A new sub-appellation among local restaurants: the Rive case in the Conegliano Valdobbiadene Prosecco District

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Summary

**CONEGLIANO VALDOBIADENE PROSECCO DOCG:**

**Introduction**
What does the (Prosecco) Rive Docg really mean?

**Methodology and data collection**
Objectives
The theoretical framework adopted
Survey sample

**Results:**
The survey sample
Implications

**Conclusions:**
Tratto da: http://www.prosecco.it/it/prosecco-superiore/docg/

Prosecco PDO Wine System

- **Conegliano Valdobbiadene Prosecco DOCG**: 15 boroughs of the Treviso Province are included
- **Asolo Prosecco DOCG**: 17 boroughs in the Treviso province
- **Prosecco DOC**: 9 Provinces. It includes the whole of the Friuli and Venezia Giulia region and most of the Veneto region (excluded the Verona and Rovigo provinces).

  - Treviso DOC: it corresponds to the Treviso Province

Conegliano Valdobbiadene Prosecco DOCG was born in 2009 with the Prosecco PDO Wine System’s Reform (Decree of the Ministry of Agriculture, July 17th, 2009)
Rive DOCG: the role of the heroic viticulture

In the Post-Reform period, in which the DOC has raised its competitive pressure on Prosecco DOCG wines, the Rive Docg could covers a reference role in relaunching (Hirschman, 1970) the PDO in the market Through SUPERIOR QUALITY values and HEROIC VITICULTURE

Rive DOCG wine represents for 56 sparkling companies a key factor in order to differentiate their portfolio (Porter, 1985 and 2008) by adding Superior and Ultra premium features to the Prosecco Docg’s supply

The Rive represents a strategic leverage that can be skillfully used in the marketing of Prosecco Superiore Docg’ companies
What does the (Prosecco) Rive DOCG really mean?

- The term “Rive” indicates, in the patois of the local inhabitants, small parcels of steep sloped vineyards that are characteristic of the area, where best quality Glera (ex Prosecco) grapes are produced (sensu stricto)

- Rive bring out the best quality in Prosecco Superiore Docg wines

- Grapes grown in a single borough or hamlet, underlining the characteristics that a particular terroir gives to the wine
What does the (Prosecco) Rive Docg really mean?

Under the EU policy for the wine sector, Rive is defined as "quality sparkling wine produced in a specified area" (i.e. “menzione” in Italian)

**RIVE DOCG REGULATION:**

- **MAXIMUM YIELD:** 13 tons per hectare
- **HARVEST:** Only and exclusively MANUAL harvest
- **MICROZONE:** 43 as a whole, of which:
  - 13 boroughs
  - 30 sub-boroughs
- **THE LABEL:** must show the year of production and the place name

The Rive places itself in second place for Prosecco excellence, following the Superiore di Cartizze DOCG (i.e. PDO Grands Crus)

Tratto da: http://www.biancavigna.it/it/territorio
An Outlook of Rive Structure and Market

**RIVE NUMBERS (2017):**

- 171 vine-growers
- 274 hectares under vines
- 50 wineries
- 3.2 million bottles sold
- 58% Rive’s place name are used
- Most widespread Rive: Colbertaldo (31%), San Pietro di Barbozza (10.1%), Ogliano (7.8%)

**RIVE DISTRIBUTION CHANNELS:**

- **Domestic market:** 75% of bottles sold
  - **Ho.Re.Ca Channels:** equal to 50% of the Domestic sales
- **Break-down analysis** on Italian market: North-east is the major destination
- **Foreign market:** showed high rate of diversification

The production of Rive has recorded more and more marked rates of growth from year to year.

