

# **PRODUCTION PROTOCOL OF "OFFIDA" WINES WITH CONTROLLED AND GUARANTEED DESIGNATION OF ORIGIN**

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## **Article 1**

### **Designation and wines**

«Offida» Controlled and Guaranteed Designation of Origin is reserved to those wines that meet the conditions and requirements established in the present production protocol for the following typologies:

- «Offida» Pecorino;
- «Offida» Passerina;
- «Offida» Rosso.

## **Article 2**

### **Ampelographic base**

The wines referred to in art. 1 must be obtained from the grapes produced in those vineyards which have, within a business context, the following ampelographic composition:

«Offida» Pecorino:

Pecorino: 85% minimum;

All other non-aromatic white-grape vine varieties suitable for cultivation in the Marche Region may contribute alone or jointly, up to a maximum of 15%.

«Offida» Passerina:

Passerina: 85% minimum;

All other non-aromatic white-grape vine varieties suitable for cultivation in the Marche Region may contribute alone or jointly, up to a maximum of 15%.

«Offida» Rosso:

Montepulciano: 85% minimum;

All other non-aromatic red-grape vine varieties suitable for cultivation in the Marche Region may contribute alone or jointly, up to a maximum of 15%.

## **Article 3**

### **Production area of grapes**

The grapes intended for the production of "Offida" wines with Controlled and Guaranteed Designation of Origin referred to in above art. 2 must come from the vineyards located in the provinces of Ascoli Piceno and Fermo and included in the territories hereinafter delimited.

The production area of "Offida" Pecorino, "Offida" Passerina wines with Controlled and Guaranteed Designation of Origin includes the entire municipal territories of Acquaviva Picena, Appignano del Tronto, Casteldilama, Castorano, Castignano, Cossignano, Montefiore dell'Aso, Offida, Ripatransone, as well as part of the municipal territories of Ascoli Piceno, Colli del Tronto, Campofilone, Carassai, Cupramarittima, Grottammare, Montalto Marche, Massignano, Monsampolo del Tronto, Montedinove, Monteprandone, Pedaso, Petritoli, Rotella, San Benedetto del Tronto, Spinetoli.

This area is delimited as follows: starting from State Road SS16 Adriatica, the borderline follows State Road SS4 Salaria up to join the road that leads to Vallesenzana; this road reaches the administrative border that separates the municipality of Ascoli Piceno from the municipality of Appignano, then it follows the same up to the Stream Bretta, and continues on the administrative border between the municipality of Castignano and the municipality of Ascoli Piceno. The same line then follows the administrative border between the municipalities of Castignano and Rotella and joins Provincial Road SP178 which links Provincial Road SP73 to the town of Capradosso, and continues on SP 178 up to the town of Capradosso; from here, it continues to the hamlet of Madonna of Montemisio; from here it continues up to the Provincial Road that links Castignano to Rotella, then continues to the town of Rotella and then to Poggio Canoso, at the altitudes of 418, 427, 474, 480.495, 488. Then it continues towards the town of Poggio Canoso. From here, it continues towards C. Rossi touching the altitudes of 505, 586, 576, 511, 457 and 557. It continues to C. Vallorani touching the altitudes of 565, 507, 400 and then it reaches the town of Rotella, passing by the altitude of 571; from here, it continues on Provincial Road Rotella-Montalto Marche, up to the bridge over the River Aso and from here it continues along the river, downstream to the intersection with State Road SS16 Adriatica; the latter leads to State Road SS4 Salaria.

The production area of "Offida" red wine with Controlled and Guaranteed Designation of Origin includes the entire territory of the municipalities of Ripatransone, Offida, Acquaviva Picena, Castorano, Castel di Lama, Cossignano, Appignano del Tronto and part of the municipal territories of Ascoli Piceno, Colli del Tronto, Spinetoli, Monsampolo del Tronto, Grottammare, Massignano, Carassai, Montefiore dell'Aso, Montalto Marche, Castignano, Monteprandone and San Benedetto del Tronto.

