 2 The History of Cavit: the search for excellence
- Pag. 3 Cavit: a continuously expanding group leader
- Pag. 4 Sparkling wine on the increase
- Pag. 5 Interpreting Trentino through ten wineries
- Pag. 6 Trentino's 5 macro-areas
- Pag. 7 PICA: smart, environmentally sustainable viticulture
- Pag. 9 Cavit: when oenology becomes an art
- Pag. 10 Altemasi: Trentino DNA, unmistakable personality
- Pag. 12 Cavit: the most important wine lines
- Pag. 17 Certifications
- Pag. 18 Contacts

## CAVIT s.c.





General Manager: Enrico Zanoni

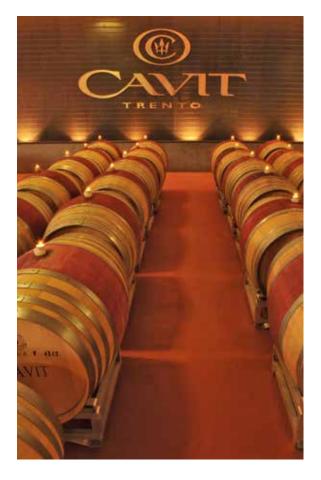
CAVIT S.C. Via del Ponte, 31 38123 Trento - Italy Tel. +39 0461 381711 Fax +39 0461 381787

export@cavit.it



## Cavit: tradition and state of the art

Cavit is a leading name in the Italian wine industry and a shining example of a **second-level consortium**, or consortium of cooperatives. Situated in the heart of Trentino, at Ravina di Trento, Cavit brings together **ten cooperative wineries** representing **over 4,500 winegrowers** distributed throughout the territory. Cavit receives and selects the raw material that these produce, **more than 60% of all wine in Trentino**, controlling every stage – from grape harvesting right through to marketing.



Over the almost seventy years Cavit has been in business, it has developed outstanding expertise in combining supply chain and method to form a virtuous cooperative model that is unique in Italy: a combination of craftsmanship and organisation, respect for tradition and state-of-the-art technology, sustainability and scientific research.

The Cavit production system, the result of significant investment made over the years, is based on **rigorous processes**. These guarantee consistently **high standards** for all the wines and sparkling wines it produces for the different markets.

Making quality wine an everyday pleasure to be shared has always been the mission of Cavit, whose approach seeks to increase the number of people who love and appreciate good wine. "Democratic" by their very nature, Cavit wines are distinguished by their excellent quality-price ratio, which allows them to be enjoyed by a wide audience of consumers, all over the world.

Cavit boasts a unique position amongst Italian players in the wine industry. On the one hand it rightly defends its place amongst the **leaders in the large-scale retail wine industry**, whilst on the other it produces **award-winning wines**. On international markets, Cavit represents high quality Italian wines and sparkling wines whose success is proven by its ever-increasing turnover.



# The history of Cavit: the search for excellence

Cavit's history **began in 1950** when a number of winegrowers formed an association with the aim of improving the promotion of traditional Trentino wines.

This Consortium of member cooperatives went on to develop into the large company that everyone is familiar with today.

The primary objectives of the Consortium were to assist member wineries, promote a quality wine culture in Trentino and provide on-going training and assistance on a daily basis for winegrowers to help them adopt more advanced cultivation techniques with a view to achieving excellence.

Only later, in **1957**, did the Consortium decide to develop the marketing of wines. A production facility was built to meet the now varied needs of its associated members.

The construction of the headquarters in Ravina di Trento dates back to **1964**. These were extended from 1977 onwards over a number of years until today's size of 80,000 square metres was reached.



Today Cavit employs **200 workers** and is a **state-of-the-art winery**, where every stage of processing is managed by specialised personnel, aided by computers and internal analysis and quality control laboratories. It has a storage capacity of around 300,000 hectolitres, one of the most highly developed mechanised bottling plants in the world, with 6 dedicated lines, and a warehouse for the delivery of the finished product that is unique in its kind. Completely automated and managed by robots, it is powered by photovoltaic panels, which guarantee zero impact on the environment.

(@

# Cavit: a continuously expanding group leader

The effort and investment poured into continuous improvement of the supply chain and most cuttingedge production methods have rewarded Cavit over time with significant results. The 2017/2018 financial statements certify a **turnover in excess of 190 million euros**, with an increase in sales of 4.4% over the previous year, confirming the Company from Trentino **as one of the major players in the wine industry in Italy and elsewhere in the world**.



