



# COMPANY PROFILE

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## A unique cooperative model

A leading name in the Italian wine sector, Cavit is a prime example of **second-level consortium**, that is, a consortium of cooperatives. Located in the heart of Trentino, on the outskirts of Trento, Cavit brings together **eleven local cooperative wineries**, connected to **over 5,250 associated winегrowers** in the province and covering more than 60% of the vineyard area in Trentino. Cavit receives and selects the raw materials from its cooperative wineries, overseeing every stage—from vine cultivation to aging and marketing.



Over the course of more than **seventy years of activity**, this Trentino-based company has consolidated a distinctive set of skills where supply chain and system merge into a **unique model of cooperation** in Italy, uniting tradition, cutting-edge technology, sustainability and scientific research.

Years of significant investment have enabled Cavit to develop a production system based on **rigorous procedures**, ensuring **high and consistent quality standards** across its diverse range of still and sparkling wines.

## When wine quality becomes accessible

In a winemaking landscape where quality is often considered synonymous with exclusivity at high prices, Cavit represents a challenge to this paradigm. Its distinctive model **guarantees high and consistent quality while maintaining affordable prices** for the consumer. A philosophy that today responds perfectly to the needs of a more attentive, informed market seeking authentic value.



# The pillars of the Cavit model

## 1 Territorial diversity as a strategic asset

The parcelling out of the vineyards and the variety of territories, managed through the cooperative model, allow us to enhance every characteristic of the grapes, allocating them to the most suitable product lines.



## 2 Large wine-growing basin as a resource

Controlling a significant portion of the Trentino vineyard area allows an optimum balance of local seasonal and climatic variability, ensuring stable and consistent quality.



## 3 Artisanal care of the vineyards

The small size of the vineyards cultivated by the winegrower members (on average 1.2 hectares) allows for artisanal care, with the daily support of Cavit. The harvest is also strictly manual, allowing the grapes to be selected directly in the vineyard.



## 4 Technological know-how that generates value

The PICA technology platform enables precision viticulture, the optimising of resources and the improvement of quality, with targeted and sustainable management that enhances each individual vineyard.



Thanks to these key elements—territorial diversity, a large viticultural basin, artisanal vineyard care and technological innovation—Cavit is able to offer a **broad segmentation of its range**, with product lines dedicated to a variety of markets and channels. Each line benefits from the same organisational and oenological expertise, expressed according to qualitative parameters consistent with its reference segment. A virtuous system that enables the effective management of different markets and channels—from the US to the domestic market, from large-scale retail to Horeca—while maintaining **a clear identity and optimal quality-to-value ratio for each product**.


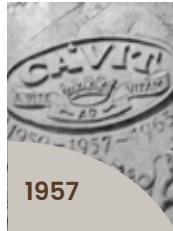

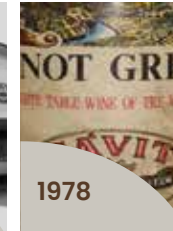


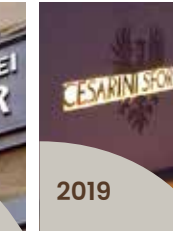
# The history of Cavit: pursuing excellence

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.

						
<b>1950</b>	<b>1957</b>	<b>1964</b>	<b>1978</b>	<b>1993</b>	<b>2014</b>	<b>2019</b>
Foundation of the Consortium of Social Wineries	Setting up of the winery to market the wines of members	Current building of the Ravina headquarters (Trento)	First export to the United States	Altemasi Winery Foundation	Cavit becomes a Group (Kessler acquisition)	Acquisition of Cesarini Sforza and GLV

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. Completely automated and run by robots, it is powered by photovoltaic panels that guarantee zero environmental impact.

## A leading group with a global strategic vision

Commitment, investment, constant improvement along the chain and cutting-edge production methods, have rewarded Cavit with significant results over time. **With a consolidated turnover of 242.8 million Euro in the 2024/2025 financial year**, the Group is ranked as one of the main sector



players in Italy. A sign that emphasizes the effectiveness of the diversification policies and the validity of an approach centered on sustainability and innovation.

