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Press Release

Scheduled Monday 26th and Tuesday 27th October in New York

VINITALY USA: RELAUNCHING ITALIAN WINE ON THE AMERICAN MARKET

300 COMPANIES AND BUYERS FROM 35 COUNTRIES IN NEW YORK

New York, 26th and 27th October, 2026. Three hundred Italian companies and operators will be welcomed by 35 countries thanks to a joint incoming plan implemented by **Veronafiere** and **ITA-Italian Trade Agency.** Vinitaly.USA **making its debut at Pier 36 in** New York **Monday** 26th **and Tuesday** 27th **October** An audience bringing together decision makers from the main purchasing and distribution channels for Italian wine and tour operators specialising in wine tourism, with **the United States, Canada, Italy, Mexico, Colombia, the United Kingdom, Spain, Israel, Laos, and Morocco** in the top ten for countries of origin.

“Wine is an economic and cultural lever for relationships between Italy and the United States," said **Federico Bricolo**, President of Veronafiere. “Companies and institutions share a specific goal with Vinitaly.USA: consolidate the positioning of Italian wine on the American market. We are determined to help strengthen the competitiveness of our companies and translate the reputation of Made in Italy wine into business value ”.

The General Manager of Veronafiere, **Giovanni Sacripante**, said: “The value of a trade fair brand is measured by its ability to open new business outlets and strengthen the presence of companies on markets through continual efforts that extend beyond the event days as such. It is with this vision in mind that we are consolidating Vinitaly as an international business platform serving companies all year round. New York is an effective example of this strategy: With over one thousand pre-registered buyers on the eve of the event, we aim to connect Italian companies with key players in the American supply chain, from imports and distribution to retail and catering. Our goal is to build lasting business relationships that extend well beyond this two-day event, both in Verona and on international markets, turning every meeting into a potential opportunity for growth for our businesses”.

The inaugural session officially opens the trade fair platform promoting Italian wine in the leading non-EU destination market, with reports by **Federico Bricolo**, President of Veronafiere; **Matteo Zoppas**, President ITA- Italian Trade Agency; **Riccardo Guariglia**, Secretary General, Ministry of Foreign Affairs; **Marco Peronaci**, Ambassador of Italy to the USA; **Gianluca Caramanna**, Advisor to the Minister of Tourism, **Gianmarco Mazzi** for institutional relations, and **Marco Rago**, Legal Advisor to the Ministry of Foreign Affairs for Economic Diplomacy and Development. Institutional greetings will be completed with the video message from the Minister of Agriculture, Food Sovereignty and Forestry, **Francesco Lollobrigida**.

Thereafter, institutions, companies, and buyers will discuss the future of Italian wine in America in two panels organized by ITA-Italian Trade Agency for the wine sector. The first session dealing with “Prospects and the construction of a new chapter in Italian-US winemaking relations” will be moderated by journalist Maria Luisa Rossi Hawkins, joined by **Matteo Zoppas**, President of ITA-Italian Trade Agency; **Giovanni Sacripante**, General Manager of Veronafiere;**Bill Terlato**, President and CEO of Terlato Wine Group; **Matteo Lunelli**, CEO of the Lunelli Group; **Alison Napjus**, Senior Editor and tasting director with Wine Spectator; **Tim Marson MW**, category management director Wine.com, and **Bobby Stuckey**, Master Sommelier and founder of Frasca Hospitality Group. Stuckey will receive the "**Gianfranco Sorrentino Award for Italian Excellence**” founded this year by Vinitaly.USA to recognize personalities in the restaurant sector in the United States who have contributed most to the promotion of Italian wine, cuisine and culture and hospitality. The first day will also

see the presentation of the **Taste of Italy - Wine List Excellence** Awards announced last April in Verona to Babbo Restaurant (New York) and Felix Trattoria (Los Angeles).

The relationship between Italian winemakers and influencers who guide choice on the US market, on the other hand, is the focus of “Italian Producers and American Master Sommeliers: the questions that matter”. The Master Sommeliers representing the point of view of catering and professional training are **Laura DePasquale** (senior vice president Southern Glazer's Wine & Spirits), **Julie M. Dalton** (Post Oak Hotel, Houston), **Jonathan Eichholz** (GuildSomm lecturer, with experience in New York's star restaurants), and **Jim Bube** (National Wine Director, Hogsalt group), conducted by **Stevie Kim** (Vinitaly managing partner) and **Jenny Hemmer** DipWSET, executive director of GuildSomm International.

The Vinitaly.USA business matching is also flanked by the agenda of the wine2wine Vinitaly Business Forum: it includes more than 20 events such as master classes and market focus sessions. These include events coordinated by **Vinitaly Tourism** and implemented by **ITA-Italian Trade Agency** and the **Ministry of Tourism** in collaboration with**ENIT**.

