*Presented in New York and Washington: the 2025 Edition*

***VINITALY.USA – THE FIRST AND ONLY ITALIAN WINE TRADE FAIR IN THE U.S. CONFIRMS ITS ROLE AS A PLATFORM FOR BUSINESS RELATIONS AND PROMOTING ITALIAN FOOD & WINE CULTURE***

***The event is scheduled for October 5–6 at Navy Pier in Chicago. Numerous participation confirmations already received. New features include EVO oil with SOL2EXPO and wine tourism with Vinitaly Tourism.***

***Verona, May 2, 2025*** *– Veronafiere’s U.S. tour concluded yesterday after events in New York City and Washington, D.C., launching the second edition of Vinitaly.USA—the premier B2B event dedicated to Italian wine in the United States—scheduled for October 5–6 at Navy Pier in Chicago.*

*The tour began in New York on April 29–30 with an exclusive preview for the American trade press, followed by an official dinner hosted at the Italian Embassy in Washington, D.C. Italy’s Ambassador Mariangela Zappia welcomed guests alongside a bipartisan delegation from the U.S. Congress, including the 52nd Speaker of the House Nancy Pelosi, House Majority Leader Stephen J. Scalise, and several members of the Italian American Congressional Delegation (IACD), such as Rosa DeLauro, Michael Rulli, and Scalise himself.*

*The tour concluded on May 1 with the event “Inside Italian Wine’s Next Move in America”, a strategic discussion on the outlook for Italian wine in the U.S. market, organized by Veronafiere–Vinitaly in collaboration with ITA – Italian Trade Agency. The event attracted importers, distributors, journalists, and market players, confirming the growing interest in Italian wine excellence in the top non-EU destination market. ICE President Matteo Zoppas was also in attendance.*

*“Veronafiere confirms its strategic presence in the world's number one wine import market and the leading export destination for Italian wine, which reached €1.9 billion in 2024,” said Veronafiere President* ***Federico Bricolo****. “In this moment of uncertainty, and with the hope that ongoing negotiations will yield positive results, Vinitaly continues to promote and strengthen its brand in this vital region for our producers. We firmly believe that well-established relationships between producers and importers are more likely to withstand regulatory shifts or cost pressures”.*

*Among the new features previewed in New York and Washington for Vinitaly.USA 2025 is the debut of SOL2EXPO, Veronafiere’s new olive oil showcase, including an “Oil Bar” and EVOO-based mixology, as well as the introduction of Vinitaly Tourism, the new exhibition on wine tourism inaugurated in Verona this past April.*

*Several regional confirmations have already been received, including Lazio (via Arsial) and Friuli-Venezia Giulia (via ERSA), with the Consorzio DOC Sicilia also set to attend. The partnership with Gambero Rosso continues, as does the collaboration with Unione Italiana Vini, which will participate with member companies under the “European Quality Wines: Taste the Difference” program. ITA has also confirmed its presence with a dedicated area hosting a group of companies, as it did in the previous edition.*

*The calendar of tastings and events includes masterclasses, professional certifications, and regional tasting journeys, offering participants a deep dive into the richness and diversity of Italian wine. Technical seminars and informal dinners further position Vinitaly.USA (Chicago, October 5–6, 2025) as an event that combines product knowledge with business opportunities.*

*“We chose to return to Chicago for the 2025 edition of Vinitaly.USA because the city is a strategic trade hub, offering privileged access to a key and irreplaceable market for Italian wine,” said General Manager* ***Adolfo Rebughini****. “Vinitaly.USA aims to strengthen commercial relationships and promote Italy’s food and wine culture. Through the Vinitaly hub, we are investing in an evolved marketplace, qualified operators, importers, distributors, buyers, and educational sessions on market trends. This year, the event expands to include SOL2EXPO, the international olive oil fair, and Vinitaly Tourism, enhancing the offering and highlighting more Made in Italy excellence. Collaboration and resilience are essential to navigating market uncertainty and ensuring a prosperous future for Italian wine in the U.S.”*

*“Made in Italy exports reached €624 billion in 2024, with €69 billion coming from the agri-food sector,” added ICE President* ***Matteo Zoppas.*** *“Wine alone accounts for €8 billion, with the U.S. importing €2 billion of Italian wine. Our thanks go to producers, distributors, and importers—the real drivers behind this success—who have positioned our products so well in this complex market. The Italian government, along with the entire country system and diplomatic network, believes strongly in the potential of Italian exports and is investing in ‘growth diplomacy.’ Wine has been designated a strategic product in U.S.-Italy trade relations, playing a crucial role in meeting the €700 billion export target set by Foreign Minister Antonio Tajani, and the €100 billion goal for agri-food exports outlined by Agriculture Minister Francesco Lollobrigida. That’s why we’re relaunching the internationalization project of a high-level trade platform like Vinitaly and bringing a significant number of operators to Chicago to further develop the market. This is especially important in a time of uncertainty due to ongoing tariff negotiations. This initiative has already enabled our producers to close key deals. Top buyers from the U.S., Canada, and Central/South America are participating, along with Italy’s leading producers. It’s the ideal recipe for successful business matching. Our aim was to fill the gap of a major trade show dedicated to Italian wines in the U.S. In just three years, we’ve reached nearly 300 producers and 1,800 labels, creating the first event of its kind. We will continue working with Veronafiere under the Vinitaly USA brand, together with the entire Italian system—government, diplomatic network, SACE, SIMEST, CDP, and trade associations—to connect the right producers with the right buyers. That’s how we help entrepreneurs build success.”*

*The first edition of the show, held in October 2024 and organized by Veronafiere and Fiere Italiane in collaboration with ITA – Italian Trade Agency and the Italian American Chamber of Commerce Midwest-Chicago, welcomed 1,500 professionals including importers, distributors, restaurateurs, retail chains, opinion leaders, analysts, influencers, and trade media. Attendees explored over 1,650 labels from 230 wineries across seven regional collectives, along with 30 events including masterclasses, tastings, and market insight sessions.*

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