



PRESS KIT



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Summary

Pag. 1	Cavit: tradition and state of the art
Pag. 2	The History of Cavit: in search of excellence
Pag. 3	Cavit: a leading group in continuous expansion
Pag. 4	Sparkling wines on the increase
Pag. 5	Eleven wineries to interpret Trentino
Pag. 6	The region's 5 macro areas
Pag. 7	PICA: smart, environmentally sustainable viticulture
Pag. 9	Cavit: when winemaking becomes an art
Pag. 10	Certification
Pag. 11	Contacts

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Cavit: tradition and state of the art

Cavit, a leading name in the Italian wine industry, is a prime example of a **second-level co-operative**, in other words, a consortium of co-operatives.

Situated in the heart of Trentino, in Ravina di Trento, Cavit brings together **eleven co-operative wineries**, which represent **over 5,250 associated winegrowers** distributed throughout the region, from which they receive and select the raw materials produced, **more than 60% of all the wine in Trentino**, carrying out controls at every stage – from the harvest right through to marketing.



In the over **seventy years it has been in business**, this Trentino co-operative has developed outstanding expertise, merging the supply chain and system to form a **virtuous model of co-operation 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 result of extensive investment over the years, the Cavit production system is based on **rigorous processes**, which guarantee consistently **high standards** for all the Winery's wines and sparkling wines destined for the various customer bands.

Making quality wine an everyday pleasure for people to share has always been the mission of Cavit, the standard bearer of an approach that seeks to increase the number of those who love and are passionate about good wine.

"Democratic" by nature, Cavit wines are characterised by their **excellent value for money**, which enables them to be appreciated by a wide audience of consumers, all over the world.

Cavit boasts a unique ranking amongst Italian players in the wine industry: it is one of the main **leaders in large-scale wine retailing**, yet also takes part in competitions where **experts select award-winning wines**. On international markets, Cavit represents high quality Italian wines and sparkling wines, and its success is demonstrated by its continuously increasing turnover.

The History of Cavit: in search of excellence

The history of Cavit **began in 1950** when a number of winegrowers came together to form an association so that they could better promote their wines made in the Trentino tradition.

This Consortium of co-operative wineries was to grow into the large company that we all know today.

The main objectives of the Consortium were to assist member wineries, promote a culture of high quality wine in Trentino, provide on-going training and help winegrowers on a daily basis by steering them towards cutting-edge cultivation techniques in the pursuit of excellence.

It was not until later, in **1957**, that the Consortium decided to develop the marketing of wines when it also built a winery to better meet the growing needs of its members.