From the choices made by American travelers to selling itineraries in Italy's wine regions, wine tourism will feature on both days of the program. Monday, October 26th we'll focus on figures who help make Italy known and popular with Susan Kostrzewa, former director of Wine Enthusiast and now a columnist for Resplendent Ink; Riley Pearce, director of Trip Development at tour operator Backroads; Cristina Mariani, owner and CEO of Banfi, and Seth Snider, co-founder of Your Private Italy, specializing in tailor-made luxury travel to Italy. ITA-Italian Trade Agency also promotes the *wine tourism panel* on Tuesday October 27th - “From the wine cellar to the itinerary: How the International Tourism Industry Sells Italian Wine Tourism,” coordinated by journalist Sara Magro (co-founder of the travel and lifestyle magazine thetravelnews.it and theitalyinsider.com, which reports on contemporary Italy to an international audience). From selling experiences to development prospects in the sector, the focus then shifts to the "Future of wine tourism in Italy: "destinations, experiences and opportunities for the global market". Ivana Jelinic, CEO and acting president of ENIT, and Gianluca Caramanna, advisor to the Minister of Tourism, will outline scenarios and opportunities (Tuesday, October 27th).

Veronafiere's promotion in New York also extends to extra virgin olive oil. During Vinitaly.USA, SOL Expo in the EVO Oil Showcase Area will complement wine with two companies in attendance (from the Veneto and Apulia regions) and an OIL Bar with 16 companies proposing 25 products from six Italian regions - Apulia, Veneto, Tuscany, Emilia-Romagna, Piedmont, and Sicily - as well as activities and initiatives dedicated to promoting Italian olive oil on the American market.

The Consul General of Italy in New York will also be present at the inauguration of the 3rd edition of Vinitaly.USA,**Giuseppe Pastorelli**, and Agriculture Councillors ,**Alessio Mammi**, for the Emilia-Romagna region, **Giancarlo Righini**, for the Latium region, **Stefano Zannier** for the Self-Governing Friuli Venezia Giulia Region, and ,**Carmine Cicala**, for the Basilicata Region. The supply chain in turn and represented by: **Giovanni Bernardini**, vice president of Copagri; **Sandro Gambuzza**, vice president of Confagricoltura; **Luigi Pio Scordamaglia**, CEO of Filiera Italia; **Filippo Polegato**, vice president of the Italian Wine Union, and **Luca Rigotti**, President of the Copa-Cogeca Wine Group. Guests at the Opening also include **Alessandro Del Piero**, Lega Calcio Serie A Ambassador.

Vinitaly.USA brings together 300 exhibitors including companies, regional groups, associations (Friuli Venezia Giulia, Latium, Sardinia, Umbria, the Regional Wine Centre of Emilia-Romagna, Italia del Vino, the Matelica Wine Producers Cooperative) and consortia (Asti DOCG, Brunello di Montalcino, Prosecco DOC, Vini d'Elba, DOC Sicilia, Vini Lugana DOC and Vini delle Venezie DOC).

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Alongside the 3rd edition of Vinitaly.USA in New York

WINE: THE WINE2WINE VINITALY BUSINESS FORUM TAKES A LOOK AT THE US MARKET FROM IMPORTERS TO WINE TOURISTS

October 26th & 27th: Pier 36 will host twenty-two sessions covering distribution, catering, and wine tourism backing up business by 300 companies during Vinitaly.USA. To date, more 1000 buyers have already pre-registered for the event.

New York, 26th and 27th October 2026. Market, sales channels, wine and catering lists, wine tourism and training. These are the main themes on the agenda at the 13th edition of the **wine2wine Vinitaly Business Forum**, the Veronafiere format specifically for professional operators in the sector - from Italian wineries to international operators - scheduled in **New York, October 26th & 27th**. Twenty-two work sessions will be held alongside the matching of **300 Italian exhibitors** at **Vinitaly.USA** with buyers expected from the United States, Canada and Mexico (currently more than **1000** have already pre-registered).
Hosted at Pier 36 in collaboration with ITA-Italian Trade Agency, wine2wine gets underway on Monday October 26th with a focus meeting looking into **the future of wine tourism in Italy** and the figures who guide US wine travel choices. With backup from **Vinitaly Tourism**, the panel will feature Susan Kostrzewa, former editor of Wine Enthusiast and currently columnist for Resplendent Ink, Riley Pearce, director of Trip Development for tour operator Backroads, Cristina Mariani (owner and CEO of Banfi), and Seth Snider (co-founder of Your Private Italy, an operator specializing in tailor-made luxury trips to Italy).

