



FEDERMOSTI

**Transparency in Wine.
Protecting the Supply Chain.
Informing Consumers.**

Since 2009, the Voice of Concentrated Grape Must Producers
Founded in 2009 and managed on an outsourced basis by Bertagni Consulting Srl, FederMosti represents approximately 80% of Italian production of:

- Concentrated Grape Must (CGM)
- Rectified Concentrated Must (RCM), in both liquid and crystalline forms

THE CORE ISSUE: FAIR COMPETITION AND LABEL TRANSPARENCY

Consumers Have the Right to Know

For years, millions of European consumers purchased wine without any clear way to identify how its alcoholic enrichment was achieved.

In several Northern European countries, including France, *chaptalization*—the addition of sucrose (common sugar)—is legally permitted. Conversely, in Mediterranean nations like Italy, Spain, and Portugal, chaptalization is strictly prohibited; enrichment must be carried out exclusively using Rectified Concentrated Must (RCM), a natural product derived entirely from grapes.

Following the 2008 Common Market Organisation (CMO) reform, a profound market imbalance emerged: Sucrose, which is significantly cheaper and entirely foreign to the wine supply chain, enjoyed an unfair competitive advantage.

Mediterranean RCM producers paradoxically lost the European support measures that had previously offset this pricing disparity, despite delivering a premium ingredient born directly from the vineyard.

For years, FederMosti has spotlighted this distortion, steadfastly championing:

- A level playing field for all European producers
- Heightened transparency across the industry
- Robust consumer protection

A EUROPEAN CAMPAIGN LED BY FEDERMOSTI AND MUST

FederMosti's strategic lobbying has been deployed at both national and European levels, notably through MUST, the European association of must producers.

MUST unites Italian and Spanish RCM producers alongside *Vins de Pays d'Oc*, the largest French PGI wine producers' association.

The latter aligned with FederMosti/MUST specifically to champion a quality-driven viticultural model—one rooted in grape-derived RCM rather than industrial sucrose.

This powerful European alliance successfully moved transparency to the very center of the EU policy debate.

A HISTORIC ACHIEVEMENT: GREATER CLARITY FOR CONSUMERS

Thanks to the relentless advocacy of FederMosti, MUST, and their agri-industrial partners across the European wine sector, a milestone has been reached.

New European wine labeling regulations and digital information platforms now require clear disclosure regarding whether a wine has been enriched, and specifically whether sucrose or RCM was used.

This marks a historic leap forward for consumer transparency, finally empowering wine lovers to know exactly what is in their glass.

THE NEXT CHALLENGE IS CULTURAL

Cultivating an Informed Consumer Base

Having secured these vital regulatory victories, FederMosti is embarking on a new chapter.

The mission has evolved from balancing the competitive landscape for producers to directly engaging the public, ensuring that consumers:

- Are fully aware of the ingredients used in winemaking
- Clearly understand the distinction between sucrose and RCM
- Are empowered to make truly informed purchasing decisions

For FederMosti, transparency is not a bureaucratic hurdle; it is a core value:

- For consumers and their right to choose
- For the uncompromised quality of wine
- For safeguarding the Mediterranean wine supply chain
- For championing natural, grape-derived ingredients

Since 2021, FederMosti has partnered with *Federconsumatori* to spearhead public awareness campaigns regarding the new labeling laws, alongside a targeted consumer survey conducted in collaboration with *WineMag*.

2026: NATURALIA INGREDIENTS SRL, WITH THE PATRONAGE OF FEDERMOSTI, PROMOTES A CONSUMER SURVEY

This year, a comprehensive survey will be rolled out across wine shops to evaluate consumer awareness of current labeling regulations and determine how sugar-disclosure influences buying behavior.

With this initiative, FederMosti enters a sophisticated new phase of advocacy: bringing the transparency debate straight to the marketplace.

Spanning a vast network of Italian wine shops, the project is designed to uncover:

- Public familiarity with the latest European regulations
- Consumer awareness regarding the addition of external sugars in certain wines

- The direct impact of ingredient transparency on purchasing choices
- The market demand and appetite for wines crafted "100% from grapes"

The initiative will be driven by a multi-channel approach:

- Educational leaflets distributed directly at the point of sale
- QR codes linking to interactive online questionnaires
- Rich educational content and informational resources

The ultimate goal: Consumers must be equipped to effortlessly decipher the ingredients and techniques behind every bottle, enabling choices that are truly informed.

OTHER ISSUES ADDRESSED BY FEDERMOSTI

Over the years, FederMosti's advocacy has also successfully targeted:

- VAT reduction on grape must products
- The modernization and management of production facilities
- Specialized training programs covering brand storytelling, export management, and corporate communication
- Unlocking international markets for member companies, including expansions into Russia, Serbia, and Canada

AN AUTHORITATIVE VOICE IN THE EUROPEAN DEBATE

FederMosti's initiatives and industry impact have been prominently featured in leading Italian and international wine and agri-food publications, including:

- *Il Sole 24 Ore*
- *Wine Business*
- *WineMag*
- *Agronotizie*
- *La Repubblica*
- *Vitisphere*
- *Réussir Vigne*
- *Gambero Rosso*

FEDERMOSTI

Because wine comes from grapes.

And consumers have the right to know.