The Group currently consists of the parent company Cavit Sc and its subsidiaries Cesarini Sforza S.p.a. (100%), GLV S.r.l. (80%), acquired in December 2019, as well as the German company Kessler Sekt & Co. KG (50.10%), purchased in 2014.

In Italy, Cavit continues to lead in Trentino wines within the large-scale retail sector, with the Mastri Vernacoli range

featuring Müller Thurgau, Pinot Nero, Marzemino, and Gewürztraminer, all with the Trentino DOC appellation. In the Horeca channel, the Bottega Vinai line continues to assert itself successfully, offering a comprehensive overview of Trentino's winemaking heritage, the result of a careful selection of vineyards, in addition to the winery's most prestigious labels, such as the I Masi line, true "crus".

Exports account for approximately 75% of the Group's turnover, with North America and the United States in particular standing out as the main market. The United Kingdom, Germany and the Netherlands continue to lead the ranking of outlet countries in the old continent for Cavit, which operates in the off-trade and Horeca channels. In Italy, the Group's second largest market after the United States, brand loyalty and product quality have allowed it to maintain its position, with overall turnover continuing to represent 25% of consolidated revenues.



## Sparkling wines on the increase

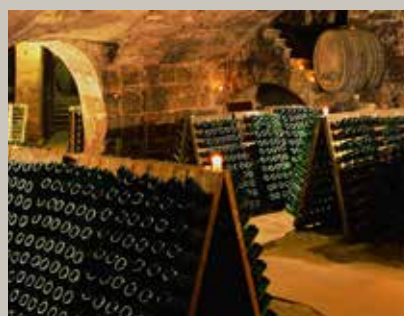
The positive trend in the Group's sparkling wine segments continues with Altemasi TrentoDoc, Cavit's Classic Method flagship line, which has received prestigious recognitions over the years, evidence of the consistent strength of the brand's reputation.



The Group's other lines also performed well, confirming their solidity in a complex market environment. Cesarini Sforza Spumanti, a historic Trentodoc winery, strengthens its identity positioning. Kessler Sekt & Co. KG., with a tradition spanning over a century, oversees both the Classic Method and Charmat Method segments, maintaining brand solidity and consistency.

## Kessler Sekt & Co KG.

Prestigious German company dedicated, since 1826, to the production of quality Classic and Charmat method sparkling wines, in its historic headquarters on the outskirts of Stuttgart. A leading name in the sparkling wine tradition of Germany, a country that boasts the world record for sparkling wine consumption, Kessler Sekt uses Chardonnay and Pinot Nero grapes from Trentino, which are then made into sparkling wine and bottled in Germany, thereby creating a refined product, aimed at a highly demanding audience.