Two panels developed by **ITA-Italian Trade Agency** will focus on the relationship between Italian wine and the American market. The wine industry forum opens the proceedings.**Italian wine and America: prospects. Building the next chapter in Italian-U.S. wine relations**", with reports by **Matteo Zoppas**, President of ITA-Italian Trade Agency, **Giovanni Sacripante**, General Manager of Veronafiere, **Bill Terlato**, President and CEO, Terlato Wine Group, **Matteo Lunelli,** CEO, Lunelli Group, **Alison Napjus**, Wine Spectator, **Tim Marson MW**, Ddirector, Wine.com, and**Bobby Stuckey** (Master Sommelier and founder of Frasca Hospitality Group), moderated by journalist Maria Luisa Rossi Hawkins. The following session discusses **Italian producers and American Master Sommeliers: the questions that really matter**", with Master Sommeliers Laura DePasquale, Julie M. Dalton (Post Oak Hotel, Houston), Jonathan Eichholz (GuildSomm lecturer, with experience in New York's star restaurants), and Jim Bube (National Wine Director, Hogsalt restaurant group), moderated by Stevie Kim (Vinitaly managing partner) and Jenny Hemmer DipWSET, executive director of GuildSomm International.

The day moves on in the name of "**Mario Soldati: why a great wine needs a great story**" with Giuseppe Pastorelli (Consul General of Italy in New York), Chiara Soldati (Mario's niece and director of La Scolca winery), Claudio Pagliara (director of the Italian Cultural Institute in New York) and Silvia Baldini (communicator and vice president of ICIF, Italian Culinary Institute for Foreigners). Scientific research and consumer habits are the focus of **The science of drinking well. The wine way: wine, health and the Mediterranean lifestyle**" with speakers Giovanni Scapagnini (full professor of Clinical Nutrition and Clinical Biochemistry, University of Molise, founder and vice-president of the Italian Society of Nutraceutics), Federico Veronesi (CEO of Signorvino), Aedin Cassidy (Chair of Nutrition and Preventive Medicine and director of interdisciplinary research at the Institute for Global Food Security at Queen's University Belfast) and Immaculata De Vivo (professor of Medicine, Harvard Medical School and professor of Epidemiology at Harvard TH. Chan School of Public Health), moderated by journalist Felicity Carter, founder of Drinks Insider.

The schedule in New York also includes **four master classes on October 26th**. From Sardinia's native grape varieties discussed by Stephanie Johnson (DipWSET and IWE) to the Classic Method outlined by Wine Enthusiast with Jeff Porter (IWA), from Friuli Venezia Giulia to "Sauvignon, Ramato and wines that defy expectations", both curated by Filippo Bartolotta.
The first day closes with Alison Napjus and Bruce Sanderson, who will announce the wineries selected by **Wine Spectator** for **Vinitaly OperaWine 2027** (on Saturday April 10th in the Gallerie Mercatali, Verona).

Wine tourism comes to the fore again on the **second day** of the wine2wine Vinitaly Business Forum (Tuesday 27 October) with two events. Work gets underway with the session organized by **ITA-Italian Trade Agency**: "**From the wine cellar to the itinerary: how the international tourism industry sells Italian wine tourism**", hosted by Sara Magro, director of The Travel News. Then comes the **Ministry of Tourism** backed up by **ENIT** (Italian National Tourism Agency) organizing a Vinitaly-style meeting in New York for the first time. "**The Future of Wine Tourism in Italy: destinations, experiences and opportunities for the global market**" is the topic discussed by Ivana Jelinic, CEO and acting president of ENIT, and Gianluca Caramanna, advisor to the Minister of Tourism.
From itineraries to consumption, distribution, and even restaurant wine lists. Wine2wine enters the heart of the matter by investigating "**Where wine can grow: how winemakers can win over Millennials and Gen Z of legal drinking age**" hosted by Erica Duecy, a journalist specializing in the wine market and founder of Business of Drinks, talking with Max Rohn. The program then focuses closely on **Texas** to interpret a diversified market across three cities: **Dallas**, **Houston** and**Austin**. The topic will be discussed by Steven McDonald MS, Tian Lewis DipWSET, Austin Farina (head of the wine program and operations of MML Hospitality, a group active in five American states with restaurants, hotels and business activities), and June Rodil MS. Later, Francis Creighton, president and CEO of the **Wine & Spirits Wholesalers of America** (WSWA), Sean O'Leary, an attorney specializing in alcohol regulation and direct wine sales in the US, and Bartholomew Broadbent, importer and founder of Broadbent Selections (representing more than over 30 international producers in the US), will analyse "**How the three-tier wine distribution system in the United States really works**".
The two-day wine2wine Vinitaly Business Forum event closes with **five master classes**, starting with those dedicated to the many faces of Friuli Venezia Giulia wines, from high altitudes to sweet versions, curated by Filippo Bartolotta. The "Beyond Nebbiolo and Sangiovese" tasting is dedicated to Italian varieties: Italian grape varieties that young sommeliers should highlight today" guided by Stephanie Johnson (DipWSET and IWE) and Jack Liggett (DipWSET, IWE), accompanied by the Decanter event "The regional character of Italy: award-winning quality and territorial identity" hosted by Michaela Morris. The training program will conclude with a tasting organized by the Vinitaly International Academy: "Beyond the basics: tasting Italy" with Sarah Heller MW.