Cavit has achieved excellent penetration on the **domestic market**. Significant growth has been recorded here (+14% in FY 2017/2018) despite the industry being stable and mature, also due to the efficient sales organisation which both distribution channels, **large-scale retail** and Ho.Re.Ca (on trade) benefit from.



Export represents a significant proportion, 78%, of Cavit's total turnover with products being distributed today to around fifty different countries. North America continues to be the main outlet, with the United States in the lead - where Cavit is confirmed as being the most popular brand of Italian wine - and significant growth on the Canadian market. On the European front, Benelux, Eastern Europe and Russia are on the increase, while consolidation of the recent entry into the Chinese market is continuing, sealed by the agreement signed by Cavit with the COFCO Group. This confirms the opportunity for growth over the long term in this promising market, which is increasing its wine consumption.



# Sparkling wine on the increase

Sparkling wines, both TRENTODOC Metodo Classico and Charmat method, represent a strategic area for Cavit with these products gaining increasing appreciation from the market. This proves the company's commitment to developing quality sparkling wines. The excellent performance of Alternasi TRENTODOC in the last financial year (+38.5% compared with the previous year) has confirmed the **positive development of the entire sparkling wine portfolio**, which has benefitted from the strong growth trend in this sector.



The **subsidiary Kessler Sekt**, which joined the Cavit group in June 2013, has also achieved satisfactory economic results. This **prestigious German company** has been producing Metodo Classico and Charmat quality sparkling wines since way back in 1826, in its beautiful building just outside Frankfurt. A leading name in the sparkling wine industry in Germany, the country with the world's largest consumer market for sparkling wines, Kessler Sekt uses Chardonnay and Pinot Nero grapes from Trentino.

The wine undergoes second fermentation and bottling in Germany, creating a refined product for a discerning audience. Cavit's objective is to make Kessler Sekt, with its turnover, which in 2017/2018 recorded a growth of 7%, exceeding 8 million euros, a benchmark in the premium sector in Germany.





# Interpreting Trentino through ten wineries



Cavit's connection with Trentino is strong and inextricable: the winegrowers' areas under vine amount to around **5,500 hectares** in total and are distributed throughout the territory in **the region's five macro-areas**: Campo Rotaliano, the Cembra Valley, the Adige Valley, Vallagarina and the Valley of the Lakes.







# Trentino's five macro-areas



### CAMPO ROTALIANO

Teroldego, Chardonnay, Pinot Grigio, Lagrein



## THE CEMBRA VALLEY

Müller Thurgau, Chardonnay, Nosiola, Gewürztraminer, Pinot Nero



### THE ADIGE VALLEY

Pinot Grigio, Chardonnay, Nosiola, Pinot Bianco, Gewürztraminer, Schiava, Lagrein, Pinot Nero, Merlot, Cabernet Sauvignon Trento



## VALLAGARINA

Pinot Grigio, Chardonnay, Müller Thurgau, Moscato giallo, Marzemino, Lagrein, Merlot, Cabernet Sauvignon



#### THE VALLEY OF THE LAKES

Nosiola, Müller Thurgau, Pinot Grigio, Gewürztraminer, Sauvignon Blanc, Chardonnay, Pinot Nero, Schiava, Lagrein, Merlot

Cavit produces a range of wines that express all the varieties of Trentino's winegrowing and winemaking heritage: from Chardonnay to Pinot Grigio, from Gewürztraminer to Müller Thurgau, from Pinot Nero to Marzemino and the TRENTODOC Metodo Classico sparkling wines, just to name the most typical.Wine production in Trentino is renowned in fact in Italy and abroad precisely because of its peculiar variety of landscapes, which are reflected in the diversity of soils, ecosystems and microclimates: from the mild temperatures of Lake Garda to the Alpine climate of the Dolomites, from the gentle plains of the Adige Valley to the imposing Brenta mountains. This imparts an unmistakable variety and personality in the region's wines.

With an average of around 2 hectares of vineyard ownership per head, the 4,500 growers that make up the Cavit supply chain represent the life and soul of a production system backed up by an impeccable direction. The co-operative system provides strength through unity. Investment and research, which are usually beyond the reach of the individual, can be made available to all through a consortium which is geared to innovation. This has enabled Cavit to introduce a new perspective into the "artisanal" style of vineyard management, traditionally a labour of love, through cutting-edge technical and technological skills.

