

PRESS & MEDIA COVERAGE  
for  
**ALTANEVE**





# ALTANEVE

Crisp, Sparkling, Elegantly Italian

Altaneve presents American wine lovers the first opportunity to experience ultra premium Italian sparkling wine that, until now, has only been available in Italy. Created with generations of experience and a terroir unique to the steep foothills of the Italian Alps, Altaneve wines are unique.

With the current sparkling wine renaissance, our wines have emerged as modern classics for those with discriminating taste.



## About Altaneve, the Company

Altaneve means “high snow” in Italian, and alludes to the snow capped Dolomite Mountains, whose peaks can be seen above the steep vineyards of Valdobbiadene.

Valdobbiadene is reputed for producing the highest quality of sparkling wine. The steep terrain has produced grapes for winemaking for over 2000 years.

Renowned oenologists monitor the entire Altaneve wine making process to guarantee taste and composition. The wine’s bouquet and persistent perlage are developed by an extended secondary fermentation, rarely employed by wine producers.

The terroir and the oenology differentiate Altaneve from other wines. Altaneve offers two Valdobbiadene Prosecco Superiore D.O.C.G. wines composed of 100% glera grapes, and an exclusive sparkling rosé blend composed of Pinot Nero and Glera grapes.

Elegant and approachable, all three of Altaneve’s wines are finely-balanced with harmonizing fragrances and a silky finesse that offer a depth and detail typified by only the finest sparkling wines. And for the health conscious, our wines are all natural, sustainable, gluten free and vegan with low calories and super low sulfites.

# PRESS & MEDIA COVERAGE

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## TABLE OF CONTENTS

Avenue Magazine	4
Fortune Magazine	5
Fox CT Morning News	6
Avenue Magazine	7
Beach Magazine, Modern Luxury	8
Hamptons Magazine	9
The New York Times	10
The Wall Street Journal, Weekend Sip	11
Market Watch, The Wall Street Journal	12
Market Watch, M. Shanken Communications	13
Haute Living	14
The Daily Meal	15
Food & Wine Magazine	16
Fox News – The Willis Report	17
CNN	18
Inc. Magazine	19
Good Morning America	20
Fox News	21
Forbes Magazine	22
DrinkWire, Liquor.com	23
Wine Spectator	24
Fox News – The Willis Report	25
Bloomberg TV	26
Uomo Italiano Magazine	27
Fox News Magazine	28
Good Day New York, Fox 5 News	29
Social Life Magazine	30
NY Newsday – Newspaper	31
VENÜ Magazine	32
The Huffington Post	33
Examiner.com	34
SociallySuperlative.com	35
ThirstyNYC.com	36
InStyle	37
NY Daily News	38
AM New York	39
Resident Magazine	40

AVENUE Magazine  
August 2016



## The Pros at Prosecco

Here's the in "vino veritas" on the ultimate Italian sparkling wine.

All wine category leaders have their superstars: Château Lafite Rothschild and Pétrus of Bordeaux; Domaine de la Romanée Conti of Burgundy; Dom Pérignon and Krug of Champagne; and now Prosecco has Altaneve.

"I come from over ten generations of winemakers," says David Noto, owner of Altaneve, who created the brand with his father six years ago, in order to "produce the highest possible quality Prosecco wine."

This high-end brand delivers the Venetian sense of breed, class and finesse, as well as epitomizes the best Italian sparkling wine there is.

It's of clear-lined definition, offering a sensual taste of freshness and refinement, aromas so exquisite that Altaneve gives the notion of *parfum français* a whole new meaning.

David Noto



From the first sip, a connoisseur can sense the delicate undertones of white peach, pear and honeysuckle, but the drink's crispness, velvety texture and fine perlage is what distinguishes Altaneve from other sparkling wines.

This Prosecco's elegant bouquet and sweetness are complex yet approachable, giving great versatility. A refined wine, Altaneve can be enjoyed on special occasions, as an aperitivo, or as an ideal accompaniment to an array of foods, from white meats and fish to pastries and bakery specialties.

Crisp, sparkling, chic and oh so Italian, Altaneve is made skillfully in the time-honored Venetian artisanal tradition: all hands, soul and craftsmen know-how.

Only the highest-quality grapes are selected in steep semimountainous terrain, with the vines sprouting from the ancient soils of emperors, philosophers and artists. Prosecco was and still is enjoyed by Italian royalty and nobility.

Particular homage must be paid to the Altaneve jeroboam, which holds 4 bottles of wine. The bespoke packaging represents the passion, craft and elegance attributed to the brand, and it is assembled by hand, one by one.

Prosecco may be the oldest wine in existence, but it's currently the hottest category of sparkling wine on the planet. In the United States alone nearly 50 million bottles were consumed in 2015. Over the last several years, according to the reliable Impact Databank, the Prosecco category has had incremental gains nearly matching Champagne volume in the United States.

And Altaneve, declared CNN, is the "Ultra-Premium Prosecco." In fact, the *Wall Street Journal* wrote that Altaneve is "the best Prosecco in the world."

It will remain so, because, according to Noto, "We believe in our brand, our people and our spirit, as well as sparkling the world with Altaneve."

—Robin Kelly O'Connor

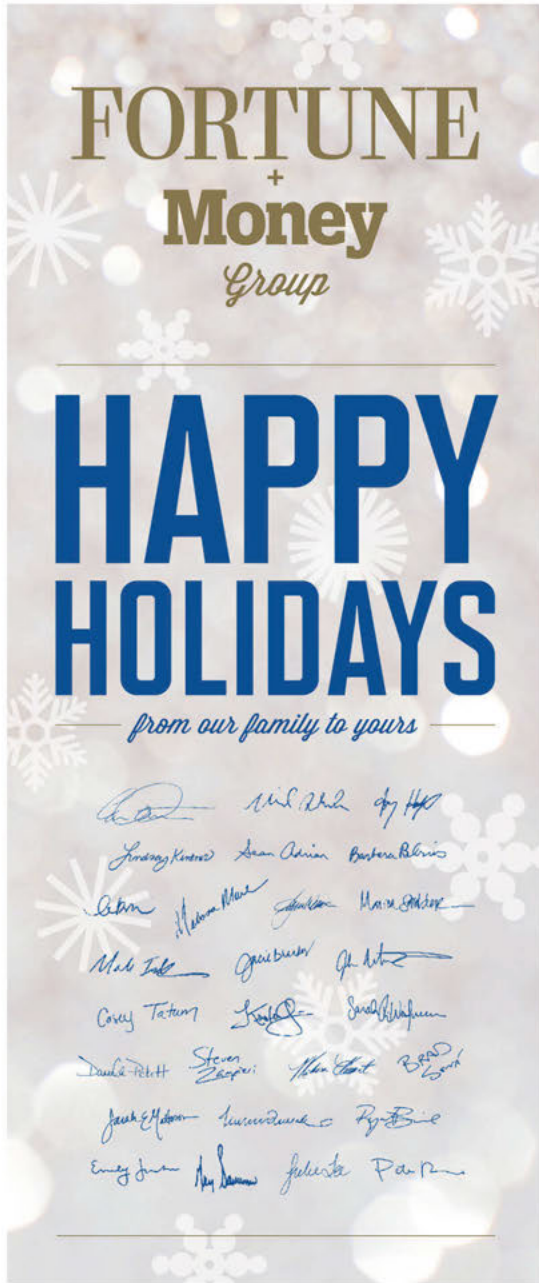


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Fortune Magazine  
December 2015



I was excited to learn that Fortune gifted their top clients with a bottle of Altaneve, and then asked me to be part of the photo on their holiday card. This honor was a fantastic culmination of the hard work and success we experienced in 2015.

*David Noto*

**FORTUNE**  
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PRESS & MEDIA COVERAGE

Fox CT Morning News  
October 7, 2015



AVENUE Magazine  
October 2015

# Bright Spark



Wine enthusiast and founder of the *Booze Business* blog, Arthur Shapiro, shares his take on Altaneve Prosecco

#### A Distinctive Product Deals with Marketing Challenges

Sales of sparkling wine in the United States has grown twice as fast as the overall wine category over the past five years. Within this class, the non-champagne segment accounts for more than 90% of sales, with prosecco leading the charge.