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U.I.V. (ITALIAN WINE UNION) OBSERVATORY - VINITALY
for VINITALY.USA (NEW YORK, 26th AND 27th OCTOBER 2026)

Italian wine in the United States

Imports: Italy is the leading supplier by volume with a 30% share and the second by value, behind France (33% of total).

Consumer preferences: Sparkling wines are the most popular type of Italian wine, with a 42% share.

Consumers: 35 million Americans drink Italian wine, equal to 41% of total wine consumers. Italy is the leading foreign as regards consumer numbers and second only to California in the overall ranking.

The current situation

2026 is set to close with a negative impact as regards consumption for the sixth consecutive year: forecasts stand at around -7%. A -5% downturn in volume is forecast for Italy, with the sole exception of the sparkling wine sector, which is expected to post +1%.

The Horeca segment turned in some positive notes, with lower downturns than for Retail: Sectors posting growth include bars/nightclubs, hotel catering and recreation venues (licences to sell alcohol at large shopping centres, sports clubs or casinos)

Duties

Tariffs which came into force in April 2025 have compressed prices at source, with producers engaged in limiting impact on price lists, while distribution prices are progressively increasing. There is a visible effect on the positioning of Italian wines: Sales in lower end ranges are falling while sales volumes for premium and ultra-premium products, still a consumption minority, are increasing.

Where is the market going

The US market is experiencing what appears to be a structural transformation, linked to demographic changes and evolving lifestyles: Occasions for wine consumption are decreasing, while interest in new types and formats and attention to well-being are growing. The challenge for Italian wine is to consolidate existing market shares and reach out to new audiences by expanding geographical, generational, and cultural presence. A product offering is required that is capable of meeting these new needs, alongside communication that highlights wine in both physical and digital social meeting places, encourages conviviality, culture, and a connection with local communities.

WINE FACTS AND FIGURES

SECTOR VALUE		
ITALIAN WINE - TURNOVER 2025	**14**	€bln
TURNOVER FOR WINE PLUS ALLIED BUSINESS (2024)	**31**	€bln
DIRECT AND INDIRECT IMPACT (2024)	**45.2**	€bln
% OF ITALIAN GDP (2024)	**1.1%**	
N° SECTOR EMPLOYMENT	**870**	000s
N° COMPANIES	**530**	000s
2026 PRODUCTION		
2026 VINTAGE	**41.1***	million hectoliters (*provisional)
TRENDS COMPARED TO 2025	**-7.2%**	
US CONSUMERS		
US WINE CONSUMERS	**86**	mln
ITALIAN WINE CONSUMERS	**35**	mln
PENETRATION RATE ON TOTAL CONSUMERS FOR TALIAN WINE	**41%**	
US CONSUMPTION (2026)		
GENERAL WINE CONSUMPTION	**-7%**	
ITALIAN WINE CONSUMPTION	**-5%**	
ITALIAN WINE EXPORTS 2025 | TRENDS COMPARED TO 2024		
WORLD EXPORTS	**7.8** (-3.7%)	€bln
USA	**1.8** (-9.2%)	€bln
GER	**1.14** (+0.6%)	€bln
UK	**817** (-3.9%)	mln euros
ITALIAN WINE EXPORTS JAN-JUL 2026 | TRENDS COMPARED TO FIRST HALF 2025		
WORLD EXPORTS	**4.35** (-5.3%)	€bln
USA	**997.5** (-11.2%)*	€mln
GER	**633** (-6.6%)	€mln
UK	**421**** (-6.3%)	€mln

*Data Processing **UIV-Vinitaly Observatory** from various sources*

**** According to UIV-Vinitaly Observatory calculations based on provisional EU data, exports to the United States grew by almost 17% in the third quarter. The balance trend in value from January to August now stands at -6%, worth €1.27 billion. Red wine orders rose sharply in the summer quarter (+33%)***

***** According to UIV-Vinitaly Observatory calculations based on provisional EU data, exports to the United Kingdom grew by 1% in the third quarter. The balance trend in value from January to August now stands at -4%, worth €565 million.***

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VINITALY – WINE & SPIRITS TRADE SHOW
April 11-14, 2027

Name of the Event: Vinitaly – Wine & Spirits Trade Show
Type of Event: B2B
Dates of 59th edition: April 11-14, 2027
Schedule: annual
Venue: Veronafiere
Website: www.vinitaly.com