AAWE, Ithaca, NY, US
Area under vines and bottlers’ companies

**RIVE (HECTARES), 2010-2017**

- 2010: 1.6 Ha
- 2011: 1.6 Ha
- 2012: 109 Ha
- 2013: 1,6 Ha
- 2014: 274 Ha
- 2015: 200 Ha
- 2016: 150 Ha
- 2017: 100 Ha

**NUMBER OF BOTTLERS, 2010-2016**

- 2010: 20
- 2011: 31
- 2012: 31
- 2013: 37
- 2014: 44
- 2015: 50
- 2016: 48

Source: C.I.R.V.E. data processing, Conegliano, 2018,
On AVEPA - Schedario Viticolo – Regione del Veneto’ data
The case study: Positioning Rive DOCG in Restaurants

Research method:

AD HOC QUESTIONNAIRE
TIMING: 2016
ON A SAMPLE OF:
86 RESTAURANTS
WHO OPERATE IN
15 BOROUGHHS

Research aims:

a) the **sample share of restaurants** selling the Rive SA;

b) the **Rive SA weight** on total Prosecco DOCG sales;

c) the **price gap** between the Rive and the Superiore Prosecco;

d) the **customers’ knowledge** about the Rive Prosecco and preferred wine styles;

e) the **operators’ opinion about the SA**, especially on its improvement of sale profitability for geographic indication wines;

f) the **relationship between the business location and the type of Rive** presented in the wine list.
How is the Rive Brand Spread in the Production Area? (1)

Rive is sold in 30% of the sampled restaurants

Diffusion grows with the average meal expenditure in the restaurants

The Rive, despite being a "young" brand, is carving out an important presence in the CVP
How is the Rive Brand Spread in the Production Area? (2)

Generally, Rive is preferred in the area where it comes from.
How is the Rive Brand Spread in the Production Area?(3)

Rive di Ogliano and Guia are the most common in the restaurants

Mostly in Valdobbiadene, Conegliano and Pieve di S.

The targeted promotional policy is leading to an extension of the reach of the Rive
How is the Rive Brand Spread in the Production Area?(4)

RIVE’S WIDESPREAD BY CATERING TYPE

<table>
<thead>
<tr>
<th>Tipo di cucina</th>
<th>Pesce</th>
<th>Tradiz rivisitata</th>
<th>Tradiz</th>
<th>Cucina internaz</th>
<th>Totale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locali con Presenza Rive</td>
<td>4</td>
<td>4</td>
<td>18</td>
<td>-</td>
<td>26</td>
</tr>
<tr>
<td>Locali Censiti</td>
<td>5</td>
<td>6</td>
<td>69</td>
<td>6</td>
<td>86</td>
</tr>
<tr>
<td>% presenza Rive</td>
<td>80%</td>
<td>67%</td>
<td>26%</td>
<td>0%</td>
<td>30%</td>
</tr>
</tbody>
</table>

High % diffusion in fish restaurants, traditional-revisited cuisine
Is it recognized as Premium and/or Ultrapremium wine?

**WINE GLASS AND BOTTLE PRICE**

<table>
<thead>
<tr>
<th></th>
<th>Unit Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price per glass - Prosecco Superiore Docg</td>
<td>2.94</td>
</tr>
<tr>
<td>Price per glass - Rive Docg</td>
<td>3.19</td>
</tr>
<tr>
<td>Price per bottle - Prosecco Superiore Docg</td>
<td>16.02</td>
</tr>
<tr>
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Glass of Rive → *premium price* 8,5%

Bottle of Rive → *premium price* 7,3%

**RESTAURANT BUYING PRICE FOR A RIVE BOTTLE**

Reported cost/bot: max 9,5€; min 5,50€; average 7,50€

There is an evidence of Premium Price. The acquisition cost is mainly between € 7 and € 7.50
Is it recognized as a collective brand? (1)

Perception of the Rive brand is very positive both on the cultivation techniques and on the quality of the wine.
Despite the good level of recognition of the intrinsic values of the brand, some points of improvement are perceived.
Conclusions

**MAIN FINDINGS:**

- 30% of the restaurants sell the Rive SA
- The Rive sales are about 12% of the total Prosecco DOCG sales and appear rather tied to the production of the local Rive
- The price gap between the Rive and the Superiore Prosecco (8%), confirms previous reports on the Rive price performance (Boatto et al., 2017)
- Operators declare that customers show a growing interest in Rive sparkling wine, but believe that the relationship between the Rive Prosecco and its “heroic viticulture” production should be better stressed more
Conclusions

**MAIN FINDINGS:**

- Some Rive are preferred over the others and we found only a substantial evidence of linkages between the local Rive and restaurant location.

- Factors significantly affecting the Rive widespread are the restaurant specialization on fish cuisine or “traditionally revisited” cuisine and the high customer’s expenditure for a meal.
Thank for you kind attention