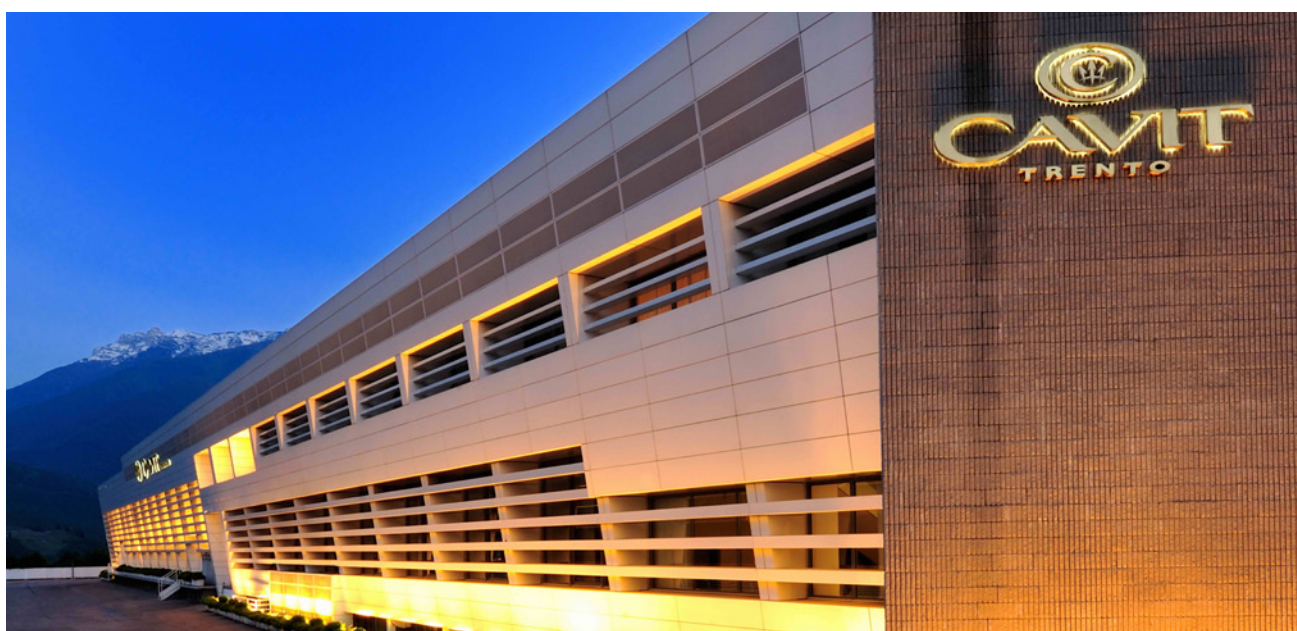
The construction of the headquarters in Ravina di Trento dates back to **1964**. These were extended over the years starting from 1977 and currently cover an area of 80 thousand square metres.



As a result of the new acquisitions, today we can speak in terms of the Cavit Group, a cutting-edge winery where every stage in the process is managed by specialised personnel assisted by computers, and internal laboratories, which conduct analyses and quality control. It has a storage capacity of around 300 thousand hectolitres, one of the most highly advanced mechanised bottling plants in the world, featuring 6 dedicated lines, and a warehouse where the final product is made ready for delivery that is unique the world over. Completely automated and run by robots, it is powered by photovoltaic panels that guarantee zero environmental impact.

Cavit: a leading group in continuous expansion

Cavit's commitment to and investment in continuously perfecting the supply chain and the most cutting-edge production methods have rewarded it with significant results. The financial statements for 2019/2020 certify a turnover of 209.7 million euros - with an increase of 9.5% when compared with the previous financial year. The financial statements take into account the operation completed in December 2019 with Cantina di Lavis e Valle di Cembra, which led to Cavit Sc acquiring the companies Cesarini Sforza SpA and Casa Girelli SpA, along with control of the commercial company G.L.V Srl, appointed with distributing the brands of Cantina La-Vis, Cembra Cantina di Montagna and Cesarini Sforza.



In Italy, Cavit has reaffirmed its **leadership in Trentino wines in the large-scale retail sector**, where the Mastri Vernacoli range, featuring Müller Thurgau, Pinot Nero, Marzemino and Gewürztraminer, all Trentino DOC wines, reigns supreme. In the **hotel and catering industry**, the **establishment of the Winery's most prestigious labels**, such as the I Masi line, which are *crus* in their own right, is continuing successfully, along with excellent products made from selections from specific areas particularly suited to the production of indigenous grape varieties, such as the Trentini Superiori line.



In the USA, Cavit remains the most popular Italian wine brand. Excellent progress can also be seen in the **new proposals aimed at a younger target**, new to the world of wine, who are showing interest in it. **Considerable growth is being recorded on a number of strategic markets**, such as the United Kingdom, Russia, Scandinavia and the Netherlands, while its presence on the Asian front continues thanks to the partnership with the COFCO Group in China.

Sparkling wines on the increase

The **positive trend in the Sparkling wine segment** (for both Charmat Method and Trentodoc Metodo Classico) continues. The Company's meticulous attention to detail has led to a double-figure increase in the Altemasi range, demonstrating the consistent growth in the reputation of the brand and the interest in Trentodoc sparkling wines.



The results of the **subsidiary Kessler Sekt & Co KG.**, achieved by consistently developing the quality and image, have also proven highly positive, positioning it amongst the reference brands in the German premium segment.