Sector/product categories

- Wines
- Spirits
- Liqueurs
- Services

Description

Vinitaly is the benchmark event for Italian wine business worldwide. As a hub for ideas, trends, and innovation, Veronafiere's International Wine and Spirits Exhibition bring together the entire wine industry value chain. A must – attend event, Vinitaly aims to strengthen global networking across the sector, thanks to the presence of nearly 4,000 exhibitors, more than 1,000 top buyers from over 70 countries – selected and hosted in collaboration with ITA – Italian Trade Agency – and 90,000 professional operators, including 23,400 international visitors (26%) from 135 countries (2026 data). Vinitaly features 18 exhibition halls, organized by regional or thematic focus, offering visitors the opportunity to discover the latest innovations in the wine industry. The Vinitaly programme offers a rich calendar of events, including B2B meetings, conferences, exclusive tastings, walk-around tastings, and workshops. The offer is complemented by two concurrent exhibitions: **Enolitech**, dedicated to technologies for the winegrowing, winemaking, and beverage industries, and **Xcellent Beers**, showcasing premium craft beers. Vinitaly is not only designed for industry professionals but also for wine enthusiasts through **Vinitaly and The City** (April 9-11, 2027), the off-show event for wine lovers. The programme features tastings, wine talks, masterclasses, and food & wine experiences in the historic centre of Verona. Following its successful editions in Sibari, Calabria, in 2024 and 2025, the format expanded in 2026 with two summer events: one at the Archaeological Park of Sibari and another in Reggio Calabria .

Thematic Areas

- Vinitaly Bio is the exhibition dedicated to certified organic wines produced in Italy and abroad, offering Italian and international buyers the opportunity to taste selected labels presented by professional sommeliers.
- Vinitaly Tourism is the event designed to create and share value by connecting wine, beer, and spirits producers with highly qualified tourism buyers.
- International Wine Hall celebrates international wine production, offering a tasting experience that allows visitors to explore and appreciate the diversity of the global wine landscape.
- Enoteca NoLo is the area dedicated to no- and low-alcohol wines, showcasing the latest trends in mindful drinking.
- Micro Mega Wines presents a curated selection of small wineries that reflect the extraordinary biodiversity of Italy's terroirs and native grape varieties.
- Vinitaly Xcellent Spirits is the new exhibition area dedicated to contemporary drinking culture. Organised in collaboration with Gang of Spirits, it celebrates the art of combining wines, liqueurs, and spirits through masterclasses led by expert bartenders and workshops focused on creating innovative cocktails.

- Vinitaly Tasting is the tasting area organised by Vinitaly in collaboration with DoctorWine, founded by Daniele Cernilli, where outstanding Italian wine labels are showcased to international professionals from the Ho.Re.Ca. sector.
- Vinitaly's Gourmet Experience celebrates the excellence of Italian cuisine, featuring a selection of regional specialties and gourmet street food created by renowned chefs.

Other Vinitaly Initiatives

- Vinitaly OperaWine (10 April 2027) is the prestigious grand tasting featuring the most iconic and representative Italian wines from every region, as selected by *Wine Spectator*.
- Vinitaly PLUS is the largest digital professional community dedicated to the wine industry, enabling members to stay up to date and do business 365 days a year. Producers and trade professionals can connect virtually through the platform or schedule meetings at the Buyers Club during the exhibition.
- Vinitaly Design Award (April 2027) is the competition recognising excellence in packaging design for wine, spirits, liqueurs, beers, and extra virgin olive oil.
- 5StarWines – the Book (April 2027) is the wine selection organised by Veronafiere and Assoenologi for the publication of an internationally recognised wine guide.
- Vinitaly International Academy offers a comprehensive educational programme designed to develop a global network of highly qualified professionals as Italian Wine Ambassadors and Italian Wine Experts.

Vinitaly Awards

- Angelo Betti Award – Outstanding Contributions to Italian Viticulture and Winemaking
- Vinitaly International Award (Italy and International)
- Vinitaly Lifetime Achievement Award
- Vinitaly Award – “100 Years of Excellence”
- Vinitaly Best Restaurant Concept Award
- Vinitaly Taste of Italy – Wine List Excellence Award
- Vinitaly Territory Ambassador Award
- Communicator of the Year (IWSC)

Wine Observatory

The UIV-Vinitaly Wine Observatory is a market intelligence platform developed in collaboration with the Italian Wine Union (Unione Italiana Vini). It provides wine businesses with up-to-date market data, analysis, and in-depth insights into the wine sector, supporting informed decision-making and business development.

Vinitaly Around the World

Vinitaly brings its expertise around the globe, creating a bridge between Italian producers and international wine professionals through an extensive programme of trade exhibitions – Vinitaly.USA, Wine South America, and Wine to Asia – as well as presentations and international roadshows. These initiatives are designed to support companies in their internationalisation strategies by creating business opportunities in key export markets, strengthening relationships with leading international buyers, and fostering connections with journalists and specialised trade media. The programme also includes **Vinitaly Preview**, the international roadshow introducing upcoming editions of Vinitaly and promoting the event among wine and spirits professionals in the world's most strategic markets for Italian wine.