In effect, sparkling wine is enjoyed more often—once saved for special occasions, it is now the drink of choice for everyday and anytime use. Prosecco also has a price advantage, with a moderate cost of \$12 to \$15 per bottle.

But can the prosecco category handle a more expensive version? My answer is that as the category matures there is ample room for high-quality products.

#### Enter David Noto with Altaneve Prosecco

David Noto's family has been making wine for 10 generations in Italy, and he grew up with a passion for prosecco. After working for years in the engineering and finance technology fields, he moved to the United States and brought Altaneve to the market in 2013.

According to David, "The U.S. market is not deeply familiar with the broad range of prosecco, so we felt it was time to introduce the best."

Altaneve has it all: provenance, terroir, heritage and high quality. Taste? I'm a huge prosecco fan, and I think it's the best-tasting Italian sparkling wine I've ever had. It's versatile (any occasion, with or without food), and unlike others it's consistent from bottle to bottle.

Altaneve sells it for roughly \$29.99 a bottle, and that's the challenge.

94 | AVENUE MAGAZINE • OCTOBER 2015



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#### The Marketing Challenge

I suppose it's because the category in the U.S. market is still in its infancy. Or maybe the current image for the category is that it is generally low in price. Either way, David faces an uphill battle getting the message across that high-end prosecco is worth the price. After all, wine categories segment by price, so why not this one?

I can understand the consumer reluctance to trade up. The category is still evolving, and they came to it originally for an inexpensive alternative to champagne, so why pay for top shelf? That perception will change over time, but for producers like David, accelerating a change in perception will take marketing muscle and lots of money, as Altaneve is a start-up brand.

But, the hesitation by bars and restaurants is baffling to me. The markup and profitability from Altaneve would make the brand more than worthwhile. Yet, the reluctance to change and to accept a segmentation of the prosecco category, not to mention lack of knowledge, all make it an uphill battle. To me, it defies logic.

I guess the bright side is twofold. First, slowly but surely, better retailers like Sherry Lehmann and important chains like Capital Grille are stocking Altaneve. Then there is David Noto himself. If you're a follower of my blog, you know I often write about start-ups and the entrepreneurs behind them. Add David Noto to the list of passionate, smart, and committed wine producers. ♦



AVENUE

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Beach Magazine / Modern Luxury  
 July 31 - August 13, 2015



## ROMAN'S HOLIDAY

Looking for a vino to serve during your next dinner party (or a night home alone with Netflix)? **Wölffer Estate Vineyard** (139 Sagg Road, Sagaponack, wolffer.com) winemaker **Roman Roth** explains how to pair like a pro.

### FOR A SPECIAL OCCASION

Obviously, sparkling wines make any special occasion more festive. We make a very special sparkling rosé called **Noblesse Oblige** (\$40). It's made in a traditional extra-brut style that has very little sugar (6 grams per liter), so it pairs well with food. For a French Champagne, **Perrier Jouet** (\$50) is always an impressive toast.

If you're celebrating a milestone, go with a wine with a vintage of the year the special occasion occurred. For example, my wife, Dushy, and I just celebrated our 25th wedding anniversary, and we toasted with a bottle of 1989 pinot gris that I made the year we were married. It had aged beautifully—like our marriage!

### FOR HAPPY HOUR

An aperitif should get you excited and ready for dinner, so a wine with bright acid and fruit-forward flavors is perfect. Try our **Summer in a Bottle White** and **Summer in a Bottle Rosé** (each \$24). The aromatic white wine evokes peaches,

honeysuckle and freshly cut hay, while the rosé calls to mind strawberries and melons.

Of course, a little effervescence never hurts. Prosecco from **Altaneve** (\$32) is a sipping staple at the Roth residence. Ever try a Hugo cocktail [prosecco, elderflower syrup, mint and ice]?

merlot, 22 percent cabernet sauvignon, 19 percent cabernet franc and 2 percent petit verdot. **Macari Vineyards Dos Aguas** 2010 (\$30) is another favorite red blend.

### WITH DESSERT

Not having dessert but still want to end your meal on a delicious note? Try

Of course, a little effervescence never hurts. Prosecco from **Altaneve** (\$32) is a sipping staple at the Roth residence.

merlot-based red blends—they have the roundness of merlot with the power of varietals like cab sauvignon and/or spice of cab franc blended in for a structure and richness that can cut through the fat of beef or lamb. Our **Fatalis Fatum** (\$35) is a decisive blend of 57 percent

to have the wine dancing on your tongue.

### WHEN YOU'RE HOME ALONE

Savor a beautiful Barolo (try the **Giacomo Barolo Bussia**, \$48). Or, consider opening an older vintage from your cellar and make an evening by yourself a special occasion.

80 | Beach | Food & Fiction 2015





Hamptons Magazine  
July 24 - July 30, 2015



### FIZZ FEST

Sourced from the steep foothills of the Italian Alps, premium sparkling wine Altaneve—which translates to “high snow” in Italian—is available stateside for the first time this season. The recently released Altaneve Z Prosecco (\$45) sits alongside the popular rosé and original Prosecco, and is Guild Hall’s official wine this summer. Sample a glass (or two!) in Southampton at Delmonico’s or Tutto il Giorno. [altaneve.com](http://altaneve.com)

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The New York Times  
July 3, 2015

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## Party Planners Take It From Good to Great, and Free the Host to Make Merry



David Noto, owner of Altaneve, at the company's party in Central Park in May.  
PATRICK MCMULLAN

JULY 3, 2015

**The New York Times**

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Weekend Sip, The Wall Street Journal  
June 12, 2015



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Market Watch, The Wall Street Journal  
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WEEKEND SIP GET EMAIL ALERTS

## Is this the best prosecco in the world?

By Charles Passy  
 Published: June 11, 2015 2:38 p.m. ET

**The bottle:** [Altaneve Z prosecco](#), \$45

**The back story:** Sure, Americans love their prosecco, the sparkling wine that has become a kind of poor man's Champagne: Last year, U.S. sales of Italy's signature bubbly surged by 34%, according to one [trade report](#). But these days, prosecco is taking on a certain cachet as something more than a Champagne alternative. For starters, with concerns about a potential [prosecco shortage](#) – blame it on the high demand plus a bad recent grape harvest – there's some thought that the bubbly will no longer be taken for granted. On top of that, new and higher-end proseccos are starting to hit the U.S. market.

And that brings us to the Altaneve label — and in particular, its new Altaneve Z release. At \$45, it's one of the most expensive proseccos on the U.S. market. And it's also one in fairly limited release — just 1,500 bottles were produced for the initial year's run. (The slightly more wallet-friendly standard-version Altaneve, priced at \$29, has a wider run of 16,000 bottles.) So, what makes Altaneve Z so special? First, it uses prosecco grapes (the varietal is also known as "glera") sourced from a very select locale within the northeastern Italian region where the wine is made. The terroir "creates much more minerality and floral elegance that you can't get in other proseccos," says Altaneve founder David Noto, who launched the label in 2013. Additionally, Altaneve's winemaking team opts for a longer-than-the-norm fermentation period, which Noto says helps "create a better bubble."

Altaneve's end goal, says Noto, is "to make the highest quality prosecco in the world." So far, the label seems to be convincing fans it's doing just that. Noto says the label has been selling out every year.

**What we think about it:** If you think you know prosecco, you owe it to yourself to try Altaneve Z. It's a decidedly drier, more refined take on the popular sparkling wine — instead of notes of ripe melon and honeysuckle (which are typical [prosecco flavors](#)), you get grapefruit and limestone. And sure enough, the bubbles are smaller than what you'll find in lower-priced proseccos, adding to Altaneve Z's full-of-finesse appeal. In all, this is a winner of a bottle — a prosecco that's closer in character to a Champagne, but is still somehow different than the French bubbly.

**How to enjoy it:** Any sparkling wine makes a good pre-meal sip. But Altaneve Z will pair well with certain foods. Noto suggests enjoying it alongside shellfish or creamy cheeses, among other possibilities.