Cavit's excellent company organisation has earned it the "Premio Cooperazione" which was awarded by Daniele Cernilli, an internationally renowned authority on wine and food, during the presentation of the Guida Essenziale ai Vini d'Italia 2017 wine guide.



# PICA: smart, environmentally sustainable viticulture

The highlight of the Cavit system is PICA, which stands for Piattaforma Integrata Cartografica griviticola (Integrated Cartographic Agrarian-wine-producing Platform), which is today **Italy's most technologically** advanced platform for smart, environmentally sustainable viticulture.

Inaugurated in 2010 by Cavit in collaboration with two of the best research centres in Trentino, the Edmund Mach Foundation (FEM) and Bruno Kessler Foundation, PICA is an ambitious project developed to guarantee optimum vineyard management and crop yields.





"PICA" Video



After years of progress and continuous investment into research and development, PICA today is a fully operational, highly-developed agronomic practice model which constitutes the innovative modus operandi of Cavit's supply chain. Under the competent direction of oenologist Andrea Faustini, who is co-ordinator and the member of the Cavit agronomist team responsible for scientific matters, the PICA project today is implemented by a team of specialised agronomists trained in the field who form the Gruppo Viticolo Cavit (Cavit Winegrowers' Group), an internal organisation dedicated to assisting winegrowers in pest control and disease management in the vineyards so they can achieve better harvesting results.

The experience and skill of Trentino's winegrowers is therefore supported by scientific tools and objective data, so that smart, highly evolved and fully sustainable viticulture can be attained.





## Focus on the PICA project

An essential fact underpins the PICA Project: the Trentino region features an enormous variety of climates, altitudes and landscapes, with highly diverse soil types in the various vineyards. Since the project was launched, all the areas under vine in the region have been carefully mapped, which, thanks to the use of advanced instruments and complex analyses, has enabled the geological features, the soil type, solar radiation, altitude and exposure of every hectare to be recorded. The result today is that we have a digital interface that can visualise the different vineyards in detail on computers, tablets or smartphones, enabling



input concerning cultivation to be received.

As well as this huge amount of information, for all the areas involved data such as sun exposure, humidity, temperature and differences in temperature, weather conditions, can be measured and updated in real time throughout the year. In more critical areas of the territory, weather stations allow climate variations to be monitored in a timely manner.

issues to be addressed simply and in depth and precious

The PICA platform enables the smallest details of each individual grape variety to be identified: data concerning the plots of the thousands of winegrowers who make up the Cavit supply chain are constantly measured by special sensors and

then recorded and checked daily by the software of the associated wineries. All the information gathered is processed and made available in turn to the winegrowers simply and immediately by SMS or e-mail thereby advising in real time each individual winegrower about the best ways to go about his daily work: planning agronomical techniques, monitoring fungal diseases and insects so that more appropriate, targeted protective treatments can be made whilst reducing these to a minimum, or checking weather and climate conditions and the ripening stage of the grapes so that grape harvesting can be organised correctly. As well as optimising day-to-day vineyard management, the PICA protocol offers a wealth of precious information that enables predictive models to be drawn up, which can support decision making in the medium term. This enables us, for example, to identify with scientific accuracy the grape varieties most suited to each individual area, plan the development of vineyards and convert crops following the evolution of the markets, with significant advantages for business based on environmental sustainability.

For over twenty years, Cavit has participated in the 'Protocollo per una produzione viticola di qualità in Trentino' (Protocol for Quality Winegrowing in Trentino), the object of which is to establish and constantly verify that all the actions associated with viticulture are geared towards achieving fully sustainable agriculture. Research and technological innovation have enabled Cavit to apply new, modern farming techniques, which have led to a reduction in treatments carried out on the vines.



# Cavit: when oenology becomes an art

As well as being at the cutting edge of viticulture and managing vines and harvesting grapes efficiently, Cavit also excels in the winery, where its **expertise** has taken **the art of winemaking** to the highest levels.

An art that combines the high quality of the wines with the experience of a team of some of the most competent and highly regarded oenologists in the industry, with an in-depth knowledge of the territory in Trentino and its valuable grape varieties.

The work of selecting the cuvées and best barriques is rooted in the primitive olfactory memory and is a skill a person develops over years of dedication and practice, along with an in-depth knowledge of the earth's fruits.



