



## **“On May the 22nd Knam and Asti DOCG consortium together at the Capitol for the Biodiversity week”**

### **The white Muscat grape and the biodiversity**

The history of the white Muscat, from which arise two Italian products ambassadors in the world, *sparkling wine* Asti DOCG and *version tapporaso* Moscato of Asti DOCG, starts with viticulture in Roman times. Over time the vine has closed a relationship with the land and has been identified and characterized based on their own peculiarities of speech.

Through the new techniques of investigation, and the attention devoted in raising genetically different materials, it's now possible to have a range of clones and rootstocks to meet every requirement.

The same ambitions to find niche markets with typical products have led the chain to find solutions vines "custom".

The Muscat, aromatic cultivar for excellence, is the characterization using accurate analytical investigations focused on appreciation olfactory active substances. This deep knowledge had allowed the optimal combinations of plant, soil and climate contribute to the maintenance of biodiversity.

The Consortium for the protection of Asti, during the years promoter of initiatives in support of viticulture, has always had the goal to ensure final product quality and food safety. To ensure the health of the consumer the consortium directs, through a system of monitoring and information (inspection of pesticides on the whole production) the winemakers towards a rational and low environmental impact of winemaking.

Biodiversity, therefore, implementing and managing the vineyard plays a key role in the preservation of traditions, of land and quality of wine. With a disclosure of this message, the Consortium for the protection of Asti actively participate to the initiatives planned for

the International Year of Biodiversity and to the celebrations of *Biodiversity Week* to be held in May 2010. This was announced today by offering a banquet dedicated to biodiversity accompanied by Asti Docg. The menu was created purposely by Ernst Knam, inspired by the occasion to traditional products of the Mediterranean.

Born in 1932 and officially recognized two years later, **the Consortium for the protection of Asti**, today collect 51 industries or businesses, 23 wine-producer, 18 wine-cellar cooperatives, 4 wine-cellar cooperatives of second degree, 87 vine - viticultural farms and 11 vinecultural farm. The Consortium certifies the lots of the product of the associated companies and award the flag state which certifies compliance with the rules. The rules of the Consortium for protecting and regulating of the Asti Spumante DOCG define the perimeter within which the exact definition has value in all respects. There are 52 municipalities in which those working in the vineyard can bear the official wording: 9 in the province of Alessandria, 27 in the province of Asti, 16 in the province of Cuneo. Almost 10 thousand hectares divided into four areas: Santo Stefano Belbo, Canelli, Nizza Monferrato, Acqui Terme. **[www.astidocg.it](http://www.astidocg.it)**

**Ernst Knam**, Italian chocolate champion, collaborates with the Consortium for Protection of Asti for about a year, allowing himself to inspire each event unique of the Asti DOCG.  
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