The borderline of the area coincides with that of the area described above starting from the intersection of the Stream Menocchia with State Road SS16 Adriatica, going south to the intersection of SS16 Adriatica with SS Salaria from which it continues inwards up to the intersection with the administrative border between the municipalities of Appignano, Ascoli Piceno and Castignano. From here, the borderline follows the administrative border between the municipalities of Appignano and Castignano up to the intersection with the Municipal Road of Montecalvo and follows the same until it joins Provincial Road Offida-Castignano. From the outskirts of Castignano, starting from Provincial Road Castignano-Cossignano, the line goes into the valley that leads to the Ditch of Acquachiara following the latter up to the River Tesino. At this point, the line crosses the river, follows the Ditch of the Pratole which links the valley floor to Provincial Road Cossignano-Montalto Marche; from the intersection with the latter, it continues on the road to Porchia, it passes by the hamlet of Porchia towards Carassai up to join the administrative border between the municipalities of Carassai and Montalto Marche and it follows it up to the Stream Menocchia. From this point, it continues along the stream up to the intersection with Road Casali San Vito, it continues on the latter until it joins Provincial Road Montalto-Carassai. From this point, it continues on the above mentioned road, passing by the hamlets of Carassai, Montefiore and Massignano and going down until it joins SS16 Adriatica.

#### **Article 4**

##### **Rules for viticulture**

The environmental conditions of the vineyards intended for the production of "Offida" wines with Controlled and Guaranteed Designation of Origin must be the traditional ones of the area and suitable for granting the grapes the specific quality features.

The vineyards must be located in a land deemed suitable for the production of the designation of origin in question. Excessively damp or insufficiently sunny soils or floodplains are excluded.

For new plants and for vineyard replanting the density of vines per hectare cannot be less than 3,000, in specialized cultivation, both for the white wines and for the red wine.

The spacing plantation layouts, cultivation forms and pruning systems must be the traditional ones of the area and in any case referable to the simple espalier.

The Region may allow different cultivation forms if they are able to improve the management of the vineyards without causing negative effects on the grape features.

Any forcing practice is forbidden. Rescue irrigation is allowed.

The maximum production of grapes per hectare of vineyards in specialized cultivation and the minimum natural alcohol content for the production of the wines referred to in article 1 are the following:

	Maximum production (t/ha)	Min. natural alcohol content by volume (%vol.)
«Offida» Pecorino	9	11.50
«Offida» Passerina	9	11.50
«Offida» Rosso	8.5	12.50

For vineyards in promiscuous cultivation, the maximum production of grapes per hectare must be related to the area actually engaged by the vines.

In favourable years the quantities of grapes obtained and used for the production of "Offida" wines with Controlled and Guaranteed Designation of Origin must be kept within the limit above, without prejudice to the grape-wine yield limit for the quantities in question, provided that the global production does not exceed 20% of the same limit. If this further limit is exceeded, the right to the Controlled and Guaranteed Designation of Origin decays for the entire quantity produced.

## Article 5

### Rules for vinification

Vinification, bottling and aging operations must be carried out within the production area defined in above art. 3.

In compliance with article 8 of EC Reg. No. 607/2009, bottling or conditioning must take place in the aforesaid delimited geographical area to safeguard the quality of wine and the origin of the vines historically cultivated in the area; moreover, in order to safeguard the pre-established rights of the subjects that have traditionally carried out bottling outside the delimited production area, individual authorizations are provided under the conditions set forth in article 10, paragraph 3 and 4 of Legislative Decree No. 61/2010.

It is also allowed to carry out the operations referred to in article 1 in wineries located outside the production area referred to in article 3, anyway within the Marche Region, on condition that the farms concerned demonstrate to be existing at the date of publication of the present decree; the aforesaid farms shall submit a motivated request accompanied by the judgement of the technical organs of the Marche Region on the compliance of the winemaking and bottling plants and on the real possibility of companies to vinify, age and bottle their own wines; the wineries in question shall have the availability of the respective farms; sweetening is allowed according to EU and national regulations.

The maximum yield of grapes in wine and the maximum production of wine per hectare are the following:

	Grape/wine yield (%)	Maximum production (hl/ha)
«Offida» Pecorino	70	63
«Offida» Passerina	70	63
«Offida» Rosso	70	59,50

If the grape/wine yield exceeds the above limits but not 75% for "Offida" Pecorino, "Offida" Passerina, "Offida" Rosso wines, even if the production per hectare remains below the maximum allowed, the excess has no right to the Controlled and Guaranteed Designation of Origin. Beyond this limit, the right to the Controlled and Guaranteed Designation of Origin decays for the whole batch.

