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VINITALY
2-5 APRIL 2023



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VINITALY 2023 - AT THE SERVICE OF BUSINESS.

MORE THAN 4000 COMPANIES AND RECORD INCOMING TOP BUYERS FROM 68 COUNTRIES

MORE THAN 10,000 APPOINTMENTS FOR COMPANIES AND BUYERS ALREADY ON THE AGENDA

ENOLITECH AND SOL&AGRIFOOD ENSURE AN OVERALL TOTAL OF MORE THAN 4400 EXHIBITORS

Verona, 2-5 April 2023 Business, internationalisation and positioning. They are the three guidelines behind the 55th **Vinitaly** as it make ready to become (2-5 April) the largest wine 'embassy' involving more than **4000 companies** from all over Italy and over **30 countries**. The show will also welcome a record number of more than **1000 top buyers** (+43% over 2022) from **68 countries** selected, invited and hosted by Veronafiere in collaboration with ICE Trade Agency. Obviously this special panel does not cover all the international professional operators expected at Vinitaly. It seems likely that the outcome will exceed last year's attendance when there were buyers 25,000 buyers from 139 countries: 28% of the total 88,000 sector operators who arrived in Verona.

The groundwork is all there, with more than 10,000 appointments between buyers and companies already scheduled before the show even starts through the online platform and the Taste and Buy initiative.

"Vinitaly will focus on service and increasingly seek to meet the needs of companies operating on outlet markets," said the President of Veronafiere S.p.A., **Federico Bricolo**. "This evolution is envisaged in our business plan with the aim of enhancing the identity and centrality of the event. Vinitaly is by now acknowledged as a brand capable of driving Italian wine promotion on international scale. The result of the extraordinary incoming campaign implemented this year moves us even closer to the Vinitaly of the future, a lever for competitiveness and growth in this strategic Made in Italy sector."

The 68 outlet destinations for Italian wine that will converge in Verona will include, alongside consolidated markets in the USA and Canada (more 200 top importers), 17 Asian countries led by China (130 top buyers), Japan and , South Korea as well as Hong Kong and Singapore, 12 from Central and South America, with Brazil and Argentina in the forefront, nine African countries and a map of Europe with 26 top buyers.

"We have implemented an exceptional investment programme together with significant scale economies so that, starting with this edition of Vinitaly, we can upgrade the panel of top buyers coming to Verona," said the Managing Director of Veronafiere, **Maurizio Danese**. Ensuring business and new sales opportunities for exhibiting companies is our priority for action. We are working to launch new development models to ensure that Vinitaly is increasingly geared towards international demand with a high-efficiency format."

Simultaneously, more than 100,000 sq.m. of net exhibition space in show halls and tensile structures will host **Enolitech** with **Vinitaly Design** and **Sol&Agrifood** with **B/Open** and **Xcellent Beers**- bringing the total number of exhibitors in exhibition centre to more than **4400** companies.

The prologue to the 55th International Wine and Spirits Exhibition comes with **Vinitaly OperaWine**, the super-tasting of 130 standard-bearer producers selected by Wine Spectator scheduled on Saturday 1 April in the former Gallerie Mercatali, opposite the Exhibition Centre itself.

The main theme areas are also confirmed: **Vinitaly Bio International Wine Hall**; **Vinitaly Mixology**; **Micro Mega Wines** - curated by wine writer Ian d'Agata with a focus on niche and limited edition wines; **Taste and Buy** - matching with operators selected from the exhibition network in collaboration with Tutelage Consortia; **Tasting Express** - with the most important international sector magazines.

More than 80 tastings are so far on the event's official calendar event (updated on vinitaly.com), starting with the **Vinitaly Grand Tasting** over the four days of the event, through up to the **Tre Bicchieri 2023** walk around tasting by **Gambero Rosso** (Sunday 2 April) and the **Orange Wine Festival** (April 3) with top companies from 10 countries. Not to mention the **Vinitaly Tasting -The DoctorWine Selection** curated by Daniele Cernilli (April 2-5) conceived for buyers and operators in the horeca sector and the **Young to Young** focus event with three tasting sessions involving ten young producers guided by Paolo Massobrio and Marco Gatti.

There is also room for **Competitions**. The **International Packaging Competition–Vinitaly Design** is taking place precisely today. It rewards the best packaging in relation to trends, design and innovation for wines, spirits, liqueurs, beer and extra virgin olive oil. While 28-30 March it will be the turn of **5 Star Wines - The Book** and **Wine Without Walls**, awards for companies that invest in the qualitative improvement of their products.