Kessler Sekt & Co KG.

A prestigious German company dedicated since as far back as 1826 to producing high-quality Metodo Classico and Charmat method sparkling wines in its beautiful headquarters not far from Stuttgart. A top name in the sparkling wine tradition in Germany, the country with the world's highest consumption of sparkling wine, Kessler Sekt uses Chardonnay and Pinot Nero grapes from Trentino, which are made into sparkling wine and bottled in Germany creating an elegant product for a highly discerning audience. The turnover of the Kessler Sekt & Co KG. subsidiary is around 9.5 million euros (+10.5%).



Eleven wineries to interpret Trentino



The bond between Cavit and Trentino is strong and inextricable: the associated members cultivate a total of around **6,350 hectares of vineyards**, which are located throughout the territory and distributed over the **region's five macro areas**: Campo Rotaliano, Valle di Cembra, Valle dell'Adige, Vallagarina and Valle dei Laghi.

11 Wineries

- 1 Cantina Sociale ROVERÉ DELLA LUNA
(VALLE DELL'ADIGE)
- 2 Cantina ROTALIANA di Mezzolombardo
(CAMPO ROTALIANO)
- 3 Cantina di La-Vis e Valle di Cembra
(VALLE DELL'ADIGE E VALLE DI CEMBRA)
- 4 Cantina TOBLINO
(VALLE DEI LAGHI)
- 5 Cantina Sociale di TRENTO
(VALLE DELL'ADIGE)
- 6 Cantina di ALDENO
(VALLAGARINA)
- 7 VIVALLIS
(VALLAGARINA)
- 8 AGRARIA DI RIVA DEL GARDA
(ALTO GARDA)
- 9 Cantina D'ISERA
(VALLAGARINA)
- 10 Cantina Sociale MORI - COLLI ZUGNA
(VALLAGARINA)
- 11 Cantina Sociale di AVIO
(VALLAGARINA)



The region's 5 macro areas



CAMPO ROTALIANO
Teroldego, Chardonnay,
Pinot Grigio, Lagrein



VALLE DI CEMBRA
Müller Thurgau, Chardonnay, Nosiola,
Gewürztraminer, Pinot Nero



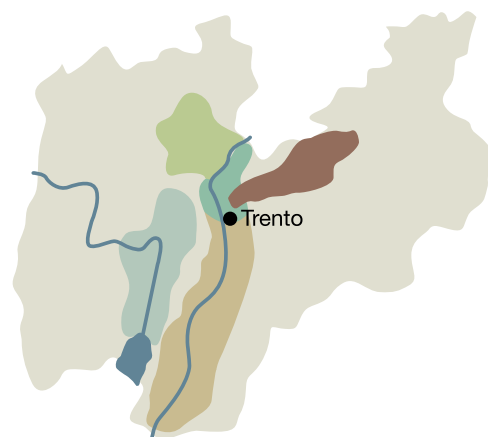
VALLE DELL'ADIGE
Pinot Grigio, Chardonnay, Nosiola, Pinot Bianco, Gewürztraminer,
Schiava, Lagrein, Pinot Nero, Merlot, Cabernet Sauvignon



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



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



Cavit produces **a range of wines that express all the variety of Trentino's viticultural heritage**:

Chardonnay, Pinot Grigio, Gewürztraminer, Müller Thurgau and Pinot Nero right through to Marzemino and the TRENTODOC Metodo Classico sparkling wines, just to name a few of the most typical.

Trentino's wine production is in fact renowned in Italy and abroad precisely because of the outstanding variety of landscapes, which are reflected in the diversity of the soils, ecosystems and micro-climates: from the mild temperatures of Lake Garda to the Alpine climate of the Dolomites, from the gentle plains of the River Adige Valley to the majestic mountains of the Brenta Dolomites. This ensures that the wines from this region have unmistakable variety and personality.

