

REGULATIONS FOR THE USE OF THE COLLECTIVE BRAND “SORÌ EROICI”

Article 1 Ownership

1. The Association of Moscato Municipalities (P. IVA no. 90035570044) - hereinafter also referred to as “the Association” - has its registered office and operational headquarters at the Town Hall of the Municipality of Santo Stefano Belbo, currently in 12058, Santo Stefano Belbo (CN), Piazza Umberto n.1. The representation of the Association is the responsibility of its President. The Association is responsible for the enhancement, promotion and protection of the territory of the Piedmont Region located in the hilly system of the Langhe and Alto Monferrato. In particular, the Association intends to engage in the promotion and enhancement of viticulture practiced on the slopes of these hills and in the Sorì, or in plots of land that, by virtue of their position, slope and exposure to the sun, are particularly suited to viticulture, as well as the wine vinified there as a product of local excellence. This is not only from a private perspective, for a positive impact on the income of winemakers, but also in the public interest of reducing the risk of hydrogeological instability due to the abandonment of the steepest terrains.

2. To this end, the Association shall register the collective trademark “Sorì Eroici” (hereinafter also referred to as “the Trademark”), in accordance with current national, EU and international legislation. The characteristics of the Trademark are specified in Article 7.

3. The use of the Trademark is permitted exclusively for wines with a designation of origin (hereinafter also referred to as “a D.O.”);

4. In order to use the Trademark, the company must be registered and identified in a Register held by the Association (hereinafter also referred to as “the Register”) and comply with the provisions of this Regulation.

5. In order to be registered in the Register, the company must:

a. adhere to sustainability protocols certified by accredited third-party bodies or, alternatively, to the agro-environmental measures of the Piedmont Region (reported below in art. 4, point 11);

b. own vineyards with slopes that may present critical issues, as reported below.

The evaluation of the weighted average of the slope and the operational critical issues determine the inclusion of the company's vineyards or their exclusion from the aforementioned Register, according to the following criteria:

- If weighted average slope >40% -> POSITIVE OUTCOME = admission to the Register
- If weighted average slope between 30% and 40% -> assessment of accessibility and internal mechanization

I. If the plot is "difficult to access" [access roads with a slope of no less than 30% and/or non-mechanizable inter-row or in any case less than 1.8 meters] --> POSITIVE OUTCOME = admission to the Register

II. If the plot is not difficult to access [therefore if the conditions in the previous point do not occur] -
> NEGATIVE OUTCOME = non-admission to the Register;

- If the average weighted slope is NEGATIVE OUTCOME = non-admission to the Register.

In order to make the plots homogeneous, the composition of the average weighted slope may include surfaces with slopes lower than 30% for a maximum of 10% of the verified surface. Vineyards with exposure between +/- 22.5° North are not admitted.

Article 2

Grape production area

1. The use of the Mark is reserved for companies registered in the Register referred to in Art. 1 that produce wines obtained exclusively from grapes coming from vineyards having the requirements referred to in Art. 1 and located in the territory of the provinces of Alessandria, Asti and/or Cuneo.

Article 3

Ampelographic Base

1. Grape varieties: all grape varieties admitted for the specific production regulations of D.O. vineyards.

Article 4

Rules for viticulture

1. Land: as indicated in the specific production regulations of the respective D.O.;
2. Position: hilly;
3. Altitude: minimum 150 m.a.s.l.;
4. Slope: the characteristics of the slopes indicated in art.1 paragraph 5 of this regulation;
5. Terraced land may also be included, the admissibility of which will be assessed during the inspection phase to verify the slopes and exposure of the vineyard;
6. Exposure: suitable to ensure suitable ripening of the grapes, excluding exposures within +/- 22.5° NORTH;
7. Plant density: as indicated in the specific production regulations of the D.O.;
8. Training systems and pruning systems: as indicated in the specific production regulations of the D.O.;
9. Vineyard arrangement: vineyards arranged in a rittochino style are excluded;
10. For anything not specified in this article, reference is made to what is defined by the specific production specifications for D.O.;

11. Provisions regarding weed control management: in compliance with the provisions of art. 1. paragraph 5, letter a), in order to limit chemical weed control, participating farms must adhere, alternatively, to:

- Organic Farming Certifications;
- Biodynamic Farming Certifications;
- Integrated Farming Certification (agri-environmental measures of the Piedmont Region);
- SQNPI Protocol;
- The Green Experience;
- Other sustainability protocols certified by accredited third-party bodies.

Article 5

Rules for winemaking and bottling

1. The winemaking and aging operations, as well as the refinement and bottling of the wines referred to in this Regulation must be carried out in the provinces of Alessandria, Asti and/or Cuneo.
2. The vinification of the grapes must be carried out in purity, blends and assemblies permitted by the specific production regulations for D.O. are permitted, provided they come from a supply chain certified by this Regulation.
3. The wines released for consumption must comply with the requirements set out in the relevant production regulations for each specific D.O.

Article 6

Further Provisions

1. For indications regarding designation, presentation and labelling and anything else not expressly defined in this Regulation, reference is made to the specific production regulations for D.O. wines.