The distinction between trade professionals attending the main show and **wine lovers** in the city also continues. Enthusiasts will enjoy **Vinitaly and the City**, the off-show appointment with exhibitions, events, tastings and wine talks in the most representative squares of Verona - a UNESCO World Heritage city: Piazza dei Signori, Cortile Mercato Vecchio and Cortile del Tribunale. Scheduled 31 March-3 April, Vinitaly and the City is organised by Veronafiere in collaboration of Verona City Council, the Province of Verona and the Cariverona Foundation.

Details of the **68 countries** of origin for **more than 1000 top buyers** selected, invited and hosted by Veronafiere for the 55th Vinitaly.

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Central and South America (12): Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Panama, Paraguay, Peru and Venezuela.

Europe (26 including the Baltic area, the Balkans, Scandinavia and UK): Austria, Albania, Bulgaria, Belgium, Bosnia Herzegovina, Croatia, Denmark, Estonia, Finland, France, Germany, Ireland, United Kingdom, Lithuania, Latvia, Norway, Holland, Poland, Portugal, Czech Republic, Romania, Serbia, Slovenia, Sweden, Switzerland and Hungary.

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VINITALY MARKET RESEARCH: WINE - THE ITALIAN BALANCE OF TRADE CHAMPION (+7.4 BILLION EUROS). FROM 4th TO 1st PLACE IN 10 YEARS

LATEST FIGURES FOR THE SUPPLY CHAIN: 31.3 BILLION TURNOVER, 530,000 COMPANIES, 870,000 EMPLOYEES

DANESE (MANAGING DIRECTOR, VERONAFIERE): ENSURING THE DUE STATUS OF A STRATEGIC ASSET FOR MADE IN ITALY

Verona, 2-5 April 2023 - Italian wine analyses and updates its figures - and turns out to be an increasingly vital field for Made in Italy. This emerges from the analysis presented today by the UIV-Vinitaly-Prometeia Observatory during the press conference for the exhibition scheduled in Verona next 2-5 April. The Italian wine industry is worth 31.3 billion euros, involving 530,000 companies with around 870,000 employees. It is at the top of the special classification for the "traditional" balance of trade for "Made in Italy" - the 4A category (Clothing, Food, Furniture, Automation) which is worth about 200 billion euros every year. The contribution by wine - as appears from the analysis presented by Carlo Flamini of Unione Italiana Vini and Giuseppe Schirone of Prometeia - is not limited to the agri-food chain but extends into Made in Italy as a whole: analysis of more than 40 representative sectors in the so-called 4A sectors, sees wine, with 7.4 billion euros of net exports, ranks first in 2022 in terms of its balance of trade, leaving behind other "Made in Italy" world champions, even the fashion system and machinery. The rise of the most popular Italian agricultural product in the world set off from 4th place in 2011 through to today's performance, overtaking other iconic Italian lifestyle sectors such as jewellery/costume jewellery (6.8 billion euros), leather goods (6.7 billion euros) and clothing (6.4 billion euros).

The Managing Director of Veronafiere, **Maurizio Danese**, said: *"Too often wine does not receive its due consideration from the economic community. The sector and its companies has grown and perfected its managerial skills to become a strategic asset among Italian products. This is why Vinitaly - even in the light of controversies promoted by certain lobbies that would like to reduce its economic and social impact - sought this year to focus on analysis capable of defining the true value of the sector. We are convinced that wine is an extraordinary asset for Italy and, as the numbers presented in the report testify, that the road towards further growth must necessarily pass through exports. This is also the goal of Vinitaly - large part of its resources were allocated recently to global expansion of its business audience and establishing international roots on emerging and mature markets alike."*

THE VALUE CHAIN

The report quantified the facts and figures of the wine supply chain from the vineyard to distribution and sales, integrating them with data for allied sectors, which also rank among the peaks of Made in Italy excellence. The "core" supply chain - wine-growing/wine-making and sales/distribution - is worth 26.2 billion euros (16.4 billion euros for production and 9.8 billion for retail/wholesale sales), employing 836,000 people across 526,000 companies. The allied supply chain (technology and machinery for vineyards, wine cellars and quality control/certification) involves around 1,850 companies, 34,000 employees and turnover of 5.1 billion euros. Adding up the direct and indirect channels of the "core" supply chain, in Italy (therefore excluding exports) the Horeca-wholesale-wine bar segment takes a share of 58% of total, followed by 25% for large-scale retail distribution and 18% of direct sales through cellars. The allied value chain also involves companies supplying vineyard equipment, pesticides, fertilizers and mechanization (10,200 employees, 2 billion euro); wine cellars include manufacturers of machinery and equipment for processing, wine-making and bottling,

as well as dry raw materials (20,000 employees, 2.9 billion euros); quality control (3,500 employees, 150 million euros). There are 29.4 million wine consumers in Italy (55% of the population), of which 42% drink wine every day. The average annual growth of consumers up to 44 years old (34% of the total) fell by 2.1% between 2008 to 2021.