Vinitaly.USA is the trade exhibition dedicated to promoting Italian wine in the United States. The third edition will take place at Pier 36 in New York on 26-27 October 2026. The event is organised by Veronafiere-Vinitaly in partnership with ITA-Italian Trade Agency. 300 exhibitors, including leading Italian wineries, major wine brands, and regional wine consortia, are expected to participate. On the U.S. side, the event will welcome top importers and buyers, with a programme featuring B2B meetings, tastings, masterclasses, and market-focused seminars. For the second consecutive year, wine2wine Business Forum will also be part of Vinitaly.USA, marking its first-ever edition outside Italy. The event will also feature Vinitaly Tourism, dedicated to wine tourism, and educational programmes organised by the Vinitaly International Academy. Through Vinitaly.USA, Veronafiere aims to provide a stable and strategic platform to strengthen the presence

of Italian wine companies in the United States by working in close collaboration with institutions and all the key stakeholders across the wine industry value chain.

Wine South America is the leading trade exhibition for the wine industry in Latin America. Now in its sixth edition, the event takes place at Fundaparque in Bento Gonçalves, in the state of Rio Grande do Sul, Brazil's foremost wine-producing region and a strategic hub for producers, importers, distributors, winemakers, and industry professionals. The exhibition offers participants the opportunity to explore the latest market trends and take part in tastings, masterclasses, and B2B meetings designed to foster new business partnerships.
Brazil is a key market for the wine industry, with imported wine consumption continuing to grow and accounting for approximately 39% of the market. Italy is currently the country's fourth-largest supplier, holding an 8.1% market share. The previous edition featured 5,000 wine labels from more than 400 companies representing 20 countries and welcomed 7,000 buyers. The event generated business worth approximately €21 million, marking a 20% increase compared with 2025.

Wine To Asia is the leading platform for the promotion of wine and spirits across Asia, serving Ho.Re.Ca. professionals and buyers from the Greater Bay Area, with Shenzhen – the region's technology capital and a major centre for robotics and artificial intelligence innovation – at its core. With more than 15,000 trade professionals in attendance, the fourth edition delivered a dynamic programme combining business, education, and innovation through numerous tastings and masterclasses led by Masters of Wine and internationally renowned wine educators. The event hosted more than 400 exhibitors from over 20 countries and regions, along with 15,000 buyers. The 2026 edition also marked the debut of Raw Wine, featuring more than 60 producers representing 15 countries.

Vinitaly International Calendar 2026–2027
Vinitaly India Roadshow (15-18 January 2026)
Vinitaly Preview Oslo (28 January 2026)
Vinitaly Preview Warsaw (17 February 2026)
Vinitaly China Chengdu (22-25 March 2026)
Wine South America (12-14 May 2026)
Wine to Asia (14-16 May 2026)
Vinitaly.USA Canada Preview (22-24 June 2026)
Vinitaly Kazakhstan Roadshow (29 June 2026)
Vinitaly @IFBS (1–2 July 2026)
Vinitaly @Wine Vision (10–12 October 2026)
Vinitaly.USA (26–27 October 2026)
Vinitaly Asia Roadshow (November 2026)
Vinitaly Tasting Australia (December 2026)
Vinitaly India Roadshow (January 2027)
Vinitaly Tasting Africa (February 2027)
Vinitaly China Chengdu (March 2027)
Wine South America (May 2027)
Wine To Asia (13–15 May 2027)

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Press Release ENG

Signorvino publishes “The Way of Wine” with Mondadori and previews it at Vinitaly New York

Prof. Giovanni Scapagnini’s book brings science into the wine and health debate. The presentation takes place on Monday, October 26, at 3:00 PM at Pier 36, with Federico Veronesi and an international panel of scientists.

New York, October 26 – Signorvino previews “The Way of Wine: Science, History, and the Art of Drinking Well” at Vinitaly New York. The book, by Prof. Giovanni Scapagnini, is published with Mondadori. The presentation takes place on Monday, October 26, at 3:00 PM in the Manhattan Room at Pier 36, as part of wine2wine Vinitaly Business Forum – New York Edition.

The book is published in English and Italian; the Italian edition is titled “La via del vino. Un viaggio nella scienza del bere bene.” The New York presentation is the book’s first encounter with an international audience; it will reach Italian bookstores in January 2027.

