Serena Wine 1881’s Valdobbiadene Prosecco Superiore DOCG Brut

scritto da Redazione Wine Meridian | 24 Ottobre 2025



Serena 1881 is a project linked to the Serena family who, in 2021, introduced this innovative sparkling wine line that remains deeply connected to their family history, identity, and modernity.

This drive towards the contemporary finds full expression in the **brand’s new communication strategy, which adopts a fresher, more refined, and up-to-date style**. It is part of a repositioning project aimed at strengthening the brand’s identity and increasing its recognizability, an approach that is already visible in the packaging, which features distinct and captivating colors for each sparkling wine line.

The Prosecco Brut DOCG we tasted is part of this collection and possesses all the characteristics of a modern product, perfectly targeted for both Italian and international markets.

It opens in the glass with a very well-balanced effervescence, immediately revealing a remarkable olfactory character. Notes of wild white flowers and a light yet persistent presence of white-fleshed fruit accompany a scent of excellent minerality. On the palate, it is full and enveloping: the fruit notes return, complemented by good acidity and sapidity. The finish is round and harmonious, with a very pleasant length.

As the prince of the aperitivo, this Valdobbiadene Superiore Prosecco Brut pairs wonderfully with fried and gratinéed fish dishes. It is excellent with pasta with seafood sauce (“sugo di scoglio”) and truly shines with a Venetian classic like “sarde in saor,” a dish that makes it feel right at home.

Companies like Serena carry our Italian culture of taste and our great passion for good living and conviviality around the world, thanks also to the emotions that bind us to Prosecco.

Company profile

Serena Wines 1881 is located in the heart of the Prosecco region, a stone’s throw from Conegliano, a land to which it is deeply connected, as evidenced by its historic residences scattered among the rolling hills embroidered with vineyards.

The company, always family-run, has reached its fourth generation with Giorgio Serena and its fifth with his son, Luca Serena, who is now at the helm. The family boasts a centuries-old tradition in the world of wine, combined with a profound oenological passion and tenacity in their daily work. Over time, respect for winemaking laws has merged with innovation, while the strong bond with the territory and the Veneto region remains alive.

SERENA WINES 1881

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