

# XCELLENT SPIRITS MASTER CLASS PROGRAMME

## SUNDAY 12 APRIL

12:30-13:30

### **TEQUILA LEY .925 - DISCOVER THE ESSENCE OF MEXICO**

During this masterclass, participants will gain a complete understanding of Ley .925 through an in-depth exploration of its origins and the story behind its creation. The session will cover the journey that led the brand to achieve a Guinness World Record, as well as the craftsmanship and philosophy that define its uniqueness. Attendees will also learn how to taste tequila correctly, including the most suitable glassware for each style, and will be guided through the different expressions within the Ley .925 range, with clear explanations on how to identify and differentiate them.

Company: **TEQUILA LEY .925**

Speakers: **Edoardo Natalini** and **Niccolo Stimamiglio**

14:30-15:30

### **Sotol, Mezcal and Tequila: the spirits of Mexico**

Campari provides the audience a solid scientific background applied to experimentation into fermentation and food processing combined with its experience in the field gained over years of travelling around Mexico. The master class investigates the agave spirits production chain through a technical analysis of terroir, microbiological processes, and various distillation methods. It integrates cross-disciplinary skills from the world of craft beer and natural wines to provide an analytical and professional understanding of the Mexican spirits industry.

Company: **Terra Wild**

Speaker: **Giovanni Campari**

16:30-17:30

### **Infusioni Alternative: the beginning.**

As of January 2026, Accademia Ferri, in collaboration with "Italia a Tavola" magazine, created a column focused on discovering the unusual side of contemporary mixology with *Infusioni Alternative*. A journey into the world of Italian bartenders, exploring tea infusions, rare botanicals, and innovative techniques that rewrites the rules of the art of mixology. This journey is led by Albino Ferri, an internationally renowned tea master, who travels across Italy to discover the finest creations emerging from the combination of tea, herbal teas, and the talent of Italy's finest bartenders. The protagonists of this adventure are the most unexpected infusions, the result of alternative extraction techniques and highly prized botanical ingredients. Not just cocktails but sensory experiences that combine research, flavour, and creativity in a constant dialogue between herbal tradition and innovation in the glass.

Companies: **Accademia Ferri & Italia a Tavola**

Speakers: **Albino Ferri**, **Carlo Vischi** and bartenders: **Gianluca Massa** - Hotel Barocco, Rome, **Samuele Pica** - Velvet di Palazzo Soave, Verona, **Nicolo Rapezzi** - Flamel Restaurant and Mixology bar, Lugano, **Diana Barbieri** - Hotel Palazzo Ripetta, Rome

## MONDAY 13 APRIL

11:00-12:00

### **Human Reloaded - Who have we become in the age of AI**

An ironic journey through algorithms that imitate and challenge us. From deep fakes to politics, AI is transforming work and identity. The world is changing but the challenge is still human: will we still be able to recognize ourselves in this technological reflection?

Company: **AI Week**

Speaker: **Pasquale Viscanti**

12:30-13:30

### **Tosolini grappa: beyond the boundaries of spirits**

Presentation of the company, selected products and their ageing techniques, and product tasting: Smoked Grappa, Barrique Mezcal Grappa, Barrique Sauternes Grappa, Most Amarone grape brandy, Amaro Tosolini.

Company: **Distillerie Bepi Tosolini**

Speakers: **Lisa Tosolini, Franco Rossi**

14:30-15:30

### **Italian sake: the new frontier of rice fermentation**

A master class focusing on Italian sake: Lorenzo Ferraboschi leads the tasting together with Nicola Coppe, the first sake producer in Italy, between Japanese tradition and territorial character.

Company: **Sake Sommelier Association Italia**

Speakers: **Lorenzo Ferraboschi, Nicola Coppe**

16:30-17:30

### **Create your own virtual influencer with AI**

AI is rewriting F&B marketing: Virtual influencers created live are the new wine and food testimonials. A blend of technology and storytelling about the region and its emotions, bringing the future of communication directly to your glass.

Company: **AI Week**

Speaker: **Graziano Pallotta**

## TUESDAY 14 APRIL

10:00-10:45

### **Consorzio Nazionale Grappa: Ministry of Agriculture recognition opens a new stage for the supply chain**

Speakers: **Sebastiano Caffo** – President of the National Grappa Consortium, **Elvio Bonollo** – Vice President of the National Grappa Consortium, **Cesare Mazzetti** – President of the National Committee for Spirits and Liqueurs - AssoDistil.

11:00-12:00

**The Quartierismo Manifesto**

How district and suburban bars are changing their approach to bar business and how they will contribute to the relaunch of the entire industry

Company: **Bargiornale**

Speaker: **Stefano Nicevic**

12:30-13:30

**Negroni Live**

Techniques, rituals, and spectacle in modern cocktail catering

Company: **Cocktail Circus**

Speaker: **Francesco Pumo**

14:30-15:30

**Negroni: from the origins to the future of a symbolic cocktail - the vision of the Jerry Thomas Speakeasy**

Negroni is by now a cult drink worldwide, yet can we be sure that its massive popularity, standardized recipe and the image of the drink actually reflect the true essence of one of the most famous cocktails in history? This master class will reveal the Jerry Thomas Speakeasy vision of Negroni, the ideas and twists developed over the last 15 years by the first even Italian Speakeasy.

Company: **Leuci Leonardo**

Speaker: **Leuci Leonardo**

**WEDNESDAY 15 APRIL**

11:00-12:00 & 12:30-13:30

**Does design have a flavour? From the bottle to details: how packaging builds expectation, value and sales for gin**

A master class on the role of design in gin packaging: shapes, materials, finishes, and details that impact consumer perception, expectations, and purchasing decisions. This neuro-marketing study measures attention, engagement, and emotions to highlight how design influences perception and choice.

Company: **Ginnasium Lab**

Speakers: **Marco Bertoncini, Alessandro Carnevale, Andrea Ciceri, Antonella Coppola, Giorgia Fedrigo, Enrica Lodi, Angela Pirovano, Ilaria Postuti, and Guido Tronconi**