With **an average of about 2 hectares of vineyard per head**, the 5,250 growers that make up the Cavit supply chain represent the heart of a production system that is supported by impeccable direction.

Thanks to the co-operative system, strength lies in numbers: investments and research that are usually beyond the means of the individual are made available to everyone thanks to the organisation of a Consortium committed to innovation. Hence Cavit has introduced **a new perspective into vineyard management, traditionally based on passion and handcrafting, which uses technical skills and state-of-the-art technology**.

The Company's excellent organisation earned Cavit the **"Cooperative Prize"** awarded by Daniele Cernilli, an internationally renowned wine and food critic, during the presentation of the 2017 edition of the *Guida Essenziale ai Vini d'Italia*.

PICA: smart, environmentally sustainable viticulture

The jewel in the crown of Cavit's system is PICA, which stands for Piattaforma Integrata Cartografica Agriviticola. This integrated mapping platform is currently the **most advanced technological platform in Italy for the implementation of smart, environmentally sustainable viticulture**.

Inaugurated in 2010 by Cavit in collaboration with two of Trentino's best research centres, the Edmund Mach Foundation (FEM) and the Bruno Kessler Foundation (FBK), PICA is an ambitious project created with the objective of **guaranteeing optimum crop management and yields**.



Watch the video "PICA"



After a long period of evolving and continuously investing into research and development, PICA is now a **highly-developed model of farming practices applied "at full capacity"** and constitutes the innovative modus operandi of the Cavit supply chain. Under the skilled direction of **Andrea Faustini, winemaker, co-ordinator and scientific head of Cavit's team of agronomists**, the PICA project today is implemented by a team of specialised, in-company trained agronomists, who form the **Cavit Viticulture Group**, which is a dedicated internal department that assists winegrowers with pest control in their vineyards to enable them to achieve better yields. The experience and expertise of Trentino's winegrowers therefore benefit from the support of scientific tools and objective data, which enable them to put into practice smart, highly developed and completely sustainable viticultural techniques.

Focus on the PICA project

An essential fact underpins the PICA project: Trentino has an enormous variety of different climates, altitudes and landscapes, with large differences between the types of soil used for winegrowing. When the project was set up, **the entire area in the region under vine underwent scrupulous mapping** which, through the use of cutting-edge tools and complex analyses, recorded the geological conformation, soil type, solar radiation, altitude and exposure of every hectare. The result today is a digital interface that provides computers,



tablets or smartphones with a detailed image of the various vineyards, and the opportunity to explore various issues simply and receive valuable input concerning crop cultivation. This huge amount of information concerning all areas involved is then integrated with **data collected and updated in real time** throughout the year, such as sun exposure, humidity, temperature, sudden variations in temperature, weather events. In the most critical areas of the region, weather stations allow variations in climate to be monitored in a timely manner. The PICA platform enables the most minute details of each single grape variety to be identified. Data concerning the plots of the thousands of winegrowers making up the Cavit

supply chain are constantly measured by **special sensors**, and then recorded and checked on a daily basis by the software of the member wineries. All the information gathered is processed and made available once again to the winegrowers immediately by means of a simple **SMS or email** so that every single grower can be advised in real time about the best way to go about his daily work: planning farming techniques, monitoring fungal diseases and insects in order to carry out the most appropriate targeted treatments to protect the vines whilst reducing these to a minimum, or, checking weather and climate conditions and the ripening stage of the grapes so that the grape harvest to be suitably organised. As well as optimising the day-to-day management of the vineyards, the PICA protocol offers a wealth of valuable information to **formulate predictive models** and support medium-term decision-making. This allows, for example, the grape varieties most suitable for each individual area to be identified with scientific accuracy, the development of vineyards to be planned and crops to be converted following the evolution of the markets, with significant advantages in terms of business and environmental sustainability. The Company for over twenty years has abided by the 'Protocol for quality winegrowing in Trentino', whose objective is to establish and check on an on-going basis that all the activities involved in winegrowing are in keeping with achieving fully sustainable agriculture. Research and technological innovation have enabled Cavit to apply new, modern farming techniques that help to reduce the number of treatments in the vineyard.