MADE IN ITALY:

The special feature of the wine industry is undoubtedly its level of internationalisation. Exports worth 7.9 billion euros in 2022 saw international sales reach an all-time high, generating more than 54% of the sector's turnover and confirming the wine industry firmly at the top of export food sector rankings. A result - the report points out - obtained at the end of a decade when cumulative growth close to 80% saw the sector become one of the main players in the overall acceleration of Italian food exports. Without input from wine, which has twice the export propensity compared to other food and beverages (54.5% vs 27.3%), the food sector trade surplus would be 64% lower. Analysis by the UIV-Vinitaly Observatory and Prometeia suggests that this natural vocation for exports also determines a role of "trail blazer" benefiting other agro-food sectors. Over the last 15 years, it is estimated each additional percentage point of growth in wine exports is associated - two years down the line - with average growth of 0.8 percentage points for other food products.

TRANSITION RISKS

There is no lack of risks in a sector which, compared to the food industry as a whole, is more exposed to cyclic fluctuations dictated by economic situations and/or by external factors. In particular, the ability to tackle the challenges posed by climate change will be crucial: in order to deal with "transition risks" (the investments needed to support moves towards sustainability), for example, the wine sector may have to allocate resources on an annual basis equal to about 0.7% of turnover from today until 2050. This would amount to over 100 million euros/year for a total investment of around 2.7 billion euros.

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**VINITALY 2023 UNPRECEDENTED INCOMING CAMPAIGN. MORE THAN 1000 TOP BUYERS FROM
68 COUNTRIES: +43% OVER 2022**

**COMEBACKS FROM ASIA WITH CHINA AND JAPAN
RECORD ATTENDANCE FROM USA, CANADA AND CHINA**

SOUTH AMERICA AND NORTHERN EUROPE FULLY COVERED

VINITALY: A SMARTER AND MORE BUSINESS-ORIENTED FORMAT

Verona, 2-5 April 2023. Vinitaly with an international scope that speaks all the world's languages as it makes ready for the 55th Veronafiere 2-5 April for record attendance by top buyers selected and hosted not the least in collaboration with the ICE Trade Agency. As of today, **more than 1000** international "super buyers" of Italian wine **from 68 countries have already been accredited: +43% compared to 2022**, from USA to Africa, Asia - with the great return of China and Japan - through to Central and South America, as well as from all over Old Continent and the Eurasian Republics. This figure will boost increase total international business attendance at the four-day Show and is expected surpass the final figure for Vinitaly 2022 which closed with 25,000 international buyers from 139 countries, 28% out of 88,000 total operators arriving in Verona, the highest foreign percentage ever recorded.

"This historic result is the outcome of an unprecedented global roadshow involving the main institutional players in the promotion of Made in Italy," said the President of Veronafiere S.p.A., **Federico Bricolo**. "A decisive upshift in terms of investments and organization, with the firm backing of the new governance. The aim is further improve Vinitaly's competitiveness in Italy and around the world."

Out of the 68 countries attending Vinitaly, 55 stand out with profiled delegations of operators and importers from the **United States and Canada**, on an equal footing with a contingent of more than 200 top buyers, with new arrivals from large retailers in the Midwest and top management at NABI (National Association of Beverage Importers) and no less than eleven representatives of the Société des Alcohols du Québec (SAQ) and the Liquor Control Board of Ontario (LCBO), two of the most important Canadian monopolies.

"The road to growth in the sector is increasingly export-oriented, as will emerge from the report by the UIV-Vinitaly-Prometeia Observatory which we will present in Rome on 22 March," explained the Managing Director of Veronafiere S.p.A., **Maurizio Danese**. Exports over the last 10 years have seen wine as one of the Made in Italy sectors with a higher growth rate and an increasingly vital balance of trade for system Italy. This is Vinitaly 2023 sought to accelerate the process to modernise the format which will become increasingly smart and responsive to the needs of companies and the sector as a whole. The competitive scenario changed enormously over the last two years. This means we have to make our economic and organisational resources much more efficient in order to support the positioning of Italian wine-makers on international markets."