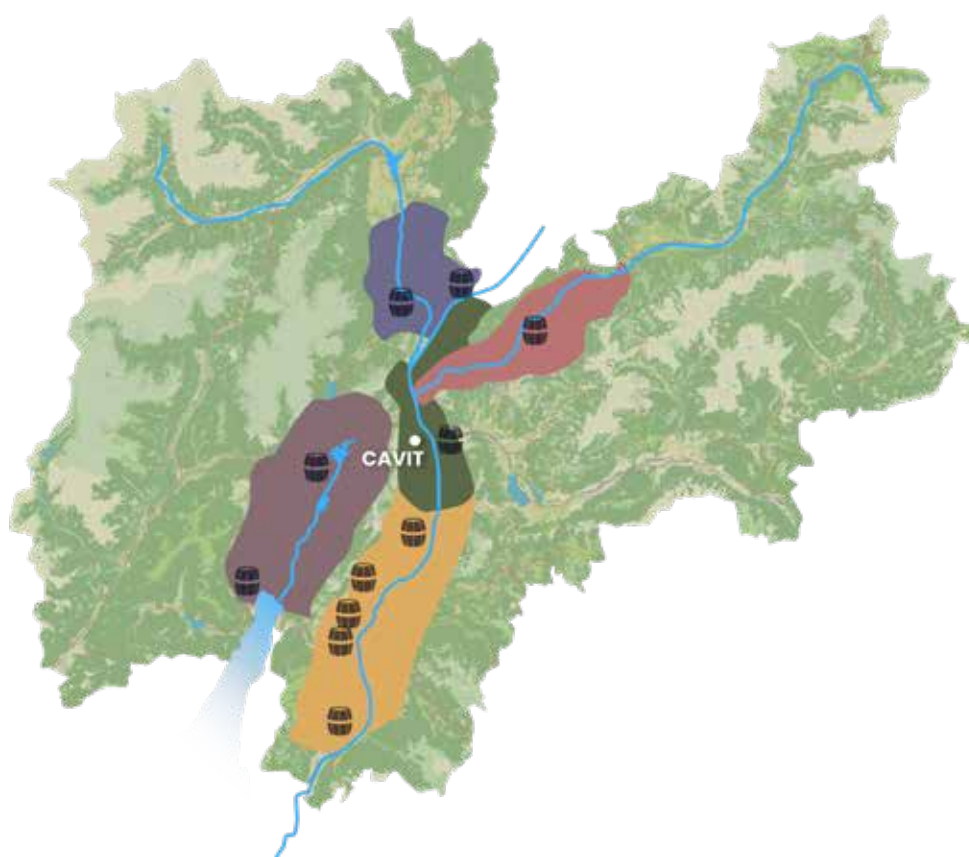


# Cavit, the heart of the Trentino vineyard



Cavit's connection to Trentino is both strong and deeply rooted: the associated members' vineyards occupy approximately 6,350 hectares in total, representing more than 60% of the province's vineyard area, and cover all five of the territory's vine-growing macro-areas: Campo Rotaliano, Valle di Cembra, Valle dell'Adige, Vallagarina and Valle dei Laghi. This makes Cavit the main representative of the Trentino winemaking heritage.

- Campo Rotaliano
- Valle di Cembra
- Valle dell'Adige
- Vallagarina
- Valle dei Laghi



# The region's five major vine-growing areas

1

## Campo Rotaliano

Campo Rotaliano has a soil consisting of gravel and pebbles, very rich in skeleton and very permeable, covered by a thin layer of sand and silt derived from alluvial deposits. Home to Teroldego Rotaliano, thanks to its continental climate, this area is also an ideal habitat for other red grape varieties.

Grape varieties: Teroldego, Chardonnay, Pinot Grigio, Lagrein



2

## Valle di Cembra

Valle di Cembra is characterised by an alpine climate and soils that are both volcanic and glacial in nature. Volcanic porphyries are shallow and siliceous, suitable for slightly aromatic white wines. The soils from glacial deposits are deep, rich in skeleton and structured, ideal for sparkling wine bases.

Grape varieties: Müller Thurgau, Chardonnay, Nosiola, Gewürztraminer, Pinot Nero



3

## Valle dell'Adige

In the alluvial plain of Valle dell'Adige, soils with a prevalence of silt and sand are found, which create white wines of superior finesse and elegance. Along the mountainsides, we find dolomitic limestone soils, formed by accumulations of materials transported by rivers or glaciers. Chardonnay thrives here, used both for sparkling wine bases and still wines. Close to the mountains, sedimentary soils with a prevalence of siltstone are ideal for aromatic red and white wines.

Grape varieties: Pinot Grigio, Chardonnay, Nosiola, Pinot Bianco, Gewürztraminer, Schiava, Lagrein, Pinot Nero, Merlot, Cabernet Sauvignon



4

## Vallagarina

Vallagarina enjoys a moderate continental climate and a wide variety of soils, which allow for the cultivation of many types of vines. On the valley floor, we find sandy and silty soils of alluvial origin, suitable for ready-to-drink white wines. In the hilly areas, the soils of glacial origin, dolomitic and calcareous, produce white wines suitable for ageing. Finally, the Isera and Brentonico areas feature basaltic soils, well-structured, ideal for both sparkling wine bases and for the production of quality red wines.