Cavit's team of oenologists (from left to right): Andrea Faustini, Anselmo Martini, Guido Mattiello, Fabrizio Marinconz and Paolo Turra.

Ensuring that every grape variety performs at its best, consistently and continuously, is the challenge set for Cavit's team of oenologists. This task ensures the capacity to combine continuity with high quality wines and substantial volumes, guaranteeing that every wine maintains its distinctive features and organoleptic standards consistent over time.

Along with getting the best out of the highly diverse fruits of the Cavit supply chain, the team of oenologists has the difficult task of guaranteeing year in year out the high quality demanded by a world famous brand.



# Altemasi: DNA from Trentino, an unmistakable personality

The Altemasi Cellar dedicated to TRENTODOC Metodo Classico sparkling wines was inaugurated by Cavit in 1993. The Cellar is an individual, extremely functional building equipped with a high level of technology. Here the excellence of Cavit sparkling wines, the fruit of passion and tradition, and the symbol of Trentino's rightly deserved fame as an outstanding wine and sparkling wine producing region, all become evident.

Situated close to Cavit in Ravina di Trento, the Altemasi cellar comprises 4 levels: the lowest floor underground is used for maturing TRENTODOC sparkling wine; the floor above it houses all the subsequent processes (remuage and dégorgement); the pressure tanks used for the production of Charmat method sparkling wine are situated in an adjacent area, while the ground floor houses the bottling and packaging lines.



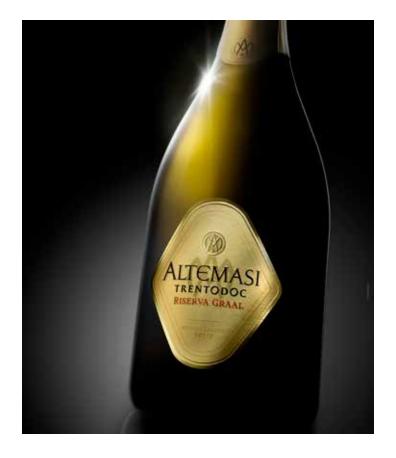


Paolo Turra, a long-standing oenologist at Cavit, is the man that gives the Altemasi sparkling wines their Trentino imprinting. He ensures year in year out that the philosophy behind these prestigious, truly enjoyable, well-balanced and elegant products with their unique style, structure and opulence, is respected.



## **Altemasi TRENTODOC**





The range comprises Metodo Classico wines produced under the DOC TRENTO denomination: Riserva Graal, Brut Millesimato, Rosé and Pas Dosé. The secret behind these sparkling wines lies in Trentino's highest hills (between 450 and 600 metres above sea level), where Chardonnay and Pinot Nero grapes ripen.

In this mountainous paradise, ripened grapes maintain a significant acid content, which enables the wine to undergo long ageing on the lees, which, in the case of the Alternasi Graal and Pas Dosé selections, exceeds 60 months. The large differences between day and night temperatures bring out a wealth of aromas and contribute to the wine's elegance, crispness and persistence.

Altemasi is today one of the most well-loved and popular Italian sparkling wines and has received major awards and accolades. Since 1998, Altemasi Riserva Graal has been awarded the highly coveted "Tre Bicchieri" from the Guida Vini d'Italia published by Gambero Rosso as many as fourteen times.



# Cavit: the most important wine lines

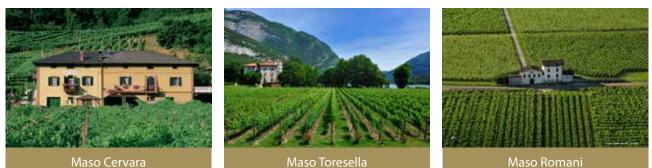
## "Maso": where vineyards reign supreme

"Maso" is a premium quality line that expresses the inextricable link with the territory and the care that goes into cultivating the grapes. This top of the range Ho.Re.Ca.(on trade) line, with its prestigious image and carefully presented bottles featuring modern, vocative graphics, comprises 4 wines produced using the most skilful winegrowing techniques handed down by tradition. Every wine in the Maso collection inherits its peculiar characteristics, which are unique to each harvest, from the land the grapes grew on.

Maso Cervara Teroldego Rotaliano Riserva Superiore DOC is a precious red wine produced from the Teroldego grape variety, which is still cultivated using the pergola method on 2 hectares of Maso Cervara vineyard on the edge of the Rotaliana plain, from vines that are over 50 years old.