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Market Watch, M. Shanken Communications  
June 2015

WINE SENSE

## Prosecco Aims High

After several years of torrid volume growth, Prosecco seeks to move further upscale

In recent years, Prosecco has come into its own. Long regarded as a cheaper alternative to Champagne—and battling associated perceptions of lower quality—Prosecco's niche has emerged among consumers seeking everyday sparkling wines. Now the category is looking to premiumize.

Sales of Prosecco in the United States saw a 34-percent jump to 3 million nine-liter cases in 2014, according to Stefano Zanette, president and chairman of the Prosecco DOC Consortium. He expects U.S. sales to surpass 4 million cases this year. The Consortium uses bottleneck strips to guarantee a Prosecco's authentic origin and quality. "We're working to create a consumer behavior of verifying the neck strip on every bottle," Zanette says.



Prosecco made in the Conegliano Valdobbiadene DOCG (vineyards pictured) typically sells for higher prices than DOC labels, although the region's exports remain low.

The Conegliano Valdobbiadene DOCG represents a more exclusive tier, with many brands commanding higher prices than DOC Prosecco. Although the DOCG accounts for roughly a quarter of all Prosecco production at 6 million cases, it only exported about 225,000 cases to the United States in 2013, according to Alan Tardi, U.S. ambassador for the Conegliano Valdobbiadene DOCG Consortium. But new marketing efforts—and consumers' growing taste for upmarket Prosecco—may lead to more sales for this category. "I believe American consumers can understand and appreciate the distinction between DOC and DOCG Prosecco if it's made clearly," Tardi says.

At Prosecco Restaurant in Chicago, each guest receives a complimentary glass of Mionetto Brut Prosecco before dinner. Managing partner Kathryn Alvera says that about 50 percent

of customers stick with sparkling wines throughout their meal. The restaurant boasts a list of more than 50 Prosecco and Franciacorta labels, and Alvera has noticed a rise in spending since the venue opened in 2007, with the average sparkling wine purchase at around \$65 a 750-ml. bottle. "People are also buying larger format bottles, such as magnums," she notes.

With sales reaching 500,000 cases last year, Mionetto offers Proseccos at every price point, with its core Prestige Brut label (\$12 to \$14 a 750-ml. bottle) making up two-thirds of the business. "It's a very exciting moment for Prosecco," says CEO Enore Ceola. "We're growing as much as the category, especially in national chains both on- and off-premise." He notes that the brand's Luxury line (\$16 to \$20) is doing well.

"The people who embraced Prosecco five or 10 years ago now want to drink something that's more expensive and better quality," he explains.

Altaneve (\$30 a 750-ml. bottle) is also targeting the luxury tier. The brand from the Conegliano Valdobbiadene DOCG entered the market in 2013. "We want to raise the standard of Prosecco," says founder David Noto. He's releasing the ultra-premium Altaneve Z (\$45) this month and wants Altaneve to become synonymous with high-end Prosecco. "Right now, there's little brand recognition in that area," Noto adds. This year, Altaneve aims to double its 2014 case sales to a total of 4,000, and Noto has partnered with The Winebow Group to grow the brand's footprint.

At Chicago's 31-unit Binny's Beverage Depot, director of wine sales Doug Jeffris notes that the "sweet spot" is in the \$10-to-\$14 range. Top-sellers include Mionetto (\$10.99 a 750-ml. bottle) and La Marca (\$13.99). Many customers buy Prosecco as "a first entry into sparkling wine," but Jeffris has noticed an increase in sales of premium labels. "As Prosecco continues to grow, the slightly higher-end brands like Adami (\$14.99), Nino Franco Rustico (\$15.99) and Santa Margherita (\$16.99) get discovered more," he adds.

As sales outpace supply growth, producers are concerned about a possible shortage. "We expect demand to surpass our capacity," says Prosecco DOC's Zanette. "The price is likely to rise." Ceola of Mionetto agrees. "When September comes, we'll see people scrambling to find Prosecco to sell," he says.

Susannah Skiver Barton

86 MARKET WATCH | JUNE 2015



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News > The Year's Top 5 Novel Spirits to Nab for Your Bar



## The Year's Top 5 Novel Spirits to Nab for Your Bar

BY SARAH NEGROU | NEWS | APRIL 14, 2015




Despite the immeasurable amounts of ways you can enjoy an out-of-the-ordinary libation this year, most of us know that just because a shiny, new spirit is "unique" doesn't always mean it's worth the indulgence. However, whether you're merely a social drinker or a masterful mixologist, here are a few novel and exceptional picks that should be making a debut appearance on your bar this year.



**Altaneve Prosecco**  
 In the United States, sparkling wine has grown twice as fast over the past five years than any other group of wine and has begun to challenge champagne for the top spot of the sparkling wine domain. David Noto, a 10<sup>th</sup> generation Italian vintner, has brought his crisp Altaneve Prosecco from the vineyards in Valdobbiadene where the prosecco is produced in the shadow of the Dolomite Mountains; its versatility and consistency coupled with its high quality and composition has encouraged both tasters and connoisseurs alike rate it as one of the best tasting proseccos on the market.

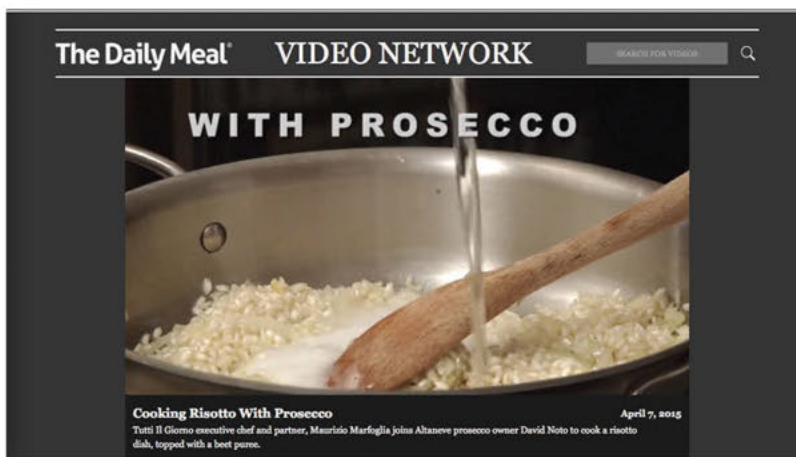
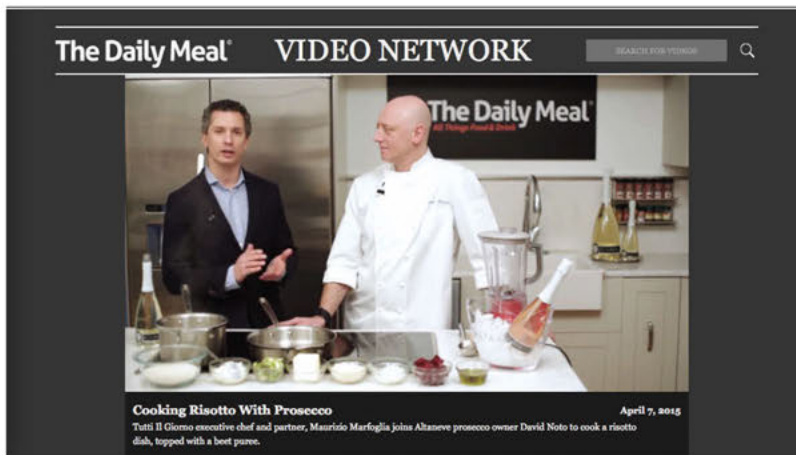
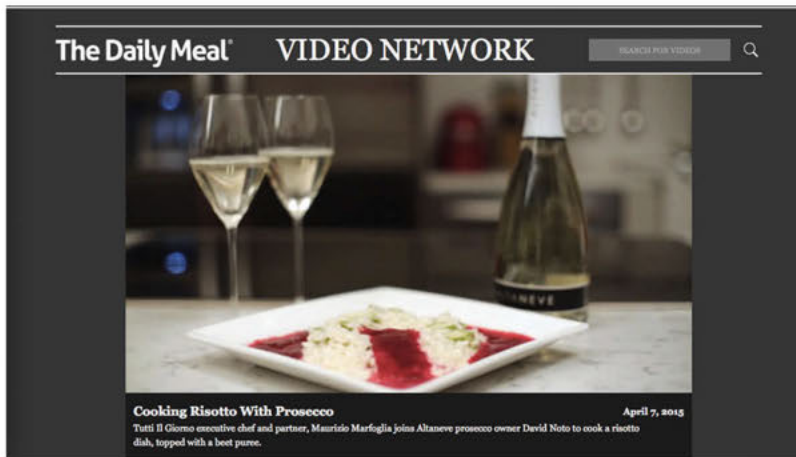
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TASTING ROOM