The release for consumption of "Offida" wines with Controlled and Guaranteed Designation of Origin, in the "Rosso" type, may occur only after a compulsory aging period of 24 months in total, of which 12 months in wood, plus a period of 3 months of compulsory refinement in bottle, starting no earlier than November 1st of the year of harvest. The release for consumption of "Offida" white types with Controlled and Guaranteed Designation of Origin must occur after March 1st of the year following that of harvest. For the wines referred to in art. 1 the harvest choice is allowed, where the conditions established by law exist, only for the Controlled Designations of Origin "Rosso Piceno", "Falerio", "Falerio" Pecorino type, Terre di Offida in the Passito, Vin Santo and sparkling wine typologies or for the Typical Geographic Indication «Marche».

## **Article 6**

### **Features for consumption**

The wines referred to in art. 1, when released for consumption, must meet the following features:

«Offida» Passerina:

colour: straw yellow with golden reflections;

smell: characteristic, pleasant;

taste: dry, typical, characteristic

minimum total alcohol content by volume: 11.50% vol.;

minimum total acidity: 4.5 g / l;

minimum sugar-free extract: 16.0 g / l

«Offida» Pecorino:

colour: straw yellow with greenish reflections;

smell: characteristic, pleasant;

taste: dry, typical, characteristic

minimum total alcohol content by volume: 12.00% vol.;

minimum total acidity: 4.5 g / l;

minimum sugar-free extract: 18.0 g / l

«Offida» Rosso:

colour: ruby red tending to garnet with aging;

smell: pleasant, complex, slightly ethereal;

taste: dry, harmonious, typical, characteristic;

minimum total alcohol content by volume: 13.00% vol.;

minimum total acidity: 4.5 g / l;

minimum sugar-free extract: 24.0 g / l.

"Offida" wines with Controlled and Guaranteed Designation of Origin referred to in the present article, processed according to traditional practices in wooden containers, may be characterized by a slight hint of wood.

The Ministry of Agricultural, Food and Forestry Policies has the right to amend the minimum limits indicated above for total acidity and sugar-free extract by decree.

## **Article 7**

### **Designation and presentation**

Regarding labelling, designation and presentation of the wines referred to in article 1, the addition of any qualification other than those provided for in the present protocol, including the adjectives "extra", "fine", "selected", "refined" and similar, is not allowed.

However, the use of indications that refer to names, corporate names and private trademarks is allowed, provided they do not have any laudatory meaning and are not such as to mislead the purchaser.

For the wine labelling referred to in article 1, an indication of the year of grape production is mandatory.

## **Article 8**

### **Packaging**

The wines referred to in article 1 must be released for consumption in glass bottles with a capacity not exceeding 5 litres.

Regarding bottle closures, the current provisions are applicable.

## **Article 9**

### **Link to the environment**

#### *A) Information on the geographical area*

##### *1. Natural factors relevant to the link*

The geographical production area of Offida DOCG wine falls in the southern part of the Marche region between the provinces of Ascoli Piceno and Fermo, and includes a territory that goes from the coastal area up to medium-high hills. The altitude of the cultivated land is between 50 and 650 m above sea level. From a strictly geological and evolving point of view, the production area of Offida DOCG is part of the Peri-Adriatic area of the Marche and Abruzzo regions. characterized by the pli-pleistocenian succession with conglomeratic sandy deposits at its base, followed by a powerful pelitic succession. Within the latter, at various stratigraphic heights, conglomeratic-sandy or sandy-clayey horizons with tabular or lenticular geometry are interspersed.

The soils that support the Offida DOCG vineyards have particular features, like a depth which always exceeds 80-100 cm, to allow a considerable volume of soil to be explored by the roots, a high AWC (available water capacity), always exceeding 150 mm, in order to ensure a constant moisture content to the soil even during periods of summer droughts. From a pedogenic point of view, the vineyard soils are Cambisols, where the processes of pedogenesis have modified the parental material leading to the formation of a deep horizon with good aggregation and porosity, that is to say, the cambic horizon, without any significant translocation of clay. These soils have a homogeneous carbonate content within their profile. The presence of a cambic horizon has positive effects on the drainage of these soils, because it improves their permeability.