Article 7

Description and use of the Brand

1. The “Sorì Eroici” Brand will be unique and unchangeable.
2. The Brand is graphically represented as follows:



3. The dimensions, the graphics and the colors are defined exclusively by this Regulation. The Brand draws inspiration from the founding elements: the sun, the slope, the rows, the sky, all elements that are taken up and stylised within the Brand itself.
4. The Brand may be used exclusively with "TIMELESS REGULAR" font and:
 - a. in the case of monochrome, in any colour;
 - b. in case of polychromy, exclusively in the following colors:
 - o Stylized sun: YELLOW Pantone: 1235C RGB 255 184 28 HEX/HTML FFB81C CMYK 0 25 94 0
 - o Stylized rows: GREEN: Pantone: 375C RGB 151 215 0 HEX/HTML 97D700 CMYK 40 0 98 0
 - o "Sorì Eroiçi" writing: BLACK: Pantone: BLACK COOL GRAY 11C RGB 83 86 90 HEX/HTML 53565A CMYK 63 52 44 33
5. When the Brand is placed on the bottles, it can be printed directly on the front or back label, alternatively to the application of a sticker. In this case, the size of the mark must be no less than 10 mm in diameter and no more than 30 mm in diameter.

Article 8

Concession and requirements for the use of the Brand

1. The Association grants the use of the Brand to the wine-growing, wine-producing and wine-making companies participating in the supply chain of grapes grown on the Sorì, subject to compliance with the conditions set out in this Regulation.
2. Those who intend to use the Brand must submit an application for concession in use - aimed at demonstrating possession of the access requirements - to the following PEC address: certificata@pec.associazionecomunidelmoscato.it
3. The application for membership must be accompanied by the "Membership Request File" containing all the necessary documents referred to in art. 1. The "Membership Request File" is provided by the Association upon request.
4. The application for membership must be submitted by the deadline communicated by the Association. The Association undertakes to communicate the aforementioned deadline by 31 January of each year on its website (<https://www.associazionecomunidelmoscato.it/>).
5. The company that applies for membership will be subject to a field inspection by a specialized technician who will verify compliance with the requirements of the Regulation and will notify the Association for the granting of use of the Mark.

6. The company that applies for membership must guarantee the traceability of the wine produced. This traceability may also be subject to verification. In the event that this traceability is not guaranteed or is not possible, the Association has the right to deny the granting of use of the Mark.

7. The costs for verification and/or certification may be borne by the company that applies for membership. The Association has the right to set up a fund dedicated to mitigate or cancel said costs.

8. The Association may provide for the payment of a fee for the use of the Mark, which will be paid by the member company.

Article 9

Duration of Registration in the Register and Withdrawal

1. If the requirements set out in Article 1 persist, registration in the Register has an unlimited duration, except for:

- Changes to the company file (uprooting, replanting and grafting);
- Changes to environmental certifications (in reference to what is defined in Article 1, paragraph 5, letter a) of this Regulation)

2. In the event of such changes, it will be necessary to verify that all the requirements set out in this Regulation are maintained.

3. The company that intends to withdraw from the Register must send a written request to the Association at the following PEC address: certificata@pec.associazionecomunidelmoscato.it.

4. Withdrawal is effective immediately. 5. The request for withdrawal does not imply a cancellation of active and passive economic and financial relationships with the Association.

Article 10

References to the control structure

1. All persons, whether natural or legal, registered in the register of certified producers are subject to control by the Association, which may delegate the activity to qualified technicians or to accredited control and certification bodies.

2. The Association, or the subjects appointed by it, may carry out investigations and checks aimed at ascertaining the correct use of the Mark and compliance with this Regulation, as well as the truthfulness and completeness of the declarations provided by the subjects authorised to use the Mark.

Article 11

Sanctions

1. If irregularities are found in the use of the Brand, the Association will apply the following disciplinary sanctions:

- a. warning: in the case of minor acts, which demonstrate good faith on the part of the use of the brand and which do not cause more serious damage to the image of the brand itself;
- b. censure: in the case of more serious acts on which good faith is not certain or verifiable, in cases where there is, following the behavior of the concessionaires, a risk of concrete compromise of the correct image of the brand;
- c. revocation: in the case of very serious behaviors contrary to the Regulations and/or the image of the Brand, as well as in the case of persistent incorrect behaviors.
- d. administrative pecuniary sanctions (in compliance with the law).

Article 12

Disputes

1. The Association, within the limits of the law, is exempt from any liability towards the users of the sign in the following cases:
 - a. for reasons of nullity of the Trademark;
 - b. for reasons of invalidity or ineffectiveness, total or partial, of the Trademark;
 - c. for reasons of violation of the Trademark rights or any other rights of third parties connected to the use of the Trademark.
2. For any dispute that may arise or relate to this Regulation, including those concerning, by way of example and not limited to, its existence, validity, effectiveness, interpretation, including but not limited to any request for compensation for damages also due to violation of the law or unlawful acts, the Court of Turin, specialized section in Business matters, has exclusive jurisdiction.