## 5 Pink Sparkling Wines for Valentine's Day

BY RAY ISLE | POSTED FEBRUARY 12, 2015 AT 2:00PM EST

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There are many things you could drink for Valentine's Day, depending on the nature of your relationship: a snazzy cocktail at a dark bar (hot date), a cold Bud in front of the TV (married for 40 years), milk (you're 8 years old and live with your parents). But in terms of romantic reliability, rosé Champagne or sparkling wine always wins. In fact, even for non-Valentine's drinking, the category is booming. Over the past 10 years, it's gone from about 7 percent to 16.2 percent of the Champagne sold in the US; rosé sparkling wines have grown similarly. The short version is that pink fizz is in. Here are five excellent suggestions for Valentine's—or any other day, really.

**2012 Raventós i Blanc de Nit (\$25)**  
 Raventós i Blanc left Spain's Cava D.O. a few years back and now produces their wines under the "Conca del Riu Anoia" designation. In essence, their wines are made as Cavas are from the same grape varieties but with much more restrictions to ensure quality (lower yields, organic farming, estate fruit, etc). That pays off in this wine's nuanced layers—smokiness, red berries, floral notes, citrus.

**NV Altaneve Rosé (\$29)**  
 One of a new wave of higher-end wines from the Prosecco region, this finely textured rosé sparkler has impressive elegance and minerality. Technically it isn't an actual Prosecco, as the blend includes Pinot Noir, but given the quality, who cares?

**2010 Grand Cru Grand Rosé (\$33)**  
 New Mexico's Gruet Winery is known for very good, inexpensive sparkling wines (its basic rosé is a bargain at \$16 or so). This vintage bottling is one of their top-tier selections; boldly flavorful, it

**NV Moutard Rosé**  
 A small estate producer, Moutard started with substantial

**NV Krug Rosé**  
 Popping the question, just feel like spending a whole lot of money on a really great wine. Krug's rosé Champagne is pricey, to be sure, but it's also remarkable: Delicate and complex on the nose, it reveals surprising power and richness when you sip it (ideally out of a white wine glass—great Champagne loses some of its complexity in a flute).

NV Altaneve Rosé (\$29)

One of a new wave of higher-end wines from the Prosecco region, this finely textured rosé sparkler has impressive elegance and minerality. Technically it isn't an actual Prosecco, as the blend includes Pinot Noir, but given the quality, who cares?

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## Prosecco: No longer the 'poor man's Champagne'?

By Jillian Eugenio [@jillianeugenio](#) December 29, 2014 6:17 AM ET

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NEW YORK (CNNMoney) —

Even at some of the fanciest parties this New Year's Eve, the bottles of bubbly that will be popped open won't be classic French Champagne but its sparkling Italian cousin, Prosecco, instead.

Prosecco sales have been booming in recent years, partly due to its affordability. But that's starting to change. Higher-end Proseccos have entered the market, with prices of as high as \$160 a bottle -- and, in some cases, these sparkling wines may even start commanding the same respect as a chilled bottle of Veuve Clicquot.

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“Cava and Prosecco are shedding the idea of the poor man's alternative for Champagne,” said Chris Deas of New York's Zachys Wine & Liquor, a family-owned wine shop that sells nationwide. “People are becoming more educated and more experienced.”

Deas said sparkling wine is a “huge growth area” for his business, especially in cities like New York and San Francisco. “There's a hip wine culture in places where the sommeliers are able to educate the buyers who are coming in,” he said.

The buyer of a premium bottle of Prosecco will get a sparkling wine that's rich and elegant, with a taste that's derived in part from the soil where the grapes are grown. Rock and clay make up the foundation for grapes grown in the Cartizze zone, for example, which is said to produce superior Prosecco. The up-and-coming Prosecco company Silvano Follador grows its grapes there for its top-shelf bubbly.

**Related: Why cook a gourmet meal when you can defrost it?**

“Ultra premium” Prosecco, like the one made by the company Altaneve, can sell for \$160 a bottle. The grapes that make up that bottle are selected by hand, which the company says insures the grapes are as fresh as possible and require the least amount of preservatives.

But Altaneve is on the pricey side. A Prosecco is typically considered premium once it costs over \$20 a bottle, making it a luxury accessible even to the most casual buyer who may usually only spend \$10 to \$18 on a bottle.

Proseccos from Mionetto and Altaneve are going high-end.

Mionetto, the largest supplier of Prosecco to the U.S., introduced a luxury line in 2013 with that customer in mind. That line tops out at \$35 a bottle.

The luxury line currently represents 6% to 7% of Mionetto's total sales. “Our wish is to have the luxury line be about 10% to 15%,” said Enore Ceolal, the managing director of Mionetto.

This year, the company sold about half a million cases of Prosecco, and says it has seen a yearly growth rate of about 30% over the last several years.

Ceolal said there's still a lot more room for growth since the number of Americans drinking Prosecco is still small. But of those who are already drinking the sparkling wine, he said, “they are ready to taste ultra-premium Prosecco.”

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An easy way to figure out if a Prosecco is premium quality is to check out if the label has a “D.O.C.G.” stamped on it, which means it has been designated a Denominazione di Origine Controllata e Garantita.

The top-tier Proseccos will have that, which basically means it has been made in a certain area in Italy and is analyzed and tested for authenticity by an independent governing body. It's similar to how Champagne can only be labeled “Champagne” if it comes from the Champagne region of France.

However, Prosecco isn't as stuffy as Champagne, and most Prosecco drinkers don't care too much about that stuff.

“It's light, fun and bubbly,” Deas said. “Prosecco is more about, ‘I have a fun time drinking it...I don't need to open up a high-end Champagne on New Year's Eve.’” ■

First Published: December 29, 2014 6:17 AM ET

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**STRATEGY**

## How to Convince Consumers Your Product Is Worth Their Money

One entrepreneur dishes on the marketing tactics that help people believe in your brand.

 BY CHRISTINA DESMARAIS *Contributor, Inc.com* [@salubriousdiah](#)









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There's a bit of magic involved in pricing, particularly if you're a luxury brand. Charge too much and you'll **alienate** a percentage of buyers. Charge too little and people may wonder if your product is up to snuff. But regardless of your sweet spot a few tactics can help you nudge **consumers** into opening up their wallets. That's according to David Noto, owner of **Altaneve**, a premium Italian sparkling wine that launched in the U.S. a year and a half ago and to date has sold 2,400 cases in more than 100 northeastern U.S. locations, with plans to expand into Las Vegas and California within the next few months.

Here's Noto's advice on how you can convince consumers that your product is worth their money.

**Think about the why.**

In Noto's case, it involved teasing apart what it means to be the highest quality sparkling wine. "What makes one brand better than another?" he suggests asking yourself. "And that links back to brand story, brand promises, packaging (and) marketing, etc."

**Be as transparent as possible.**

Once you have identified what makes your product **special** make sure you're communicating to potential buyers about the time, energy, resources and care that goes into delivering it. "Consumers should be able to see this and know why they're paying the price for it," he says. In other words, tell the story about your high-quality materials, special production methods or exemplary expertise.

**Connect with customers in person.**

Noto says that while he has employees who act as brand **ambassadors**, really the person most passionate about his wine is himself. It's the reason he does as many in-person events as possible in addition to sharing photos from wine tastings with fans on social media.

**Perfect your packaging.**

Take a cue from Apple--this is another area in which you can impress people. Noto spent about a year designing Altaneve's bottle, label and cartons to make the packaging look upscale and communicate through a clean snowflake design and a unique clear bottle that the wine comes from the steep foothills of the Italian Dolomites. "If there is a certification [it] should also be clearly identified on the packaging so people can see as quickly as possible that your product is better," he says.