The Offida DOCG area shows Mediterranean climatic features, with hot but not muggy summers and quite cold and fairly rainy winters. Average summer temperatures range between 21 and 23°C, while winter temperatures range between 6 and 7°C; average annual rainfall is between 650 and 850 mm, with a minimum in summer (July) and a maximum during the autumn-winter period (October - December), over the year annual rainfall is spread over 80-90 rainy days; snowfalls are relatively rare and mostly scarce. Among the distinctive features of the area, average annual temperatures are around 13-14°C, the average of the coldest month around 5.5-6.5°C, the three summer months have average temperatures above 20°C, while the annual temperature range, intended as the difference between the average temperature of the coldest month and the hottest month, is around 17-18 ° C. All these elements classify the area as a warm temperate climate area with a not excessively dry season and very hot summers.

This positively affects both the vine vegetative conditions and the accumulation of polyphenols in their peels.

## *2. human factors relevant to the link*

Great importance is attributed to the human factors linked to the production area, which, thanks to a consolidated tradition, have contributed to obtain Offida DOCG wines.

Vine cultivation in the Piceno area boasts a long and millennial tradition, which is also described by numerous Latin authors such as Cato, Varrone, Columella, Pliny the Elder.

Over the centuries, vine has always been the distinctive type of crop of the area.

The impact of human factors in the cultivation area of Offida DOCG over time is evident in the evolution of the technical production factors, which led to the establishment of the present production protocol, such as the ampelographic base, cultivation forms, pruning systems and oenological practices.

The ampelographic base consists of the vines traditionally cultivated in the Piceno territory, namely Pecorino, Passerina and Montepulciano.

Through the ages, the vine cultivation methods in the Piceno territory have changed, the cultivation forms have evolved, moving from the cultivation of vineyards specialized in low medieval forms, without any fragmentation with arable lands and in areas protected by hedges, to arable lands with vineyards in the form of *folignata* and rows, such cultivation forms required very large planting layouts in which vines were always cultivated in combination with other crops, like cereals, up to adopt in the early '60s the espalier form with traditional pruning systems such as Guyot and Spurred Cordon, with planting layouts with at least 3000 vines per hectare; the espalier arrangements are intended to make the cultivation operations rational, in order to ensure a good vegetal-productive balance of vines, so as to obtain products of the highest quality and to respect the yields dictated by the production protocol, and, last but not least, to improve the safety conditions of man's work.

The oenological practices are the traditional ones of the area for white vinification; for red wines, in addition to the traditional winemaking practices of still red wines, being Offida Rosso a structured, full-bodied, persistent wine, processing involves a period of 24 months for aging and refinement in bottle.

Offida wines were recognized as a DOC in 2001 (PD dated 23rd May 2001) and, thanks to the excellent reputation and great success at national and international level, they were recognized as a DOCG (MD dated 15th June 2011).

### *B) Information on the quality or features of the product essentially or exclusively attributable to the geographical environment*

Offida DOCG refers to three types of wine: Pecorino, Passerina and Rosso which have unique organoleptic and analytical features that cannot be reproduced anywhere else; such features allow easy identification and typification linked to the geographical environment.

Offida Pecorino wines have a straw yellow colour with greenish reflections and a good level of acidity; floral notes (white flowers), fruity notes of pineapple, hints of anise and sage can be perceived by the nose, their taste is fresh, mineral, sapid; these are "long" wines since they have a persistent aftertaste.

Offida Passerina wines have a straw yellow colour with yellowish reflections, notes of yellow-fleshed fruit and citrus scents can be perceived by the nose, they have a fresh, mineral taste and a persistent aftertaste.

Offida Rosso wines have a ruby red colour with a tendency to garnet, notes of red fruits and hints of liquorice and chocolate can be perceived by the nose, they have a mellow, ample taste with a very persistent aftertaste.

### *C) Description of the causal interaction between the elements referred to in point a) and those referred to in point (b)*

The purely hilly orography, the mainly east-southeast exposure of vineyards, make the territory particularly suitable for the cultivation of Offida DOCG vineyards. The valley floors are excluded from this area, since they are not suitable for quality viticulture.

The soils of Offida DOCG vineyards have variable textures that mainly fall in the three granulometric categories of Soil Taxonomy with a higher content of clay: sandy loam, sandy silt and sandy clay, these soils are deep enough, their pH is always in the sphere of alkalinity.

Drainage is good, excess water is quickly removed both thanks to the slopes and to the good soil permeability.

The climate is characterized by average annual rainfall of 750/850mm, the rainiest months are in autumn and winter and the driest month is July.

The average summer temperatures of the area are around 21/23°C, while winter temperatures range between 6 and 7 °C.

The area has Huglin bioclimatic index values between 1800 and 2500 and Winkler index values between 1300 and 2100, which are ideal for vine cultivation.