Maso Toresella is a barrique-matured Chardonnay produced on 6 hectares of vineyard near Lake Toblino. From the same vineyard comes the Maso Toresella Cuvée. Produced from Sauvignon, Chardonnay, Gewürztraminer and Rhine Riesling grapes, this sublimely aromatic blend provides a perfect balance between aromas and smoothness.

Maso Romani Marzemino Trentino Superiore DOC is a limited production grown on 5 hectares of vineyard in the Vallagarina valley, replanted in 2008. It is the fruit of years of elaborate research into the grape variety and skilful, state-of-the-art viticulture.





## Cavit Signature Wines, the search for perfection

While the "Maso" line represents the best of the territory, enclosed within the boundaries of selected vineyards (crus), the "Signature Wine" line offers the most successful interpretations of Cavit's art of winemaking.

The star of the show in the case of this line, which comprises only premium labels for Ho.Re.Ca. distribution, is the oenologist, who is able to bring out the best of a grape variety in a wine.



## Brusafer, Pinot Nero Trentino Superiore DOC

Pinot Nero at its best, Brusafer is created from a skilful blend of grapes from different areas: the hills around Trento, the village of Povo and the Vallagarina valley and the slopes of Monte Baldo, between the municipalities of Besagno and Cazzano. The result is a fruity wine with an impressive structure, presented in a sophisticated, modern, elegant, totally black bottle.

### Rulendis, Pinot Grigio Trentino Superiore DOC

This name evokes ancient territories and premium selections of Pinot Grigio cultivated in Trentino under the name "Ruländer". Rulendis, and here lies its true particularity, is the result of a search for non-conventional areas to grow Pinot Grigio: 'extreme' mountain areas characterised by an Alpine climate and altitudes unusual for the cultivation of this variety, but ideal for enhancing the aromatic and mineral component of this wine.







## Zeveri, Müller Thurgau Trentino Superiore DOC

From the highest vineyards in Trentino, cultivated at altitudes of between 550 and 700 metres in the Riva di Vallarsa area in the Leno Valley, Cimone on the slopes of Monte Bondone and Stenico in the Judicaria Valleys comes a signature wine brimming with aromas. One of the most typical grape varieties in Trentino.

## 4 Vicariati, Trentino Superiore DOC Rosso

A wine of great prestige produced by Cavit since the 1960s, 4 Vicariati combines Cabernet and Merlot grapes to create an historic wine, a milestone in the career of Anselmo Martini, the Winery's renowned oenologist.





## Una Tantum, Riesling Renano Trentino Doc

"Una Tantum" represents a true gem in a collection that can be laid down for years to come, and reflects the high quality of its noble origins. It was made solely from Rhine Riesling and just 7,838 bottles were produced, exclusively from the 2014 vintage. This special production of Riesling Renano Trentino DOC was made possible due to the unique combination of particularly favourable conditions of the 2014 vintage and the winery's winemaking expertise. Just under 50 hectares of this variety are cultivated in Trentino (0.5% of the area under vine) some of which is grown on the hill to the east of Trento at 450 metres above sea level. Cavit's Riesling is cultivated on a vineyard of just under one hectare, below the village of Oltrecastello where the gently sloping, north-west facing land, is rich in brick red marly limestone.

## Bottega Vinai: the cellar's pride and joy

Reserved exclusively for the restaurant and wine shop trade, the Cavit Bottega Vinai line offers a broad, complete spectrum of the region's wines, all rigorously DOC denomination. From Lagrein Dunkel, Cabernet Sauvignon, Merlot and Nosiola to Marzemino, Sauvignon Blanc, Schiava Gentile and more, Bottega Vinai offers wines of outstanding quality and finesse from the local area.





## Mastri Vernacoli, Trentino's everyday drinking wine

Mastri Vernacoli is a wine collection for everyday home drinking where Cavit occupies, in particular, prime positions in the consumption of white still wines at national level (IRI data). It incorporates all of Trentino's winemaking heritage and offers wines such as award-winning Teroldego Rotaliano, Gewürztraminer, Müller Thurgau and Marzemino.

Amongst the most prestigious wines in the line, those mostly appreciated by the public, Gewürztraminer Trentino DOC definitely takes pride of place. This white wine with distinctive powerful aromas and finesse originated from nearby Alto Adige but is also successfully produced in Trentino. This wine's strengths lie in the aromatically spicy, refined and delicate nose and the dry, well-balanced palate.



