

## Pizzolato Organic Moscato Receives 90 points and High Honors at Vinitaly

The delicious [Pizzolato Moscato](#), produced by [La Cantina Pizzolato](#) in Veneto, Italy, received the honor of a **90 Point rating** by [5StarWines](#) at the illustrious [Vinitaly Exhibition](#) this week. The Grand Selection of International Wines took place April 11-13. The **panel of judges** was made up of highly internationally qualified experts of specific geographical expertise (Master of Wine, Master of Sommelier, Sommelier, wine journalists etc.), chaired by **Ian D'Agata**, scientific director of the Vinitaly International Academy, winner of the "Louis Roederer International Wine Writers' Award" 2015 for the "Wine Book of the Year" with his *Native Wine Grapes of Italy*.

[5StarWines THE BOOK](#) intends to award and to encourage the effort of the companies/wineries that invest in the incessant qualitative improvement of their products: all this through a prestigious comparison embodied by a unique marketing and promotional tool inserted in the international markets. It deals with a guarantee for the international buyers for the quality of the new wines present in the market, but still unknown. This unique wine guide will feature the wines that were given a score above or equal to 90/100 by a internationally well recognized panel of experts during this year's [Vinitaly 2018](#). Vinitaly is the top event for the wine industry in Italy, and among the most important at global level. **Running this year on April 15-18, the major fair has three specific "bio areas" devoted to organic wine producers and exhibitors.**



Made with **100% organically grown Moscato (Muscat) grapes**, Pizzolato Moscato is delightfully effervescent and a drier styled Moscato. Pure golden silver color with a vigorous rocky, mousse. Aromas of chalk, banana custard pie and nectarine with a supple, fruity medium body and a frothy spiced apple and mineral finish. **It makes a perfect dessert wine, or paired with herbal, spicy cheeses, Gorgonzola.**

## Survey Released at Vinitaly Shows Steady Increase in Organic Wine Sales

A survey released this week at Vinitaly, conducted by Italy's [Nomisma Wine Monitor](#), indicates that as with the American market, Italian consumers are developing a strong taste for organic wine. The study shows an 88 percent increase in organic wine sales in the first two months of 2018 as compared to the same period of 2017 (while non-organic wine sales overall grew by 3 percent in value). The data also showed "a leap forward in the market share of organic wine, which today accounts for 1.2 percent against 0.7 percent last year."



"The growing interest of Italians in well-being, environmental sustainability, and authenticity is one key driver behind such growth," Silvia Zucconi, the head of Nomisma Market Intelligence who supervised the survey, told the Chinese publication Xinhua. **Organic wine sales in the U.S. market continue to increase annually as well. U.S. consumption of organic wine has been growing at rates between 10% and 20% per year in volume between 2013 and 2016**, according to Nielsen, far above the industry average. In the **off-premise (retail) channel in 2016, case volume grew 10% for organic wines**—nearly five times the average volume growth. **On the revenue side, organic wines rose 12%**—roughly double the average of all wine.

The increase in sales is only made possible by the high-quality organic wines being produced by organic wineries such as Pizzolato. "This is the second crucial factor: the dynamic in the supply has proved able to support the demand increase, and to favor the sale increase of organic wine," Zucconi said.

The [Pizzolato family](#) has been working in the agricultural sector for more than five generations, consistently living in harmony with nature and the environment. The winery combines five generations of farming history and tradition with a deep commitment to organic wine production. This consideration of the natural world creates Italian organic wines of the highest quality.

Pizzolato wines are made with 100% certified organic grapes, with some produced with No Sulfites Added and carrying the USDA organic seal. **The wines are also Certified [Vegan](#) by the [Vegan Society of the UK](#), and are [Non-GMO Project Verified](#).**



*La Cantina Pizzolato Team and Edward Field of Natural Merchants at Vinitaly*

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