**Find unique ways to reinforce your brand promises.**

For example, through events such as mini sailboat races in Central Park or black-tie ice skating in front of the Statue of Liberty Noto seeks to plant the idea in customers' minds that his Prosecco creates an occasion out of the ordinary and makes life sparkle. "But it's somewhat elusive because brand promises don't have to be something that you ever tell a consumer," he says. "It doesn't have to be outright[ly] said but it's something that really guides your company."

**Luxury brands: Never let consumers think they're getting your product for free.**

Altaneve partners on events with other luxury brands such as Bulgari, Ferrari, Canali and Maserati, but to the consumers attending them it always appears as if the wine is provided at a premium. For example, the company sponsored an event hosted by the Italian Chamber of Commerce but the people who attended paid \$500 a plate to get in so "free" is the last thing anyone likely associated with Altaneve. "I've been very careful about what I sponsor because when you give things away for free your product has zero value in people's minds," he says. "So the mental anchor point for your product has to be a high value if it's luxury. And to do that you can't give it away."

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## Best Proseccos For Celebrating This Year

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In the year 2013 Prosecco outperformed Champagne —beating the King of Bubbles in sales for the first time in history. Fresh, vibrant and uncomplicated, Prosecco, which comes from northern Italy, rides a tide of popularity due in large part to its affordable price tag. Most Proseccos will set you back \$15 or less, although some producers have set out to craft more serious wines at higher prices.

It will be interesting to see if this wave of pricier “ultra-premium” Proseccos gains any traction in a marketplace that is accustomed to value. Given all the fuss, and the fact that many of you will be buying a bottle or two this season, I felt it was time to taste through a sampling and report on the best selections. Just to keep myself honest, I also asked Matt Wong, General Manager at Sherry-Lehmann, to share his personal suggestions for delicious party-ready Prosecco. I can report with confidence that most of the Prosecco I tasted was quite lovely and tasted as advertised: fresh, playful and bright.

For more information on Prosecco, the Producer’s Consortium of the Conegliano Valdobbiadene launched an [online Wine Academy](#) with information on the wine, the region, production method and how best to enjoy it. For more information on the region itself, [click here](#).

The List:

**Ca’ di Rajo Prosecco Millesimato Valdobbiadene “Cuvée del Fondatore” Brut, \$18.** Crisp and juicy with pear and apple notes, fresh—vibrant—a great pour.

**Altaneve, Valdobbiadene Prosecco Superiore, \$30.** Wong refers to this as a “boutique Prosecco”, made with the intention of being one of the finest offerings on the market.

**Zardetto Conegliano, Prosecco Brut NV, \$11.99.** According to Wong, this Prosecco is the “best representation of the region. It over delivers for the price and it is made by one of the leading Prosecco producers in the world.” Peachy with floral freshness, zippy and fun.

**Adami “Garbel” Prosecco Treviso, Brut, NV \$15.** The Adami family started farming grapes in 1920 and is considered one of the top producers of Prosecco in the region. This bottling has a whiff of added Chardonnay. Bright apple and pear notes, crisp, fresh and lively. Also try the **Adami Bosco di Gica Brut Valdobbiadene Superiore (\$18)**

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## Altaneve Prosecco

From *Booze Business* on Oct 22, 2014  
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### A distinctive product deals with marketing challenges

Sparkling Wine in the US has grown twice as fast as the overall wine category over the past five years. Within sparkling wine, the non-champagne segment accounts for over 90% of sales (See earlier post on [Booze Business](#)) with prosecco leading the charge.

In fact, in a recent article in [Shanken News Daily](#):

*"The Prosecco DOC Consortium recorded a 34% increase in exports to the U.S. market in the first half of 2014, with volume reaching 1.27 million cases."*

In effect, prosecco has challenged champagne for the top of the sparkling wine domain. In so doing, prosecco has changed the occasions for drinking sparkling wine. While champagne is for celebrations and special occasions, prosecco is for everyday and any time. Further, at \$12 to \$15 per bottle, prosecco has an advantage for everyday use.

But, just as there are \$12 bottles of wine as well as \$20, \$30 even \$40 still wines, can an upmarket prosecco capture a significant share of that market?

### Enter David Noto with Altaneve Prosecco

It's quite an interesting story. David's family has been making wine for 10 generations in Italy and he grew up with a passion for prosecco, particularly the high quality end. So he changed his career from engineering and finance technology and brought this product to market a few years ago.

According to David, "The US market is not deeply familiar with the broad range of prosecco, so we felt it was time to introduce the best."

In addition, the brand has an interesting story to tell. Altaneve means *high snow* in Italian and is a reference to the snow capped peaks of the Dolomite Mountains that can be seen from the vineyards in Valdobbiadene where the prosecco is produced. The production facility is the second oldest in the town where the production of prosecco dates back to 200 BC.

In short, Altaneve has it all, *provenance*, *terroir*, *heritage* and high quality. Taste? I'm a huge prosecco fan and, while I'm far from a connoisseur, I think it's the best tasting prosecco I've ever had. It's versatile (any occasion with or without food), and unlike other



PROSECCO PRODUCTION AREA D.O.C.G. I.D.P.C.G.

prosecco I've had, it's consistent from bottle to bottle.

Altaneve sells for roughly \$29.99 a bottle and therein is the problem.

### The marketing challenge

I suppose it's because the prosecco category in the US market is still in its infancy. Or, maybe the current image for the category is that it is generally low in price. As a result, David faces an uphill battle getting the message across that high end prosecco is worth the price. After all, all wine categories segment by price, why not this one?

I can understand the consumer reluctance to trade up. The category is still evolving and they came to it originally for an inexpensive alternative to champagne, so why pay for top shelf. That perception will change gradually over time but for producers like David Noto, accelerating a change in perception will take marketing muscle and lots of money. Altaneve is a startup brand.

The hesitation by the trade (especially bars and restaurants) is baffling to me. The mark up and profitability from Altaneve would make the brand more than worthwhile. Yet, the reluctance to change, to accept a segmentation of the prosecco category, not to mention lack of knowledge, all make it an uphill battle. To me, it defies logic.



I guess the bright side is twofold. First, slowly but surely, better retailers like *Sherry Lehmann* and important chains like *Capital Grille* are stocking Altaneve. Then there is David Noto himself. If you're a follower of this blog, you know I often write about startups and the entrepreneurs behind them. Add David Noto to the list of passionate, smart and committed.

As to the Altaneve product itself, try it and let me know what you think. Unfortunately, it currently is only available in NY, NJ and CT, but also online. I'm betting you're going to love it.

While you're at it, check out what *Wine Spectator* had to say about Altaneve, as well as other info from their [Facebook](#) page.



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By: Arthur

The spirits and wine industry is fascinating and I've been in and around it for much of my work life. Even though my general consulting work takes me to other industries, the booze business is like none other. It's an industry that, despite its size and growth, is small. It's a business of people, relationships and stories. Lots of stories. That's what *Booze Business* is about. [See Arthur's posts >](#)  
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"In short, Altaneve has it all, provenance, terroir, heritage and high quality...  
it's the best tasting prosecco I've ever had."



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WineSpectator.com  
September 4, 2014

# Wine Spectator

## mixed case: opinion and advice

### One Nation Under Prosecco, Part 2

Prosecco is quietly laying the groundwork to buck the trend-wine trend and stay relevant permanently. Here's how

Posted: Sep 4, 2014 3:10pm ET

By Ben O'Donnell

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*Yesterday, I looked at how the friendly, trendy Italian sparkler Prosecco has managed to continue flying high in the U.S. market. Today, I'll look at how the Italians have geared up the wine for its next phase of ascent.*



Valdobbiadene-based Prosecco

Of course, the other road upmarket for sparkling wine is the lifestyle route. I recently became acquainted with a new-ish brand called Altaneve, priced at about \$30, at a "black-tie Prosecco ice skate" put on by the brand in Manhattan. Slickly packaged and club-ready, to be sure, but also a DOCG blend and, though not labeled as such, a single-vintage bottling, from 2013. (How long before the Coneglianesi start selling the previous harvest's vintage-dated wine, which more and more producers now do, as a must-have for the ice bucket the following summer, a la rosé, another category on the fast track toward premiumization?) It's the Champagne gambit: wines of both substance and sex appeal.

