V.S.T. Vini e Spumanti's Veneto IGT Glera Frizzante

scritto da Redazione Wine Meridian | 10 Ottobre 2024



The Veneto IGT Glera Frizzante 2023 is a wine that demonstrates how tradition can harmoniously meet innovation. Produced by Italian Wine Can, the sustainable line launched in 2022 by V.S.T. Vini e Spumanti srl, this sparkling wine is an homage to 100% Glera.

It presents in the glass with a bright white color that invites a taste from the first glance. Fresh and fragrant scents of white flowers and white-pulp fruits, such as pear and green apple, typical of the Glera grape, emerge on the nose. On the palate, the fine and persistent perlage makes this wine particularly lively and thirst-quenching, with well-balanced acidity that enhances its fruity notes and a lightness that invites a second sip. Its freshness is ensured by 5 months of aging in stainless steel, a choice that

preserves the aromatic integrity of the wine without adding unnecessary complexity.

In this case, as well, wine in a can proves to be a winning choice from a sustainability standpoint. The can, made of 100% recyclable aluminum, is an ecological choice that reduces the carbon footprint of the packaging. The cans, besides having a 70% recycling rate, are lightweight and stackable, saving space and reducing fuel consumption during distribution. This means fewer vehicles on the road, less CO2 emissions, and an overall reduced impact on our planet.

Furthermore, the ready-to-drink format is extremely practical: it requires no glasses or additional equipment, making it perfect for any informal occasion, from an aperitif on the beach to an evening with friends. This not only simplifies consumption but also reduces the need for washing glasses, saving a significant amount of water and electricity, making this canned wine a sustainable choice through and through.

Veneto IGT Glera Frizzante is an excellent choice for those seeking an affordable and versatile wine. The annual production of 50,000 cans makes this wine easily accessible to a wide range of consumers, from curious young people to environmentally conscious wine lovers.

The Veneto IGT Glera Frizzante 2023 is a fresh, versatile, and environmentally respectful wine. Thanks to its aluminum can packaging and attention to environmental impact, it represents an innovative solution for those seeking quality wine without sacrificing convenience and sustainability. The freshness and drinkability of Glera are perfectly suited to this format, making it ideal for those who want to enjoy a good sparkling wine anytime and anywhere, with the peace of mind that they are making an ecologically responsible choice.

Company Profile

The VST company was born in 2015 due to a generational change and now is managed by the sibling partners and by the father. VST, with their farms, manages approximately 70 hectares of vineyards. The grapes grown by the two companies are then transferred to the VST company. Recently VST has invested in the diversification of its products, buying a small farm in Puglia to produce Primitivo and other autochthonous wines of the Apulian territory. With the new canned wine project, the two partners wanted to broaden their philosophy regarding the approach to sustainability and environmental protection. Thus was born in 2022, Italian Wine Can, or a new line of ready-to-drink canned products. These are products that embrace the term of sustainability and the following reasons prove it: For the material, since the can is 100% aluminum which is a material that can be recycled indefinitely, unlike plastic which degrades after being recycled a few times. Cans have an overall recycling rate of around 70%, much higher than glass (around 35%) and plastic (9%). For distribution, proven by the fact that the cans are light and easily stackable, saving 40% of space compared to glass. This means fewer vehicles on the road, less weight and, by extension, less fuel. And finally for consumption. Being ready to drink, no glassware is needed, saving on glass production and recycling and, more importantly, no commercial glass washer that consumes water, electricity and dumps toxic chemicals down the drain.

V.S.T. VINI E SPUMANTI SRL
Via Val dei Faveri 15 Valdobbiadene, TV 31049 IT
cristina@italianwinecan.com – +39 351 657 4110
https://www.italianwinecan.com

V.S.T.

VINI E SPUMANTI



CAMPAGNA FINANZIATA AI SENSI
DEL REG. UE N. 2021/2115

CAMPAIGN FINANCED ACCORDING
TO REG. EU N. 2021/2115