vinetur

Garda Doc to Launch Italy’s First 9% Alcohol White Wine in 2025, Targeting Modern Drinkers

Regulatory overhaul introduces low-alcohol options and new varietals as Lake Garda producers adapt to shifting global demand

Monday, November 3, 2025



Producers in the Garda Doc wine region are preparing to introduce a new low-alcohol white wine, responding to changing consumer preferences for lighter beverages. Starting with the 2025 harvest, Garda Doc will allow the production and sale of a white

wine with an alcohol content as low as 9 percent. This makes Garda Doc the first Italian denomination of controlled origin (Doc) to officially dedicate part of its production to a still, low-alcohol wine. The change was approved by ministerial decree on September 24, 2025, and published in the Official Gazette on October 8.

The new wine will be made primarily from Garganega grapes, often blended with Chardonnay or Pinot Grigio. The Garda Doc region covers more than 60,000 hectares across the provinces of Brescia, Mantua, and Verona, and includes about 250 producers. The area is also a major tourist destination, especially for visitors from Northern Europe.

Paolo Fiorini, president of the Garda Doc Consortium, said that the revision of the production rules is a strategic move for both the denomination and its producers. He explained that the decision followed discussions with Italy’s Ministry of Agriculture and industry stakeholders. The goal is to meet new market demands for wines that are distinctive, versatile, and modern while maintaining quality and a strong connection to the local territory.

The updated regulations also introduce several new types of wine under the Garda Doc label. These include Garda Müller Thurgau in still, sparkling, and semi-sparkling versions; Garda Rebo as a still wine; and new varietal designations for sparkling and semi-sparkling wines made from Garganega and Chardonnay. For rosé sparkling and semi-sparkling wines, Corvina—a grape native to the region—will now be specified on labels.

Another notable addition is Pinot Grigio Ramato Rosato, which offers a contemporary take on one of Northern Italy’s signature grape varieties. The changes also allow producers to use the term “Cremant” for sparkling wines, aligning Garda Doc with international standards and European traditions.

The production area has been expanded to include part of Castenedolo in Brescia province. Producers will also be able to use all container types permitted by European regulations for bottling their wines.

Fiorini emphasized that these changes are intended to give voice to a unique territory that combines traditional viticulture with a modern, international outlook. He said that updating the rules allows producers to highlight both local and international grape varieties found in the area and offer consumers a range of wines that are consistent, recognizable, and closely tied to Lake Garda.

All modifications will take effect with the current harvest for the 2025/2026 wine season. The consortium says these updates mark a new chapter for Garda Doc as it continues to promote quality, sustainability, and regional identity while adapting to evolving consumer tastes.