The interaction of all these factors means that Offida DOCG vines have an ideal cultivation area with ideal ripening kinetics, able to guarantee the wines unique analytical and organoleptic features that cannot be reproduced elsewhere.

The millenarian history of winemaking in the Piceno, the land of Offida DOCG vine cultivation, goes from the Picene age to the present day and is attested by numerous documents and findings; it is based on the constant interaction between man and territory, on the traditional techniques of vine cultivation and winemaking methods, handed down by generations of farmers and which have evolved and been refined over time, to give Offida DOCG wines as a result.

In the Middle Ages the field crops could barely feed the few inhabitants of small villages; in the age of Municipalities the living conditions improved in the Piceno area as well, with a consequent increase in consumption. Vines gained a significant role in the rural economy and society, also because wine was no more a mere liturgical drink, or in any case an exclusive prerogative of clergy and nobles, and became part of the habits of a wider community of people.

During the period of sharecropping, vines were cultivated in arable lands that allowed new economic balances, even at the cost of a more intense soil exploitation. At that time, wine was considered as food. In the years of transition from the Papal State to the Kingdom of Italy, around 1890, phylloxera affected the Piceno territory, while downy mildew had arrived ten years before, both imported from America; the two parasites were added to oidium which had already been mentioned before. For Picene viticulture it was a devastating blow. While oidium could be fought with sulfur, for the other two parasites the proper remedies were only found after several years, especially for phylloxera. The solution to defeat this parasite was found after about forty years, with the use of American grapevine rootstocks; it was right in this period that the "Cattedre Ambulanti di Agricoltura" i.e. the experts in agriculture at that time, were born in the Marche region, and played a very important role in the improvement of cultivation techniques and in the renewal of viticultural plants and winemaking methods. After the First World War, with the birth of new social movements, the first peasant leagues were formed and the owners committed themselves to improve the productivity of their lands, with the slow gradual introduction of new technologies that would increase the income of the peasant families, such as the *perticara* with the iron plough, the first tractors, the use of mineral fertilizers etc.

After the first success, the estates were fragmented with the consequent reduction of their surfaces, where the whole peasant family used to work, from mothers to children.

In those years the transformation of the Piceno viticulture began, despite the decrease in total surfaces, with the transition from a promiscuous to a specialized typology.

With the end of sharecropping in the Piceno, new figures of owners came to the fore. These, by merging several farms, gave birth to family-run holdings.

At the end of the '80s we can notice an increased interest in the vines of ancient cultivation of this area, Pecorino, Passerina and Montepulciano: these, thanks to the initiative by some farsighted vine growers of the area, were studied, planted, cultivated with the result of producing unique wines, appreciated both in Italy and abroad. At the time, projects of disclosure and promotion were started and resulted in the recognition of Offida as a DOC in 2001. The following years saw the success in the commercial field; in order to meet the needs of producers who aimed at the constant improvement of cultivation techniques, Vinea, an association of wine producers, in collaboration with the University of Milan, promoted a zoning study of the area where

the interactions of the three vines with the environment and with the human factors were examined, in order to evaluate the vocation of the aforementioned vines to the cultivated land of the Piceno area. On the wave of the results of this study and after the increasing appreciation and recognition gained by Offida wines both nationally and internationally, in 2010 the process for the recognition of the DOCG was started, and the designation was promptly acknowledged with MD dated 15th June 2011.

## **Article 10**

### **References to the control body**

Name and address:

Valoritalia società per la certificazione delle qualità e delle produzioni vitivinicole italiane S.r.l.

Via Piave, 24 – 00187 Rome.

Valoritalia Company is the Control Body authorized by the Ministry of Agricultural, Food and Forestry Policies, pursuant to article 13 of Legislative Decree No. 61/2010 (Annex 1), which carries out the annual verification of compliance with the provisions of the present protocol, in accordance with article 25, par. 1, 1st subparagraph, letter a) and c), and article 26 of EC Reg. No. 607/2009, for the products benefiting from the PDO, through a combined methodology of checks (systematic and sample) throughout the entire production chain (viticulture, processing, packaging), in accordance with aforementioned article 25, par. 1, 2nd subparagraph.

In particular, this series of checks is carried out in compliance with a predetermined control plan, approved by the Ministry, in compliance with the model approved by MD dated 14th June 2012, published in OJ No. 150 dated 29.06.2012 (Annex 2).