Grape varieties: Pinot Grigio, Chardonnay, Müller Thurgau, Moscato Giallo, Marzemino, Lagrein, Merlot, Cabernet Sauvignon



5

## Valle dei Laghi

The Valle dei Laghi contains both loose and sandy alluvial soils, as well as glacial soils, marly and sometimes clayey. The sub-Mediterranean climate is ideal for a wide range of wines: reds, dry and fruity whites, as well as the renowned Vino Santo Trentino. The cooler, higher-altitude growing areas are ideal for the production of long-ageing sparkling wine bases.

Grape varieties: 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 the Trentino winemaking heritage: from Gewürztraminer to Müller Thurgau, from Chardonnay to Pinot Grigio, from Pinot Nero to Marzemino and including the Classic Method TRENTO DOC sparkling wines, to name just a few of the most typical ones. Trentino's wine production is renowned, in fact, in Italy and abroad for the peculiar variety of landscapes 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 Valle dell'Adige to the imposing Brenta mountains. This ensures the province's wines have an unmistakable variety and personality.



With an average of approximately 1.2 hectares of vineyard per grower, the 5,250 growers that make up the Cavit supply chain represent the heart of a production system supported by impeccable management. This large viticultural basin constitutes a unique strategic resource, resulting in enhancement of the diversity of the territory while maintaining artisanal care in the management of each individual vineyard.

Thanks to cooperation, unity is strength: investments and research that would be beyond the reach of an individual are made accessible to all thanks to the organisation of a consortium dedicated to innovation. Cavit offers a new approach to vineyard management, balancing cutting-edge technical and technological expertise with the region's traditional passion and artisanal practices.

# PICA: precision and environmentally sustainable viticulture

The jewel in the crown of Cavit's system is PICA, which stands for Piattaforma Integrata Cartografica Agriviticola or Integrated Agricultural Cartographic Platform, one of the **most advanced technological platforms in Italy for the implementation of precision and environmentally sustainable viticulture.**



Created in 2010 by Cavit in partnership with two of the best research centres in Trentino, the Edmund Mach Foundation (FEM) and the Bruno Kessler Foundation (FBK), PICA is an ambitious tool with the aim of **ensuring the best management and yield of crops and of constantly guiding winegrower members towards total sustainability.**



Watch the "PICA" video



Now, after a long period of evolving and continuously investing into research and development, PICA is 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 platform today is implemented by the **Cavit Viticulture Group:** a dedicated internal department composed of trained agronomists who work closely with winegrowers to monitor and protect vineyards, achieving optimal harvest results.

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.

## PICA in detail



At the core of the PICA platform lies an essential fact: Trentino is a territory that presents an enormous variety of climates, altitudes and landscapes, with very different types of land suitable for viticulture. When the project was set up, the entire vineyard area underwent a meticulous mapping which, thanks to the use of cutting-edge tools and complex analyses, recorded the geological configuration, soil type, solar radiation, altitude and exposure of each hectare.

The result today is a digital interface that offers computers, tablets or smartphones a detailed view of the various vineyards, with the possibility of easily delving into the topics and of receiving valuable input for cultivation.

This massive amount of information is integrated with data collected and updated in real time throughout the year for all the areas involved, such as sun exposure, humidity, temperatures, temperature variations and weather events. In the most critical areas of the territory, weather stations allow variations in climate to be monitored in a timely manner.

The PICA platform is used to understand every single vineyard in great detail: the data on the plots of land of the thousands of winegrowers that compose the Cavit supply chain are constantly measured by dedicated sensors and then recorded and checked on a daily base by the software of the associated wineries. All the information collected is processed and made available to winegrowers immediately and easily, via personalised text messages or e-mails that advise each individual farmer in real time on the most suitable ways to proceed with their daily work: planning of agronomic techniques, monitoring of fungal diseases and harmful insects to perform the most appropriate protective treatments in a targeted manner, reducing them to a minimum, or even monitoring weather and climate conditions to optimise water resources and to monitor the ripeness of the grapes for correct organisation of the harvest.

