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## **PROSECCO AND CHAMPAIGN. PRESENT SITUATION IN BRAND NAME DEFENSE ALL OVER THE WORLD.**

**Fasolya Anya, master's degree, Batrakove Alexander, post-graduate student of the sub-department of Commodity Science and Customs, faculty of Commodity Science and Technology of Food Industry and Food Business**

Appellation d'Origine Contrôlée (AOC) are the wines with controlled names of origin (AOC). The main idea of AOC is the defense against the dishonest competitors who can affect the image of wine and control during all stages of wine production and marketing. This category of wines satisfies all production conditions introduced by INAO – Institute of Original Names.

The rules for wine production are severe.

- Local production: the region of grape growing should be indicated.
- Selection of grape breed: wine should be produced from the grape allowed in the region
- Productivity: for each OAC the max permissible productivity is fixed
- Max production volume: a guideline – “the less harvest the better quality” – decrease of harvest is realized by close planting and lopping
- Methods of grape cultivation (lopping mode and plants density) must correspond to norms of specified region

All the wines pretending to AOC status should undergo analytic examination and degustation. In case of positive solution the wines receive a Certificate.

In case the producer follows all rules he receives the right to print the label - «Appellation d'origine contrôlée» (controlled name of origin). It means that organoleptic properties of Champagne (taste, color, flavour) meet the standards adopted in the region.

The best known region of France which produces champagne of AOC category is Champagne.

According to EU legislation and the legislations of most countries, brand champagne is settled for wine produced in Champagne province.

Mansions producing champagne are quite numerous – about 256. Every year the local factories produce about 300 million bottles of champagne, including a world famous brands as «Moët et Chandon», Ruinart, Veuve Clicquot and other smaller producers. For champagne

AOC producing the usage of only three grape varieties is allowed by law. Black with colorless juice PinotNoir, PinotMeunier and white Chardonnay. Thus, PinotNoir covers about 38% of Champagne province vine land, PinotMeunier -35%, and Chardonnay- 27%.

The main role in champagne vines marking in the province plays a label with an indication of registered number given by CIVC being an indispensable condition. Before it there should be abbreviation which identifies the producer's status, (NM - Negociant-Manipulant), verdemmia and AOC.

The majority of champagne is produced by traditional champagne method – “methodechampenoise”, still the using of this term is strictly prohibited EU.

The term “classical method”- (methodeclassique), or traditional method (methodetraditionnelle). Vintage sparkling wines of Appellationd'originecontrôlée, produced according to classical method outside Champagne Province are usually called “Cremant”, - an official term which is eligible with producers of this type of wine only.

The Italian sparkling wine Prosecco is also popular all over the world.

Prosecco is a popular Italian wine produced mainly in Veneto region according to Sharma method.

The grape variety from which the wine is produced is also called Prosecco.

Still starting from 2009 the official variety is called Glera, as it is its historical name. The name Prosecco is fixed exclusively for appellation (the same as Champagne in France).

At the same time the “genuine” Parsecco is produced in a limited region of Veneto, how it is possible to forbid using the name Parsecco on the label by anybody, as it is the name of grape used for production of this wine?

The term Champagne can be used only within the Province with the same name, but the name Prosecco can be used by anybody who grows the grape Prosecco.

Legislative measures in naming usage would unable to protect the historical region Prosecco at least within EU, obligating other wine producers who work with Glera grape to specify a different name.

Prosecco can be only white. Red or pink Prosecco does not exist.

Min alcoholic content should be by law 8,5% (less than in Champaign).

Wine producing region for category DOC Prosecco is limited by two provinces Treviso in Veneto and Trieste in Friuli.

These two producing regions are segregated into separate categories Prosecco DOCG:

- (Asolo / ColliAsolani);
- (Conegliano-Valdobbiadene).
- Denominazione di OrigineControllata e Garantita – also according to the first letters DOCG, D.O.C.G. – the Premium quality in classification of Italian wines.

Within a frame Conegliano-Valdobbiadene(DOCG) also exists the category Rive - wine from a separate vineyard situated on a small territory (for example a village). In a local dialect LeRive means “plot of land”. After the word RIVE on the label the detailed geographical name of a place where the vineyard is situated should be mentioned. According to law there are 12 municipal establishments and 31 villages – i.e. 43 possible RIVE.

Prosecco of Rive class can be produced only as sparkling wine, more over with the highest level of bubbling up – spumante. The bottle label should bare the verdegemma.

Consequently it can be concluded that wines which have specific marking, differing from marking of wines of other categories, having high quality parameters determined by

distinctive geographical conditions, estimated producing technology and grape variety have all the right to be called the Wines with controlled name of origin.

Scientific supervisor – Tkachenko O.B.

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## **ECOLOGICAL ISSUES IN BUSINESS MANAGEMENT**

**Hanna Nemchenko, the assistant of Business management department  
Odessa National Academy of Food Technologies**

Nowadays people face problems of ecology. We are facing a threat that our planet would be unsuitable to live on. So it's tremendously important to find compromises between business and environment.

I think we should pay attention at sustainable energy. Everybody knows that worldwide organizations like Great 7<sup>th</sup>, United Nations, Green Peace and others are struggling for our environment. But it's very important to every country to do the same on a legal way. Actually, scientists are working on reliable and controllable substitutes which don't contribute to global warming. In my opinion, the government should support such researchers and also encourage. But unfortunately, in our country there is a problem. For example in the Europe solar panels are well-known and used by everybody. But in Ukraine they remains almost untapped, farmers and others can't buy is such expensive equipment and the government doesn't do anything to help. We know about so called "green credits" in our country. But actually this program doesn't work properly and the most important - these credits are unless cause the amount is limited and insufficient to purchase modern equipment and then to control of the intended use of money is absent. We share an opinion that the state must support innovations and alternative energy. It can promote not only saving our planet and stopping the global warming but helps to avoid volatility from others countries and produce cheap energy. It's tremendously important for the development of country because all advanced countries keep pace with modern technology and innovations. Innovations are also applicable to food industry. It's possible to recycle and utilize waste to ensure business efficiency and other purchases.

For example, Germany unveils the world's largest Artificial sun because of the problem of some regions (in some areas of the world the sun disappears for months, since some of the air is suffers from bad weather). And is it common problem the sun doesn't work at night. So scientists invented this innovative product. It can help to reach a new level of the development at all. They believe that one day we will use the fuel of the future everywhere, even to fly or for the other purposes.[1] But researchers are continued. Business should be "green friendly" to be in demand in future.

Now so we can reach a conclusion that our country has to support our scientists to make some researchers and not only "per words" but financially, also to help opening new labs. Also we need special programs to people to use widely solar panels, e-cars and wind-mills and the others. The state should use such levers to use taxes, credits, subsidies, benefits

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