

TENIMENTI CIVA AND THE VIDEO INTERVIEW FOR "RACCONTI DI VINO", A MULTIMEDIA PROJECT OF POVOLETTO COUNCIL

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The town council of Povoletto has created the multimedia project “2020 Povoletto Racconti di Vino” with the aim of promoting the vineyards and wines of this strip of land in the Colli Orientali del Friuli.

“Wine is the pride of our local products,” – commented councillor Lisa Rossi, in charge of the project. “Production is mainly concentrated in the hills of Bellazzoia, Marsure, Ravosa and Savorgnano del Torre. About 200 hectares in total are planted to vine for a production of over 1.5 million bottles per year.”

The widely acknowledged quality of these wines has prompted the town council to support the sector by creating an original format of video interviews with producers, to promote this unique territory and make it known to a wider public.

During the interview Valerio Civa said that *“2021 will see the birth in Bellazzoia of an experimental vineyard entirely dedicated to Ribolla Gialla, the variety that epitomizes Tenimenti Civa. There will be three hectares, twelve different clones and three rootstocks to obtain and evaluate around thirty wines. The project will be developed in collaboration with the University of Udine, and it will be about 3-4 years before we have results that can be assessed.”*

The municipal administration has also joined the national association “Città del Vino”, with the aim of developing sustainable activities and projects centred around food and wine products and creating new job opportunities.