Cavit: when winemaking becomes an art

Cavit is not just cutting edge in terms of viticulture, efficient vine husbandry and grape harvesting, it also excels in the winery where its **expertise in the art of winemaking** is second to none.

Cavit's approach combines high quality with the experience of one of the **most competent and respected teams of winemakers in the industry**, who have in-depth knowledge of the Trentino area and its noble grape varieties.

The work of selecting the best blends and barriques is rooted in the long-term olfactory memory and the skills that the oenologists have all gained over the years through dedication and practice, along with extensive knowledge of the various vines.



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

Cavit's team of oenologists has risen to the challenge to get the very best from every grape variety, consistently and continuously. Their job is to improve the ability to consistently combine high quality wines with the significant volumes produced, guaranteeing over time distinctive characteristics and uniform organoleptic standards for every wine. In order to make the most from the various fruits of Cavit's supply chain, the team of oenologists has the difficult task of guaranteeing year on year the high quality demanded by a world-famous brand.

Certifications

Cavit's business commitment is perfectly in line with the philosophy, also typically Trentino, of seeking to protect and respect the land and its riches.

This is demonstrated by the **numerous international certifications** attained over the years. First and foremost, in 1997, certification in compliance with international standard UNI EN ISO 9002 Quality management systems, later amended in line with new regulations, and currently **UNI EN ISO 9001**, which is essential for any company operating on the large international markets.

Again at international level, in 2006 Cavit also achieved certification in accordance with standards **BRC (Global Standard for Food Safety - British Retail Consortium)** and **IFS (International Food Standards)**.

In 2009 Cavit obtained **UNI EN ISO 14001** certification for its environmental management systems, which deal with the environmental management of company processes, and in 2014 certification of the health and safety in the workplace management system in accordance with standard **UNI ISO 45001:2018**, which demonstrates the Company's focus on and sensitivity towards maintaining high standards of safety and protection for all workers.

The certifications obtained now form part of an integrated Quality-Environment-Safety management system, which respects the highest product quality and safety, environmental and worker safety standards.

In January 2015 Cavit received another highly important acknowledgement: the Certificate of Excellence issued by Certiquality and conferred on only a small selection of cutting-edge companies whose company governance has shown responsible voluntary commitment.

Cavit has also obtained the following certifications:

Authorised Economic Operator (AEO) granted by the Italian Customs Agency to companies who are actively involved in the exportation of their products to non-European countries. In accordance with the EU Customs Code and regulations, the Company is recognised as a reliable and secure operator within the ambit of its business activities.

Organic Agriculture Certification: this certifies that produce is organically farmed in accordance with regulation (CE) n°834/2007, which establishes the system for organic production, processing, labelling, controls and certification within the European Union. Organic farming is a method of crop management that enhances the natural fertility of the soil's ecosystem, the wholesomeness of products and increases sustainability without using artificial products (eg pesticides and chemical fertilizers).

SQNPI (National integrated production quality system): the member winegrowers, in collaboration with their co-operative wineries and assisted by Cavit's Viticulture Department, have joined the national integrated production quality system promoted by the Italian Ministry for Agriculture, Food, Forestry and Tourism. Voluntary integrated pest management is a system based on specific technical standards for each crop and lays down binding phytosanitary rules (production regulations), including farming and phytosanitary practices and limits the choice of phytosanitary products and numbers of treatments with the aim of adding value to produce obtained in compliance with regional integrated production regulations.

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Monday - Friday: 8.00 am to 5.00 pm

Cavit Wine Shop

Via del Ponte, 33 - 38123 Trento (TN)
Tel. +39 0461 38 17 91

Opening times:

Monday - Friday: 9.30 am to 12.30 pm
and 2.30 pm to 6.30 pm
Saturday: 10.00 am to 12.30 pm

Shop online

shoponline.cavit.it

Corporate events venue:

Maso Toresella
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