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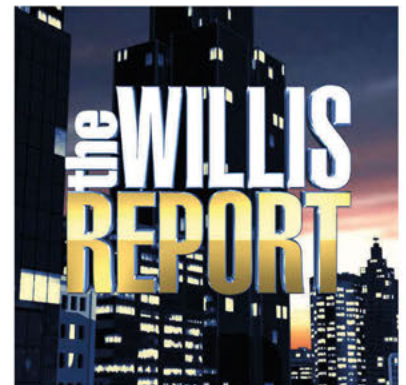
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**Cuisine**

Home > Cuisine > Meet the Prosecco "Altaneve" of the New Generation Fashion Tour: VIP Hour Only



### MEET THE PROSECCO "ALTANEVE" OF THE NEW GENERATION FASHION TOUR: VIP HOUR ONLY

August 3, 2014 | Cuisine | 0 Comments

Altaneve is a crisp, sparkling, and elegantly Italian prosecco that epitomizes the best Italian sparkling wine that the world has to offer.

This extremely high-end brand is made from the glera grapes that are grown on the steep hillside of Valdobbiadene, which is situated in the foothills of the Dolomites.

Each hill's orientation to the sun determines the time of harvest for each section to guarantee the perfect ripeness of each cluster of grape.


Not all sparkling wines can be called "prosecco" in Italy, only those that originate from specific areas. Not only does Altaneve qualify as prosecco but it has been classified as D.O.C.G., which means "Denomination of controlled and guaranteed origin."

Hence, Altaneve is one of Italy's premium proseccos.

Did you know that prosecco dates back to Roman times when it was called "pucino"? It has been an imperial drink ever since, and Altaneve lives up to its royal reputation.

For more information on prosecco cocktails or food pairings, go to [Altaneve.com](http://Altaneve.com).







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Fox News Magazine  
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## 10 Super Simple Spritzers to Make Now

By FOX News Magazine, July 10, 2014

It's summertime and the living's easy. That's all the more reason to shake things up with one of simplest cocktails you can make ever.

Forget everything you know about spritzers, or those watered down wine glasses that are more ice than booze. These libations have gotten a much-needed makeover in time for the balmy months, all thanks to mixologists adding their unique take on the classic refreshing drink.

"During the height of summer, a traditional cocktail is often a bit too formal and aggressive," says David Solmonson and Lesley Jacobs Solmonson, authors of ["The 12 Bottle Bar"](#).

"Spritzers solve this problem with their combination of effervescence and a flavorful, often bitter, base, which simultaneously refreshes and quenches," they add.

The perfect spritzer should only require a handful of tasty ingredients readily accessible at your home bar, pack a tantalizing kick, and more importantly, beat the heat day or night.

For some inspiration, check out these 10 super simple spritzers to get your summer party started:



(Wine expert David Noto)

**POMEGRANATE LIME SPRITZER**

**Ingredients**

- 2 oz. sweet vermouth
- 2 oz. Campari
- 2 oz. Altaneve Prosecco
- pomegranate seeds
- mint leaves
- 1 lime slice

**Preparation**

Add all ingredients in a child flute with ice. Stir and add lime slice for garnish.



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Social Life Magazine  
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215

FOOD & WINE

## DRINK UP

By CELIA SHATZMAN



After years of working in engineering and then finance technology, David Noto was looking for a career change. But this time he wanted to pursue something he was passionate about instead of just taking another job. "I did some soul-searching and quickly realized that the passion was always there," Noto says about winemaking. "I was raised in a traditional Italian family with a father who is passionate about wine, with over 10 generations of winemakers before him. Making wine is almost genetic for me. I grew up in an environment where wine was a connector, a bringer of people, events, experiences, and memories. I loved that and I wanted to share this with as many people as possible."

Although Noto's family typically had produced red wines, he decided to focus on prosecco. "I was always fascinated with prosecco and the magic of its bubbles — it's an amazing taste," he says. "The U.S. market is not deeply familiar with the broad range of prosecco, so we felt it was time to introduce the best." Altaneve soft launched in the United States in October 2012, and started selling in May 2013.

The wine comes from the small town of Valdobbiadene, in the Veneto region of northeastern Italy. Altaneve means *high snow* in Italian and alludes to the Dolomite Mountains, whose snow-capped peaks can be seen from the vineyards in Valdobbiadene. The prosecco production facility is the second oldest in Valdobbiadene, where production of this wine dates back to 200 BC.

Altaneve is a limited-production, organic wine that is set apart

from others by using 100 percent glera grapes whose terroir (soil and climate) offers wonderful minerality. The grapes are handpicked at their peak ripeness, which limits the sulfites in the wine. "Its crisp character and persistent fine perlage [tiny bubbles] feature notes of peach, pear and honeysuckle," Noto says. "The wine's elegant floral bouquet, balanced acidity, and sweetness are complex yet approachable, distinguishing it above other proseccos."

Thanks to its versatility, prosecco is easy to pair with foods. "Prosecco goes equally as well with charcuterie and cheeses as it does with vegetables and seafood," Noto says. "Even foods at opposite ends of the spectrum, like white meats and desserts, go well with Altaneve. This is due to several factors: the light sweetness of the wine, the hint of minerality, and the balanced acidity help the palate absorb oils, fats, and salts in foods, and this helps amplify the great qualities and tastes of many dishes."

Though prosecco is frequently compared to champagne, they are quite dissimilar. "Prosecco is a different wine, with different grapes, and a different winemaking method," explains Noto. "These are the reasons prosecco is distinct in its own right."

Since embracing his family's winemaking tradition, Noto has relished every minute. "My job, as the owner of Altaneve, is one of passion about my wine and the details of its creation. But my favorite aspect is sharing my wine and having others enjoy it as well," he adds. [Altaneve.com](http://Altaneve.com)



Altaneve



NY Newsday - Newspaper  
June 25, 2014



**Newsday**

## The best drinks for summer

Originally published: June 24, 2014 5:07 PM  
Updated: June 25, 2014 11:48 AM  
By PETER M. GIANOTTI [peter.gianotti@newsday.com](mailto:peter.gianotti@newsday.com)

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Prosecco, the Italian sparkling wine, is celebratory and refreshing. **Prosecco Altaneve (\$29)**, a fruity and refined bubbly, is especially appealing as an aperitif or with appetizers such as cured meats and shellfish cocktails.

VENÜ Magazine  
June/July/August 2014

WINE + SPIRITS

Altaneve



Photo Courtesy of  
the Food Grapes

*I started in the wine industry in 1978 as one of the first women to walk the streets of New York selling to new restaurants and retail stores, eventually moving into management and then into distribution and importation. I worked with two gentlemen and created a brand called Bollini Chardonnay and Pinot Grigio, the first Italian Chardonnay to be marketed in the United States under \$10 a bottle. I spent three years creating this brand and building it to 30,000 cases. In 1986 I opened my first store and in 1989 bought my current store, Horseneck Wines and Liquors at 25 East Putnam Avenue in Greenwich, CT.*

*I turned both of these stores around by growing the selection and appealing to my customers with education, knowledge, and unique wine events.*

*Horseneck Wines & Liquors continues to build a loyal customer base by providing them with a selection of wines that is hands down the best, and to continue offering the*

*finest selections I travel extensively to many wine regions each year to see the harvest, meet new producers, and continue the relationships with producers that are already in the fold.*

*To this end, I'd like to focus on one of the fastest growing segments in the wine world, sparkling wine, and specifically a beautiful Prosecco, Altaneve.*

*Altaneve is the ultimate Italian sparkling wine. Its crisp character and persistent fine perlage feature notes of peach, pear and honeysuckle. The wine's elegant floral bouquet, balanced acidity and sweetness are complex yet approachable, giving it great versatility.*

*A refined wine, Altaneve can be enjoyed as an aperitivo, as an ideal accompaniment to fish, poultry and vegetables, or as a celebratory drink on special occasions.*

*Perfect for the warm summer months!*

*I look forward to continuing my column in the next issue!*

As Always,  
Terry

*Crisp, Sparkling, Elegantly Italian*



Altaneve presents American wine lovers the first opportunity to experience ultra premium Italian Prosecco that, until now, has only been available in Italy. Altaneve is a small production, classic Italian sparkling wine epitomizing the best Prosecco the world has to offer. Produced in the steep foothills of the Italian Dolomite Mountains, in the small town of Valdobbiadene, it is a Valdobbiadene Prosecco Superiore D.O.C.G. and it is redefining the way U.S. consumers view Prosecco with its 100% organically grown Glera grapes, its crisp character and its exquisitely fine perlage that distinguish it from other sparkling wines.

