



KETTMEIR

The Pearl of Alto Adige

OUR STORY

FOR ALMOST A CENTURY, Kettmeir has been a part of the storied history of the Alto Adige wine region. Founded by Giuseppe Kettmeir in 1919 at the end of the First World War, our Caldaro winery has traversed the revolutions of the twentieth century to achieve considerable accomplishments. Considered one of the region's pioneers, we were one of the first wineries to export internationally, adopt modern winemaking methods such as low-temperature skin contact during fermentation, as well as introduce and promote bottle wine sales over cask.

OUR WINERY MAINTAINS a very close relationship with the surrounding natural, economic and social environment of the region, which allows us to maintain our standards of high quality and achieve the best expression of the vineyards. As customary in Alto Adige, wineries purchase fruit from local farm cooperatives, or "Masos". Our close partnership with local grape-growers has spanned generations, enabling us to work together with these farms to ensure our strict quality standards are met, as well as preserve their legacy.

PRODUCED IN SINGLE VARIETAL bottlings; Pinot Grigio, Pinot Bianco and Müller Thurgau, our wines embody the very best of the DOC. Terroir and typicity are words commonly used to describe a winery's offerings, to provide a reference point. For Kettmeir, however, they are much more than an abstract idea. Producing the highest quality, varietal-driven wines that embody the best of the region is the absolute essence of our work, and the vision upon which we were founded.

Kettmeir. The Pearl of Alto Adige.





KEY SELLING POINTS

Alto Adige

Kettmeir wines are produced in Italy's northernmost winemaking area of Alto Adige, at the foothills of the Dolomites and Rhaetian Alps. Our grapes are grown in three key areas of this beautiful region: Pochi di Salorno, at the left bank of the Adige River (Maso Reiner vineyards), Caldaro, a unique microclimate within the shoes of Lake Caldaro, and the high elevation slopes of Soprabolzano (Maso Ebnicher vineyards). These glacial soils, combined with the crisp Alpine climate and long, sunny days provide the ideal environment to grow the Pinot Bianco, Pinot Grigio and Müller-Thurgau grape varieties.

History

Established in 1919 by Giuseppe Kettmeir, our winery has a storied history in winemaking. For over a century we have continued to innovate on winemaking techniques without forgetting our roots. While our cellars have been modernized with the latest in winemaking equipment and facilities, our dedication to tradition remains. For example, we have kept the original architectural framework of our wine cellar intact, and remain focused on producing elegant, primary varietal wines that reflect the culture and heritage of the region.

Italian Quality

Our valuable partnerships with our grape-growers span multiple generations. Working in tandem with the skilled viticulturalists, we follow the evolution of the fruit in the vineyards constantly, which is essential in defining the quality of every grape harvest. Our winemakers know the essence of the grapes in each vineyard; row by row, vine by vine.

ACTIVATION

*Kettmeir will activate across meaningful touch points throughout 2017, leveraging the existing look and feel that Italy has developed. Our communications will deliver on reinforcing our positioning as the **The Pearl of Alto Adige**.*

TRADE MEDIA

Drive brand awareness among trade professionals through respected media partners.



ONLINE

Social Media: Build brand presence and engage consumers with relevant brand content to drive awareness of Kettmeir.



Kettmeir

ON PREMISE

Activation and support will drive menu placements, awareness & consumption.



WINE KEY



BTG KIT



WINE CHILLER

PR/EVENTS

Kettmeir will be present at key premier epicurean food and wine festivals around the country.



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DEL REGOLAMENTO CE N. 1308/13
CAMPAGNA FINANZIATA ACCORDING
TO (EC) REGULATION NO. 1308/2013