In addition to optimising the daily management of vineyards, the PICA platform offers a wealth of valuable information to develop forecasting models and support medium-term decisions. This means, for example, being able to scientifically identify the grape varieties best suited to each individual area, to plan the development of vineyards and to convert crops following market evolution, with important advantages for the business in the name of environmental sustainability.

For over twenty years, the company has abided by the 'Protocol for quality winegrowing in Trentino', which aims to establish and constantly verify that all actions related to viticulture 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.

The PICA platform received the SMAU 2021 Innovation Award.

## 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.



The Cavit team of oenologists (from left, Fabrizio Marinconz, Guido Mattiello and Andrea Faustini)

A culture that combines high quality with the experience of one of the most competent and respected teams of oenologists 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 personal 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 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, one vintage after the next.

The winemaking process represents the final stage of a journey of excellence that begins in the vineyard: the artisanal care of the winegrowers, the support of PICA, the cooperative system that coordinates the harvest and, finally, the expertise in the winery all come together to ensure, year after year, the high, consistent and accessible quality that distinguishes Cavit worldwide.

## Certifications

Cavit's commitment to managing its business is perfectly aligned with a typically Trentino philosophy aimed at protecting and respecting the land and its riches. This is demonstrated by the numerous international certifications obtained over the years.

Firstly, in 1997, the certification in compliance with the international standard UNI EN ISO 9002 for Quality Management Systems, subsequently adapted to regulatory updates and therefore today UNI EN ISO 9001, essential for a company that operates on large international markets.

Still at an international level, in 2006 the certifications according to the BRCGS (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 concerns the management of company processes with respect for the environment, and in 2014, certification for its workplace health and safety management system according to the UNI ISO 45001 standard, which demonstrates its constant attention and sensitivity to maintaining high safety standards for the protection of all employees.

The certifications obtained are managed through an integrated Quality-Environment-Safety management system in compliance with the highest standards of product quality and safety, environmental protection and worker safety.

In January 2015, a very important recognition was added: the Certificate of Excellence issued by Certiquality and reserved for a limited selection of cutting-edge companies that have demonstrated a voluntary commitment to responsible corporate governance.

Cavit has also obtained the following certifications:

Authorised Economic Operator (AEO), issued by the Customs Agency to companies that actively operate in the export of their products to non-European countries. In application of the Customs Code and EU regulations, the Company is recognised as a reliable and safe operator in the context of its commercial activities.

Organic Agri-food Certification: it certifies organic agri-food production according to Reg. EC 834/2007 which defines the production, processing, labelling, control and certification system in the European Union. Organic farming is an agricultural production method that enhances the natural fertility of the soil ecosystem, the healthiness of products and strengthens sustainability without using synthetic products (e.g. pesticides and chemical fertilisers).

SQNPI (National Quality System for Integrated Production): Cavit and its winegrowing members, with their own cooperative wineries and supported by the Cavit Viticulture Office, have joined the national integrated production quality system promoted by MIPAAF. Voluntary integrated pest management is a system based on specific technical standards for each crop, which include binding phytosanitary indications (production specifications), comprising agronomic and phytosanitary practices and limitations on their choice and on the number of treatments with the aim of enhancing plant agricultural production obtained in compliance with regional integrated production specifications.

# Contacts



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### Office opening hours:

Monday / Friday: 8.00 - 17.00

### Corporate Events Venue:

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Via Toresella, 2 - 38072 Sarche (TN)

 @CavitViniTrentini  
 @CavitViniTrentini  
 @CavitTrento  
 @GruppoCavit



### Shop online

[www.shoponline.cavit.it](http://www.shoponline.cavit.it)



## Altemasi Winery

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Tel. +39 0461 38 17 11 - Fax +39 0461 91 27 00  
[www.altemasi.it](http://www.altemasi.it)

 @AltemasiTrentodoc  
 @AltemasiTrentodoc

## Cavit Wine Shop

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### Opening hours:

Monday / Friday: 9.30 to 12.30  
and 14.30 to 18.00  
Saturday: 10:00 to 12:30

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