The combination of a fantastic terroir and a master oenologist create the wine's elegant floral bouquet, balanced acidity and sweetness that are complex yet approachable, giving the wine a great versatility for pairing with a wide array of foods.

With today's sparkling wine renaissance, this legendary wine has emerged as the modern classic for discriminating tastes.

CONTEMPORARY CULTURE/MAGAZINE venü 41





The Huffington Post  
June 13, 2014

## HUFFPOST ARTS & CULTURE

 **Jill Lynne**  
Photographer, writer

### Warming Into June: Cultural ^ Charitable Catch-Up

Posted: 06/13/2014 1:29 pm EDT | Updated: 06/13/2014 1:59 pm EDT

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Text & Photographs © Jill Lynne June, 2014

Warm weather brings out the child in us. Fond memories of carefree seemingly endless days - building castles in the sand, cool dips in sparkling lakes, splashing about in ocean waves, licking sweet dripping ice cream cones...

Reminiscent of childhood times - it was a delight to begin the warmer Spring/Summer season with a Mini Regatta at Central Park's Boat Pond. Located adjacent to the wondrous bronze sculpture of Lewis Carol's Alice In Wonderland.



At the Mini Regatta, beautifully-dressed adults played with the remote operated sailboats while sipping from the new organic Prosecco Abbinone.



Model Morgan O'Connor, the area Face of Ralph Lauren Polo



Double-Plated Lady O with Her Mini Sailboat



Gala with Parasols Dressed for the Pete

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**Alison Blackman**  
Luxury Lifestyle Examiner

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## Altaneve is the "high snow" and high art of processo @Altaneve #wine

June 9, 2014 4:42 PM EST



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**Coriell Scientist Discovers a New Vitamin That Could Make People Live Forever**

At an Italian wine event in NYC a few months ago, we met David Noto, the owner of Altaneve / Vico Neve LLC, one of the producers in the prestigious Conegliano Valdobbiadene DOCG region of Italy.

This small area north of Venice produces the highest quality grapes and wines in the entire Prosecco region. The Glera grape varietal (from which all Prosecco wines are made) is harvested by hand from small terraced vineyards today. Mr. Noto's Altaneve is an incredibly fine example of what this region can produce.

Wines from the Conegliano Valdobbiadene DOCG are labeled as such and carry a reputation for both quality and complexity. This is because the region has a more mineral soil than much of Prosecco, from which the grapes pick up a complexity. Wines from this small region can sometimes taste like fine champagnes. With weddings, graduations and Summer entertaining opportunities coming up, sparkling wines are a perfect option for a celebratory wine that is also just lovely for every day enjoyment.

Translated in Italian as "high snow," Altaneve alludes to the Dolomite Mountains' temperate micro climate that lends a special character to the grapes that make the wine unique. The wine comes from Valdobbiadene, the Italian town reputed for producing the highest quality of sparkling wine.

Altaneve prosecco is this type of wine --it's very light with a champagne-like taste profile and just a slight hint of citrus. The predominant notes are earthy and yeasty giving the wine a distinct and somewhat complex character. As the wine warmed in our glasses, there was some buttery-ness on the finish.

Sparkling wines pair nicely with lots of things, but we tried our bottle of Altaneve with a citrusy fish. The lightness of the wine helped promote the taste of the food. Also there was just enough acid and minerality to help it hold its own against stronger dishes like salmon or shellfish.

One of the best aspects of Prosecco in general, is the versatility in pairing it with foods. The wine can be paired with charcuterie and cheeses as well as with vegetables and seafood. Even foods that are at opposite ends of the spectrum like white meats and desserts go well with Prosecco, and with Altaneve in particular. Of course, you can just drink it "as-is" if you wish. Traditionalists, may frown, but if you wish, add a berry (or slice of fruit) in the glass on a hot Summer day and toast your joy!

The suggested retail price of Altaneve (\$29.00) is higher than most Prosecco sold in the U.S., but it reflects its higher quality. According to Mr. Noto, "Everything about our wine costs more to make than other, lesser expensive Proseccos on the market in the U.S., starting with the maintenance of our vines that are located on the steep hills of Valdobbiadene in Italy, to the hand-picking and hand-selection of the grapes that are harvested over the course of a month as they reach their perfect ripeness, to the very extended secondary fermentation that occupies our tanks for 2-5 times as long as other wines."

Mr. Noto's passion for Prosecco originated in his childhood. He comes from a wine-making family, boasting over 10 generations of wine makers in Calabria. Although the family produced red wines, Mr. Noto was always fascinated with Prosecco and the magic of its bubbles, and when he had the opportunity to pursue his winemaking passion, he decided to introduce the US market to the best Italian Prosecco that he could make.

Prosecco is one of those wines that is starting to become more popular in the United States, but it's still a "newbie" so Mr. Noto felt it was time to introduce the U.S. to a brand of Prosecco designed to meet its preferred taste profile.

Most events we attend serve sparkling wines such as Prosecco in tulip champagne glasses, but Mr. Noto suggests that Prosecco be served chilled, in a white or red wine glass that has a large bowl and a smaller diameter opening. This is because high quality Proseccos have a lovely and delicate nose and you need to experience it. The larger bowl and smaller opening of a white or red wine glass allow the scents and essence of the wine to accumulate as the bubbles rise to the surface of the wine. When you serve your sparkling wine, show your wine savvy and serve it properly. This is how you can truly appreciate a great Prosecco!

FOR MORE INFORMATION ON ALTANEVE AND WHERE TO FIND IT VISIT:  
<http://www.altaneve.com> OR <https://www.facebook.com/Altaneve>

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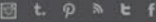
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### Savoring Springtime with Model Boat Sailing and Prosecco Altaneve





Last week we finally got to check something off our New York City bucket list, thanks to **Prosecco Altaneve** and discover our new favourite sparkling wine in the process. Sailing a miniature sailboat in Central Park's famous **Conservatory Water** pool (presided over by Alice in Wonderland to the North) on a spring evening, really is exactly all it's cracked up to be.

Though the balmy breezes warned of impending rain, the clink of fluted, the smiles of beautiful people, and the flutter of miniature sails seemed as cheerful and bright as the sunniest afternoon, and perhaps indeed that's what kept the rain at bay.



Treated to all sorts of miniature delights, we also had a wealth of bite-sized Magnolia Bakery desserts at our fingertips, while we got introduced to the arts of model sailing as well as the astonishingly good organic prosecco being poured.



Though, admittedly, we were not so impressed with our own model sailing skills, we were thoroughly impressed with Altaneve, and with the company's ability to show us a good time.

#### ABOUT PROSECCO ALTANEVE

Altaneve originates from Valdobbiadene, the Italian town reputed for producing the highest quality of sparkling wine. Located in the foothills of the Dolomites, Valdobbiadene's steep terrain has produced glera grapes for millennia. The terroir and the oenology differentiate Altaneve from other Proseccos.

Altaneve is a Valdobbiadene Prosecco Superiore D.O.C.G. that is composed of 100% glera grapes that are grown exclusively on the steep hillsides of Valdobbiadene. Each hill's orientation to the sun determines when specific sections of vineyard are harvested to capture the grapes at their peak ripeness. Due to the steep terrain, the grape clusters are hand-picked and hand-selected, one-by-one. This harvesting method results in the freshest grapes that require the least amount of preservatives (sulfites) during the winemaking process. The result is a wine with a unique, floral aroma and an elegant delicateness.

