

Cantina Pizzolato: being sustainable means finding alternatives and taking into consideration opportunities

scritto da Agnese Ceschi | 6 Settembre 2023



Well-being is at the centre of every decision and action at **Cantina Pizzolato**, wine estate located in Villorba – in the heart of the Prosecco DOC appellation region – only a short distance from historic Treviso and enchanted Venice.

Settimo Pizzolato, together with his children and Sabrina, represents the present. Since 1991, strong of a five-generation experience, he has engaged in the pursuit of well-being while increasing the **organic value of his winery**. “I

want to ensure a **balanced ecosystem of my farmland** with the aim of making wine with careful attention from the freshly picked grapes coming in from the vineyard. The wines crafted from these grapes will reflect the grapes' unique identity while yielding a sense of well-being" Settimo says.

The estate vineyards surrounding the winery are a true "green lung" and treasure trove of biodiversity. "Dragonflies joyfully darting around the vines are synonym of a clean and free of chemical contamination: this is why this gracious insect has been one of our winery's signature elements since the beginning" Settimo explains.

Cantina Pizzolato has recently presented the sixth **Corporate Social Responsibility Report**, giving itself 6 goals that partially follow the macro objectives of the Agenda 2030. These objectives have **organic agriculture** as their cardinal principles, which the winery has been practicing for four decades, and a push towards increasingly sustainable agriculture.



Social purposes are also included through collaborations with non-profit and local associations and a corporate welfare program through a listening project aimed at collaborators.

Finally, the improvement of the **environmental impact in production** and in particular the reduction of energy consumption, for example by controlling and improving electricity consumption. These objectives are outlined in numerical terms and are therefore very concrete and measurable.

“Sustainability is a very demanding journey, for this I think that **corporate sustainability must be considered a value**. It's a long road that has no destination and it cannot be the economic lever that drives us to believe in this value.

We took the first step 40 years ago with organic farming and we were among the first. We place great emphasis on the concept of correct communication so we obtained a special mention at the Gavi Prize which this year recognized the best communication of sustainable wine” Settimo says.

The real ambassadors of the sustainable approach are the **five wines from PIWI grape varieties**. “The one with PIWI varieties is a much more

sustainable challenge than the one with the traditional varieties. They will never replace autochthonous varieties, which identify and characterize the diverse regions where they are grown, but, in a world where sustainability plays an increasingly central role, they represent an added value especially for international markets – which are always attentive to new trends” Settimo adds.

The market launch of PIWI vine wines began in November 2019, with the release of a Novello from Merlot Khorus and Cabernet Cortis grapes. In March 2020, the line was enlarged with three wines: a red blend with Merlot Khorus, Cabernet Cortis and Prior; a still white wine from Bronner grapes; a fizzy Pet Nat

from Johanniter grapes. Finally in 2021 a fourth label has been added, a fizzy rosè Pet Nat from Prior grapes.

"They are the demonstration that being sustainable means finding alternatives and taking into account new opportunities. The organic farming lets us enter in symbiosis with the vine and understanding its necessities in advice. For this reason we have to be always aware of what surrounds us and of the Nature changes" Settimo concludes.

