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Celebrating the sparkle: The Sixth Edition of National Prosecco Week returns to the United States

July 17-23 in New York City, sixth edition for National Prosecco Week

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Come July 17-23, 2023, the effervescence of Prosecco Doc will once again sparkle across the United States, marking the sixth edition of the much-awaited National Prosecco Week. The week-long celebration, steeped in the tradition of bringing Italian wine culture to the U.S., continues its legacy for the sixth consecutive year.

Stefano Zanette, President of the Prosecco Doc Consortium, expressed his enthusiasm about the recurring event and the Consortium's return to the U.S. The tour, according to him, provides a lucrative opportunity to present the vineyards' finest offerings, their fertile territory, and their rich wine culture to Prosecco aficionados and influential personalities in the American wine industry.

"National Prosecco Week has always been an occasion to introduce and reinstate the charm of our wines, our territory, and our culture to the most influential wine personalities and lovers of Prosecco Doc in the United States, which currently stands as our most voluminous market," Zanette said. The market last year saw an import of over 134 million bottles, underlining its positive trajectory in 2023.

The Prosecco Doc denomination indeed received a warm welcome in the U.S. market in 2022, recording a significant 6.3 percent rise in imports compared to the previous year. Since 2022, the U.S. has been the foremost reference market for Prosecco Doc, accounting for an impressive 24.3% of the total exported volume. This encouraging statistic reinforces the potential the U.S. market holds and gives credence to the Consortium's decision to continue the annual National Prosecco Week.

This event has been defined as a "promotional and educational initiative that includes promo-communication campaigns aimed at the trade, the media, and the final consumer," as per the official press release. It seeks to strengthen the success of the denomination, monitor consumption trends, promote the territory, and actively engage the entire production system in maintaining stringent attention to sustainability.

The sixth edition continues the tradition set by previous years, leveraging a network of partnerships involving retail stores, online outlets, wine shops, bars, and restaurants. These partners partake in numerous consumer-oriented events and media campaigns. Building on the success of the 2022 edition, the current edition aims to reach thousands of consumers nationwide, thanks to the active participation of over 1,000 online and physical stores located in 30 U.S. states.

To truly paint the town red (or rather, the vibrant hue of Prosecco), dedicated displays, promotional activations, and in-person tastings will be hosted dynamically across these outlets. Moreover, the Times Square big screens, the pulsating heartbeat of New York

City, are set to feature exclusive promotional spots.

In an attempt to further immerse American consumers in this wine extravaganza, the Consortium has more events up its sleeve. Three standout events will be held in Los Angeles, Chicago, and New York on July 17, 19, and 22, respectively, organized in collaboration with Cru Luv Selections.

This year's highlight includes an exclusive happy-hour organized by the Consortium on July 18 at TAO's Dream Downtown. The evening will kick-off with two educational seminars guided by Lidia Bastianich, an acclaimed authority on Italian cuisine in the United States. Attendees will have the unique opportunity to virtually embark on a gastronomical journey to Italy, savoring Prosecco Doc in its pure form or mixed into a selection of cocktails, perfectly paired with Italian cuisine.

This year, the following Prosecco Doc producers will participate in the campaign: Abbazia di San Gaudenzio, Albino Armani, Bottega, Botter, Cà Furlan, Cantine Riondo, Fantinel, La Gioiosa, La Marca, Mionetto, Paladin, Pitars, Ruggeri, Torresella, V8+, Val d'Oca, Valdo, Villa Sandi, Zardetto, and Zonin.

National Prosecco Week 2023 promises to be a grand celebration of the tastes, aromas, and the vivacious spirit of Italy's finest Prosecco. The week promises to fortify the bond between Prosecco Doc and its burgeoning American fanbase, creating an intoxicating blend of cultural exchange, education, and enjoyment. So, come July 17, get ready to toast to Italian wine culture and the love of Prosecco in America.