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Alta Langa Consortium Reports Over 10% Sales Surge, Surpassing Two Million Bottles in 2025

Strong domestic demand and new international recognition drive growth as vineyard area expands to 500 hectares across 149 municipalities

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The Alta Langa Consortium ended 2025 with a sales increase of more than 10 percent compared to the previous year, placing over two million bottles on the market. The consortium, which brings together winegrowers and producers from the Alta Langa region in northwestern Italy, reported these results as it continues to expand its reach and production capacity.

According to data released by the consortium, the number of members has grown to 179, including both grape growers and wineries. The total vineyard area now covers 500 hectares, with vines planted at elevations ranging from 250 to over 900 meters above sea level. These vineyards are spread across 149 municipalities in the provinces of Alessandria, Asti, and Cuneo.

The 2025 harvest was described as excellent by the consortium. It is estimated that this vintage will yield about 3.5 million bottles. However, due to the aging requirements for Alta Langa sparkling wines, these bottles will not be available for sale before autumn 2028.

The domestic market remains the main outlet for Alta Langa wines, absorbing about 85 percent of total production. The remaining 15 percent is exported abroad. This balance reflects a strong local demand but also a growing interest in international markets.

In addition to commercial and production achievements, 2025 was notable for institutional recognition. The Alta Langa DOCG was named “Wine of the Year” by the Piedmont Region. This title brought increased visibility to the denomination and supported a busy calendar of events throughout the year. Activities included tastings, educational initiatives, and official appointments both in Italy and internationally.

The consortium attributes its growth to ongoing efforts in quality improvement and promotion. Over the past year, it organized several events aimed at professionals and consumers to raise awareness about Alta Langa’s unique characteristics. These efforts have contributed to greater recognition of the denomination among wine enthusiasts and industry experts.

Alta Langa sparkling wines are produced using traditional methods from Pinot Noir and Chardonnay grapes grown exclusively in high-altitude vineyards. The region’s climate and soils are considered key factors in shaping the style and quality of these wines.

As production expands and new members join, the consortium faces challenges related to maintaining quality standards while meeting increasing demand. However, representatives express confidence that careful management and continued investment in education and promotion will support sustainable growth in the coming years.

The positive results for 2025 suggest that Alta Langa is consolidating its position as one of Italy’s leading sparkling wine denominations. With a strong domestic base and growing international interest, producers are optimistic about future prospects as they prepare for upcoming releases from recent harvests.