The book

“The Way of Wine” tells the story of wine as a biological, historical and cultural phenomenon. The journey begins with a yeast that “invented” fermentation 100 million years ago and ends with the centenarians of the Blue Zones, by way of the world’s first winery, the chemistry of polyphenols and wine’s effects on the brain. The book’s thesis is that wine is not “ethanol plus packaging”: what makes the difference is what we drink, how much, and in what context. The book also addresses the risks honestly, translating relative risk into absolute risk and pointing to the Mediterranean drinking pattern: with meals, spread across the week, without excess.

The introduction is by Federico Veronesi, CEO of Signorvino; the foreword is by Carlo Cracco.

On stage

The event opens with welcome remarks by Federico Bricolo, President of Veronafiere, and Stevie Kim, Managing Partner of Vinitaly. The speakers are:

- **Giovanni Scapagnini**, author of the book: a physician, neuroscientist and science communicator, he studies the biological mechanisms of aging and the relationship between nutrition, metabolism, the brain and longevity;
- **Federico Veronesi**, CEO of Signorvino and Oniwines;
- **Aedín Cassidy**, Professor at Queen’s University Belfast: since 1988 she has studied dietary polyphenols and the impact of plant bioactives, particularly flavonoids and anthocyanins, on cardiometabolic health, from mechanistic studies to intervention and population-based studies. A Fellow of the American Heart Association, she

received the Royal Society Wolfson Research Merit Award in 2013 and has long collaborated with the Department of Nutrition at the Harvard T.H. Chan School of Public Health;

- **Immaculata De Vivo**, Professor of Medicine at Harvard Medical School and Professor of Epidemiology at the Harvard T.H. Chan School of Public Health. An internationally recognized molecular and genetic epidemiologist, she studies the interplay among genetic variation, environment, lifestyle and cancer risk, particularly hormone-related cancers, and works on telomere biology, aging and chronic disease prevention through the Nurses' Health Study. She is Editor-in-Chief of Cancer Causes & Control and, with Daniel Lumera, coauthor of the bestseller "The Biology of Kindness" (Mondadori), translated into English and Spanish;
- **Felicity Carter**, journalist and international editorial consultant, regarded as one of the world's leading experts on the business and market analysis of the wine sector.

Signorvino's journey

The public debate on wine and health is often oversimplified: opposing slogans ignore the biological and cultural complexity of the Mediterranean lifestyle. Signorvino wanted a qualified scientific opinion on wine consumption as part of a healthy lifestyle.

> "*With The Way of Wine, we want to contribute to a more informed debate on wine, grounded in knowledge and in dialogue with science. At a time when wine and health are often discussed too simplistically, we believe it is important to offer tools for better understanding wine's role in Mediterranean culture and lifestyle. Our collaboration with Prof. Giovanni Scapagnini stems from precisely this aim: to promote an accessible and inclusive wine culture centered on awareness, moderation and the value of conviviality. With this book, we are taking our journey beyond Italy's borders and opening it to an international audience.*" – **Federico Veronesi, CEO of Signorvino and Oniwines**

> "*With The Way of Wine, I want to offer a scientific perspective on the relationship between wine, health and longevity, moving beyond the oversimplifications that often mark this debate. Wine is a complex product, with a biological and cultural history spanning thousands of years, and its role must be considered within lifestyle, eating habits and the context in which it is consumed. Research helps us understand these aspects better, but also to distinguish what we know from what still needs to be explored. The goal is to foster greater awareness, placing scientific knowledge and the importance of responsible choices for well-being and quality of life at the center.*" – **Prof. Giovanni Scapagnini, author of the book**

The book is the culmination of a journey that began two years ago. In 2025, amid uncertainty and declining consumption, made worse by the changes to Italy's Highway Code at the end of 2024, Signorvino felt the need to turn fear and abstention into culture and mindful drinking. In a general climate of "wine demonization," it launched the concept "Il gusto di sentirsi bene" (The Pleasure of Feeling Good) at Vinitaly 2025.

The campaign replaced fear with a message of moderation rooted in culture. It not only defended the value of wine but also sparked conversation, with viral content that supported the entire sales ecosystem, from restaurants to e-commerce.

To support this vision, Signorvino brought in Prof. Giovanni Scapagnini to provide a qualified scientific opinion on wine consumption, particularly moderate consumption, within a healthy and mindful lifestyle. A physician and researcher, and Full Professor of Clinical Nutrition, Scapagnini has for years devoted his research and science communication to the biological

mechanisms of aging and to nutraceutical strategies for extending healthspan, the period of life spent in good health. He is regarded as one of Italy's leading experts in nutritional geroscience, with a particular focus on prevention, longevity and the role of new technologies in supporting well-being.

This collaboration gave rise to the International Academy of Healthy Drinking (AIBS), presented at Vinitaly 2026 in the space of Italy's Ministry of Agriculture, Food Sovereignty and Forests (MASAF) with the conference "Wine and Longevity: Health, Culture, Conviviality and Trends." The Academy brings together an interdisciplinary scientific committee of Italian and international academics, coordinated by Prof. Scapagnini. "The Way of Wine," created with Mondadori, is the next step: it brings the project to an international audience and gives it further strength and authority.