Renowned Prosecco oenologists monitor the entire Altaneve wine making process to guarantee consistent taste and composition. The wine's bouquet and persistent perlage are developed by an extended secondary fermentation, rarely employed by wine producers.

By Ava | May 30th, 2014 | Champagne, Cocktails, Food and Beverage | 0 Comments

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## Altaneve Sets Sail to Change Your Perception of Prosecco



Prosecco has been exploding recently with double-digit growth over the last few years. Sales of this Italian sparkler is rapidly outpacing other bubblyies like cava or the granddaddy, champagne. In fact, in 2013, case/bottle sales of this Italian Prosecco surpassed that of French Champagne for the first time in history; it outsold champagne by over 2.5 million cases!

Obviously, we love the ability to trade down the price scale for good value and quality, especially if we are springing for a few bottles or a case. And we admit that our taste buds and wallets are loving the slightly sweeter, creamier Prosecco offerings from brands like La Marca, Mionetto, Zardetto and the new super premium Altaneve Prosecco.


Aiming to elevate the category and change the perception that Prosecco is champagne's "cheaper cousin," Altaneve is carefully producing a small quantity, high quality product that they feel is greatly superior to existing Italian sparkling wines which we sampled at an Altaneve Prosecco tasting at the **Conservatory Waters** in **Central Park** for a mini-regatta race at the Sailboat Pond to pair their sublime prosecco with **Magnolia Bakery Cupcakes**.

As we were poured our first glass, we admired the slightly golden hue (it is very young) and lively bubbles. The nose had a softly floral bouquet with hints of soft citrus, very expressive on the palate and evoking sweet stone fruits of peach and pear balanced with layers of vanilla and a crisp, clean finish. The price point is a bit high for a prosecco at nearly \$30 for a 750ml but for a quality sparkler, this one is a winner.

Altaneve is a **Valdobbiadene Prosecco Superiore D.O.C.G.** composed of 100% **glera grapes** and is meant to be enjoyed young as they don't use preservatives and has a very low sulfite quantity which means much gentler the next day.

**Tasting Notes:** The crisp character, fine perlage and balanced notes of peach, pear and honeysuckle offer a depth typified by only the finest sparkling wines. Altaneve's elegant bouquet and slight sweetness are complex yet approachable, exhibiting great versatility.

For a list of where to purchase Altaneve Prosecco visit: <http://www.altaneve.com/alta-connect>



avatar

TARA FOUGNER



InStyle  
May 22, 2014

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**INSTYLE HOW-TO**

## Cool New Summer Cocktails

1 of 19


**POMEGRANATE MINT SPRITZ**

**Ingredients:**


- 2 oz. sweet vermouth
- 2 oz. **Campari**
- 2 oz. **Altaneve Prosecco**

**Directions:**  
Combine all ingredients. Sprinkle in pomegranate seeds. Garnish with mint leaves and seasonal citrus fruit like orange, lemon or lime slice. Ice chips are optional.  
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"Vera" clutch, \$198 at Jonathan Adler.com

"Butterfly Garden" enamel tea kettle, \$100 at Mackenzie-Childs, 20 W. 57th St., (212) 570-6050

"Sweetest Mum" beauty set, \$35 at lashusa.com

By Rank & Photos

# Hand to mor

These gifts will make her Mother's Day

Prosecco by Altaneve, \$29 at Sherry-Lehmann Wine & Spirits, 505 Park Ave., (212) 838-7500. Floral treats, \$9 for a set of four at Treat House, 452 Amsterdam Ave., (212) 799-7773. Candle in Silk Blossom, \$10 at jonzalone.com

"Mia 2" by Clarisonic, \$150 at sephora.com

"Katie" bag, \$260 at tedbak-er-london.com

Diaper bag by von fursten Born Freeshop.com

Olive Oil and Vinegar set by Calolea, \$40 at overstock.com

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14

CAREERS

## Crushing it: Making a career in fine wine

**BY HEATHER SENISON**  
 heather.senison@am-ny.com

David Noto, has built a career on bringing high-quality Prosecco, a fine sparkling white wine, from the grape vines of Italy to taste buds in the United States. Noto, 41, was a mechanical and environmental engineer in New York and Italy for about six years until 1999. He went on to work in finance as a technology adviser at Citi Group Capital Advisors until February 2012. He then decided to fully dedicate his life to Prosecco, launching his company Altaneve in May 2013. Noto lives in the Financial District.

**Why did you switch careers?**

My family was in wine-making before my father for over 10 generations and it's something I've known all my life.

**How is Prosecco made?**

The type of grape is Glera [and] it's the Charmat process where the wine, during secondary fermentation, ages in a tank.

**What is next for your business?**

We have a whole list of product line extensions that are upcoming in the coming year to two years; we will add a sparkling rosé and we hope to add

**new products and new sizes of bottles over the coming year as well.**

**What is your favorite thing to drink when out?**

I enjoy alcohol but funnily enough I drink less now than I ever have before in my life, because many of the times that I go out in the evenings I am entertaining or it's work and I don't feel it's appropriate to drink during work.

**Do you have any advice for readers who are considering a career 180?**

Do a little test marketing. A lot of people told me at the beginning that [you should] definitely do a business plan. And the business plan doesn't have to be a 25-page document with all the bells and whistles but it has to make sense. Follow your dreams, do what you're passionate about, but make sure that it makes financial sense.



**career 180 degrees**

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Resident Magazine  
February 2014



SPOTLIGHT

“These vineyards have been providing Prosecco for 2,000 years.”

## LUXURY ITALIAN PROSECCO VINTNER DAVID NOTO

By Isaiah Negron

Flowing from the foothills of the Italian Dolomites comes Italy's newest and most elegant Prosecco, Altaneve. Originating in the town of Valdobbiadene in Treviso, Italy, an area known for producing the highest quality of sparkling wine for centuries, Altaneve is composed of 100% glera grapes that are hand-picked and hand-selected on the steep hillsides on which they exclusively grow. Altaneve, which literally translates to "high snow," possesses a distinct fruity and floral bouquet with notes of peach, pear and honeysuckle. An extended secondary fermentation gives the wine its signature smooth and crisp finish.

David Noto, the owner and importer of Altaneve, comes from ten generations of Italian winemakers and became a Prosecco connoisseur while he lived and worked in Italy as an engineer doing European Community projects. His family heritage caught up with him when he moved to the United States in 1999. Over the course of the last decade, David saw the popularity of Italy's legendary sparkling wine surge. "I love Prosecco and I

would drink it often," David says. "What really inspired me to do this was, when I moved to New York, I realized that good Proseccos were not available. So when the idea came to me to get back into the wine business, it was an ideal arrangement for me."

He returned to Italy and traveled to the Prosecco Superiore D.O.C.G. region where the highest quality of Prosecco is made. This area dates back to 30 B.C when Prosecco was called "Pucino" and was the preferred wine of the Empress Livia Augusta. Out of the 14 blends that are offered in Italy, David selected the noblest one to bring across the Atlantic and present to America. "These hills and vineyards have been providing Prosecco for over 2,000 years," explains David. "I wanted to create a new luxury brand of Prosecco for wine connoisseurs in the United States, in terms of taste and quality." And at under \$30 a bottle, Altaneve's superior blend and refined taste and is doing just that.

The cork of the first bottle in the United States

was popped in August 2012 at his father's 70th birthday celebration, but Altaneve was not widely available to the public until May of 2013. The sparkling wine has garnered superlative reviews from the critics and is being appreciated by both wine aficionados and adventurous social drinkers alike. David is looking towards an exciting future. "This coming summer, we hope to have a glera-based sparkling rosé," David says. "We have a number of blends that we are testing to find the right one for the U.S. market. We will taste them in the spring and launch it in the summer." The cognoscenti have already started placing their orders for this important new spumante. For more information about Altaneve and where to buy it in NYC go to [altaneve.com](http://altaneve.com) or email the company directly at [info@altaneve.com](mailto:info@altaneve.com).



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106 • Resident February 2014

