



MANIFESTO OF NOTO FOR CONTEMPORARY WINE

June 16th, 2025

1. Contemporary wine is the fruit of an agricultural act. It recognizes agriculture as a means of establishing harmony between humans and nature, with no opposition between the two.
2. Contemporary wine embraces the past, present, and future. It is polyphonic: it represents a multiplicity of individuals, visions, and regions, and respects their complexity
3. Contemporary wine is open, inclusive, and responsible. It accepts evolution as an essential part of its existence. It does not fear new pathways: it embraces without hesitation the diversity of consumption demands and of new technologies.
4. Contemporary wine is a complex system that creates economic structures, employment, beauty, relationships, and culture. It is inherently sustainable: it produces economic and social well-being for the environment and for its communities, enhancing biodiversity.
5. Contemporary wine is a community of farmers, producers, and consumers built on trust.
6. Contemporary wine recognizes itself as a cultural asset and a shared heritage, respecting the land, people, and places, shaping the landscape and defining identities.
7. Contemporary wine creates joy and happiness. It fosters human relationships and stimulates the conviviality of people at meals together.
8. Contemporary wine speaks a language that is clear, comprehensive, and adaptive, telling its story from within its agricultural and cultural context.