

Ovse (Italian Economic Sparkling Wine Observatory)

The Economic Observatory is a structure for market analysis and research, polls and investigations by specialized agencies to supply irrefutable figures about the trade and its trends. Ovse is the promoter of the prize Gerolamo Conforto.

Ovse is an acronym for work, culture and acquaintance. It wants to provide more cultural activities, a few significant figures for different wines and typologies and for bottles produced and shipped, a greater care for single products, wider horizons. It aims at creating a “trade force”. It is a round table where differences between Doc and non-Doc and different production methods can be discussed. It intends to promote the terms of quality and value that make wines different, while being a *server* that drives research, study, data collection. It aims at nurturing the passion and the pleasure of sipping a premium Italian sparkling wine with meals.

Italian sparkling wines represent a prime of perfection in Italian oenology. So many typologies, tastes, local grapes ideal for wine production, that can satisfy an ever increasing number of consumers all over the world. Thousands of typologies and so many territories, ancient history and modern quality.

Ovse is trying to create an Institute for Winegrowing Research, Economics and Training which collects scientific information and organizes a national technical Convention, specialized didactic courses and a master course of high level training with the contribution of several Italian universities. It gathers local suggestions for national and Community parliamentary bills of a general character. It puts forward a calendar rich in meetings and conventions with associations of Oenologists, Wine technicians, Vine experts, Agronomists, Hotelkeepers, Caterers, Publishers, Journalists, Tasters, Sommeliers.

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