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**VINITALY & WINE: AUSTRIA NOW FOLLOWED BY STOP-OFFS IN THE USA AND DENMARK**

**ON ITS TRAVELS: THE VINITALY & ITALIAN WINE INTERNATIONALIZATION ROADSHOW**

**Verona: 24 January 2023** - The **Vinitaly Roadshow** swings into action across three continents to promote the uniqueness of the Italian wine offering and consolidate relationships in strategic export markets.

Following the first stop-offs in **Austria** and **Princeton** in the USA, the event moved on today to **New York** (until tomorrow) at the same time as **Copenhagen** in the Old Continent, with the appointment welcoming dozens of Danish operators and top buyers.

The Vinitaly Roadshow promoting Italian wine and incoming buyers on its debut in Rust, Austria, on 19 January, according to **Veronafiere**, demonstrated the central role of brand Italy in meeting demand in Austria. Around 80 sector professionals took part in the tasting of a similar number of Italian labels to start off the tour which, over the next month, will take Vinitaly to 3 continents. Analysis by the Uiv-Vinitaly Observatory suggests that Italy is historically Austria's main supplier of wine: out of a total of 224 million euros in value and 700,000 hectolitres by volume imported in 2021, Italian wines took a 60% share of total volume, with massive growth in the sparkling wine sector, leading Italian exports with 76,000 hectolitres. Vinitaly aims to consolidate this leadership, currently under threat in particular by growth in competition from Germany which has eroded the Italian market share by 5 percentage points over the last decade.

Princeton yesterday hosted the launch of the 3-day Italian wine event in the USA, the world's main wine market with imports totalling more than $7 billions in 2021. The leading supplier to the USA by value is France (36% of total and 9% average annual growth - Cagr - in 2021/10, thanks to the sensational return of Champagne in the post-Covid period), followed by Italy (32% share and Cagr at 6%, generated by a fine performance by Prosecco), the market leader by volume. Over and above Prosecco, which between 2017 and 2021 achieved average annual growth of 22% (performance for still wines was +1%), the most representative Italian wines in terms of volume are still PDO Tuscan reds - mostly Chianti, Chianti Classico and Brunello– with exports worth more than 214 million euros in 2021, together with whites from north east Italy, such as Pinot Grigio and Soave: overall sales of 224 million euros were divided equally between the Veneto and Trentino-Alto Adige. Vinitaly's goal is to consolidate Italy's historic outlet markets as well as to make important progress in areas with strong potential for development. The tasting counters in Princeton and New York welcomed around one hundred operators, including buyers and stakeholders in the wine sector.

The stop-off in Copenhagen, Denmark, today – where more than 50 participants are expected – takes Vinitaly to one of Northern Europe's liveliest destinations in terms of demand, posting an impressive import value in 2021 of 774 million euros from a volume of around 2.1 million hectolitres. Italy is the leading wine supplying country, with a market share by volume of 22% - a significant increase compared to 2010 (Cagr +2%). Italy is followed by France (stable), Spain (+3% and 13% share) and Australia. Italian sparkling wines are also achieving strong growth, positing a progressive increase of 3% since 2010, equivalent to 33,000 hectolitres in 2021.

The Roadshow, implemented together with the **ICE-Trade Agency**, is the operational tool in a project for constant involvement on key markets at the service of Made in Italy. Thirteen stages in 9 countries - together accounting for 2/3rds of Italian exports - are at the heart of Vinitaly's promotion and b2b initiatives, based on a programme chosen in relation an analysis of established and emerging markets considered to have the greatest development potential for Italian wine.

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