## Müller di Cavit: the best seller



Müller Thurgau di Cavit sparkling wine, one of the winery's top-selling products and highly popular with the public, is produced in two versions: Brut and Cuvée Speciale. This typical Trentino wine has been granted "Dolomiti IGT" denomination, which further strengthens its connection with the territory.

Number one in the off-trade distribution channel, and one of the most successful wines on the Italian scene, Müller Thurgau Brut Dolomiti IGT sparkling wine is the perfect go-to wine for an aperitif, but also ideal for any occasion. Available in an extraordinary variety of formats (0.20, 0.75, 1.50, 3.0-litre sizes), and with an excellent quality/price ratio, this extremely popular best seller is produced using the Charmat method and is appreciated in particular for its smoothness and particular aromatic notes.

Müller Thurgau Cuvée Speciale Millesimato on the other hand is intended for Ho.Re.Ca distribution. This sparkling wine with its extremely refined perlage, smoothness and characteristic aromas is highly popular amongst women and young consumers, playing in particular a leading role on Milan's aperitivo scene.





## Certifications

Cavit's approach to business management is perfectly in line with the philosophy, which by the way is typical of Trentino, of protecting and respecting the territory and its heritage.

This is proven by the numerous international certifications acquired over the years. First of all, in 1997, certification for Quality Management System in compliance with international standard UNI EN ISO 9002, subsequently amended to comply with the new UNI EN ISO 9001 regulations, which are essential for any company operating on large international markets.

Other international certifications were added in 2006, to BRC standards (Global Standard for Food Safety - British Retail Consortium) and IFS (International Food Standards).

In 2009 Cavit acquired **UNI EN ISO 14001** certification for its environmental management systems, which attests that the organisation's processes are managed with respect for the environment, and in 2014 the Occupational Health and Safety Management System in accordance with standard **OHSAS 18001**, which demonstrates consistent attention and sensitivity towards maintaining high standards of safety and protection for all workers.

The certifications obtained are managed by means of an integrated Quality-Environment-Safety management system, which complies with the highest quality and safety standards for products, the environment and worker safety.

In January 2015 came another highly important acknowledgement: the Certiquality Certificate of Excellence, reserved for a small selection of state-of-the-art companies who have demonstrated a voluntary commitment towards responsible corporate governance.

Cavit has also obtained the following certifications:

Authorised Economic Operator (AEO), issued by the Customs administration to Companies that actively export their goods to non-European countries. Application of the Customs Code and EU regulations has enabled Cavit to be recognised as a reliable and safe business operator.

Organic Farming Certification: this certifies organic production in compliance with Regulation (EC) 834/2007, which sets out the framework for production, processing, labelling, control and certification in the European Union. Organic farming enhances the natural fertility of the soil's ecosystem, the health of the produce and increases sustainability without the use of any artificial products (eg. pesticides and chemical fertilisers).

SQNPI (National Quality System of Integrated Production): the member winegrowers, in conjunction with their own cooperative wineries and with the support of Cavit's Viticulture Department, have joined the National Quality System of Integrated Production promoted by MIPAAFT. This voluntary integrated pest control framework sets out specific technical standards for each crop and binding pest control measures (production rules), including agronomic and pesticide practices and limitations in the choice and number of treatments, with the aim of increasing value for crops farmed in compliance with integrated production regulations.

# Contacts

#### CAVIT s.c.

Registered and administrative address, winery: Via del Ponte, 31 - 38123 Trento (TN) - Italy Tel. +39 0461 381711 - Fax +39 0461 381787

export@cavit.it - www.cavit.it
@CavitNaturaTrentina

@CavitTrentino

@CavitTrento

Currento

#### Office opening hours:

Monday / Friday: 8.00 to 17.00

#### **Cavit Wine Shop**

Via del Ponte, 33 - 38123 Trento (TN) Tel. 0461 38 17 91

#### **Opening hours:**

Monday / Friday: 9.30 to 12.30 and 14.00 to 18.45 Saturday: 10.00 to 12.30

#### **Online shop**

shoponline.cavit.it

#### Corporate venue:

Maso Toresella Via Toresella, 2 - 38072 Sarche (TN)

#### **Cantina Altemasi**

Via del Ponte, 45 - 30123 Trento (TN) - Italy Tel. +39 0461381711 - Fax +39 0461 381787 www.altemasi.it



