



OVERVIEW

One of Italy's most important wine categories in recent years has been Pinot Grigio, which has become the go-to white wine for many people around the world, especially at bars, clubs, and restaurants. Though native to France (as Pinot Gris), this grape variety gained mass-market appeal in its more versatile and fun-loving Italian incarnation (as Pinot Grigio). To pool resources and help keep consumers focused on Italian Pinot Grigio rather than other wines made with the same grape variety in other countries, a new mega-denomination was launched in 2017 that serves as a broad umbrella for most Pinot Grigio production in Italy: Delle Venezie DOC. The new Pinot Grigio delle Venezie designation is the largest denomination in Italy, covering all of Friuli Venezia Giulia, Veneto, and the Trentino part of Trentino Alto Adige. Though it is technically available for other white wines, Pinot Grigio still or sparkling is the only varietal wine that can be made in Delle Venezie DOC.