Vinitaly.USA

The presentation is part of the program of wine2wine Vinitaly Business Forum – New York Edition, taking place on October 26 and 27 at Pier 36. The event is scheduled for Monday, October 26, at 3:00 PM in the Manhattan Room.

After two editions in Chicago, Vinitaly.USA comes to New York for the first time with record numbers: more than 1,000 pre-registered buyers, 300 Italian exhibitors, 2,500 labels and exhibition space completely sold out. The goal is to strengthen the presence of Italian wine in the United States by creating concrete business opportunities and opening new market channels. New York is one of the world's leading hubs for wine, hospitality and international trade. The event aims to attract high-potential buyers from the East Coast as well as from strategic markets such as Texas, Florida, the Midwest and Canada.

About Signorvino

Signorvino is the Grande Cantina Italiana – the great Italian wine cellar – founded in 2012 by Sandro Veronesi, head of the Oniverse Group. With nearly 50 stores in Italy and two abroad (Paris and Prague), the format combines a selection of more than 2,000 wine labels with quality cuisine, in contemporary spaces located in some of the country's most iconic settings. Signorvino's wine shops with kitchens are also centers of food and wine education, with a calendar that includes winemaker dinners, wine classes, Grand Tastings and lifestyle events designed to bring a broad and diverse audience closer to wine. Signorvino promoted the International Academy of Healthy Drinking, a scientific project on wine, the Mediterranean diet and well-being. Signorvino's mission is to promote mindful drinking and a wine culture that is inclusive, accessible and rooted in the Mediterranean tradition.

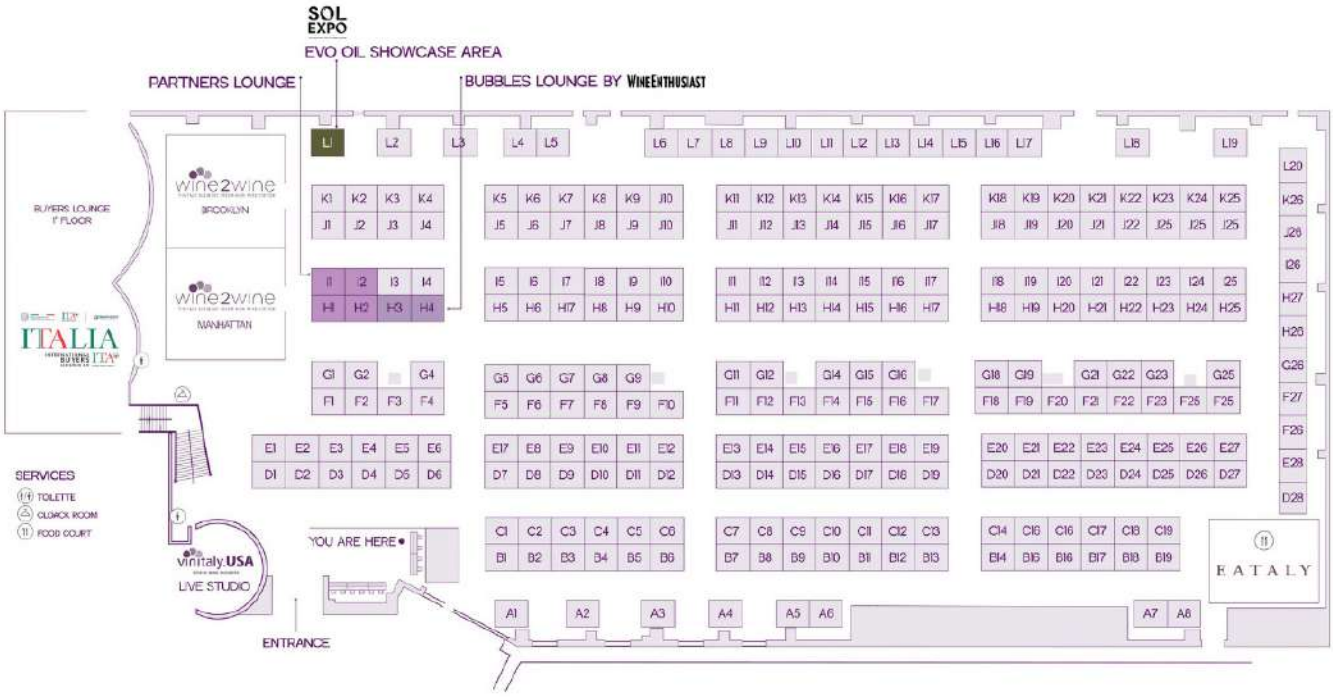
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