There are great expectations for return of **China** which, after the lockdowns and prolonged bans, is ready to regain its status as an emerging giant. A selection by the Veronafiere offices in Shanghai together with the joint venture management in Shenzhen will bring to Vinitaly **130 purchasing managers**, including the top

twenty national importers by volume and value such as CWS, Interpochrom and ASC, as well as the main top-level groups in the horeca sector, from Vino Bento to Wine Universe, Bottega Group, Lady Penguin and Vinehoo, the most popular e-commerce platforms.

The Exhibition Centre is fully booked and entirely business-oriented yet Vinitaly 2023 is also moving towards a change in its organizational model. This is direction taken by decisions to hold the Vinitaly opening ceremony as a smart event (2 April at 11.00) to avoid hindering the agendas of more than **4000 wine-makers in the Exhibition Centre** and not including the traditional gala dinner in the Vinitaly's schedule of institutional appointments. A choice that marks a change of pace compared to the past that aims to favour events in line with Vinitaly's business mission. This sees the new Vinitaly & The Night event, the inclusive evening for buyers, exhibitors and the new generations of producers attending the exhibition scheduled on Tuesday 4 April in the Palazzo della Gran Guardia (Verona, Piazza Bra) in open mode from 20:00 to 24:00.

The distinction between trade professionals attending the main show and **wine lovers** also continues. In fact, wine lovers are the target of **Vinitaly and the City**, the festival of wine talks, tastings, exhibitions and off-show events in the most representative locations in Verona, a UNESCO World Heritage Site: Piazza dei Signori, Cortile Mercato Vecchio and Cortile del Tribunale. Scheduled 31 March-3 April, Vinitaly and the City is organised by Veronafiere with the collaboration of Verona City Council, the Province of Verona and the Cariverona Foundation.

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VINITALY OPERAWINE: THE 130 BEST LABELS OF ITALY CHOSEN BY WINE SPECTATOR

TOP PRODUCERS FROM ALL REGIONS 'ELECTED' AS AMBASSADORS OF ITALIAN WINE AT THE GRAND TASTING ON 1 APRIL

Verona, 2-5 April 2023 - One hundred and thirty producers representing all regions and as many wines selected as 'ambassadors' of Italian wine by Wine Spectator. The protagonists of Vinitaly OperaWine: the preview for the International Wine and Spirits Exhibition scheduled on Saturday 1 April at the former *Gallerie Mercatali* - opposite the exhibition centre - created by Veronafiere in collaboration with one of the most influential American magazines in the world.

The only event organized abroad by Wine Spectator, the 12th edition of the Vinitaly preview - this year with a graphic concept inspired by water - sees Tuscany (35 selected companies), Piedmont (19) and Veneto (17) as the top three Italian regions. Southern Italy has grown compared to previous editions, especially thanks to wines Sicily and Campania, respectively with 10 and 8 top producers chosen as emblems of typical local wine-making and excellence.

Vinitaly OperaWine 2023 sees red wines out in front with 96 labels dominating the assessments of the American judges. The super-tasting on 1 April also includes 25 white, 7 sparkling and 2 sweet wines.

Seen in the USA an authentic guide to the wine lifestyle, Wine Spectator is the most authoritative influencer magazine on the stars and stripes market, in turn the main outlet for Italian wine exports that in 2022 posted an increase in value of +10% for a market share of 23% (Uiv-Ismea-Vinitaly Observatory data).

List of selected cellars: <https://bit.ly/404gDx0>

Vinitaly OperaWine programme (invitation only).

11.00 Arrival of 130 exhibitors

11.30 Welcome speech by Wine Spectator, press conference and inauguration

12.00 Traditional group photo

14.00 Grand Tasting begins

17.00 End of the event

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FINEST ITALIAN WINES

OperaWine

Verona, 1st April 2023

Presented by  vinitaly

Selected by  Wine Spectator

- | | | |
|----|--|--|
| 1 | Agripunica | Isola dei Nuraghi Barrua 2011 |
| 2 | Allegrini | Corvina Veronese La Poja 2015 |
| 3 | Altesino | Brunello di Montalcino Montosoli 2008 |
| 4 | Anselmi | Veneto White Capitel Foscario 2020 |
| 5 | Argiolas | Isola dei Nuraghi Turriga 2018 |
| 6 | Arnaldo Caprai | Montefalco Sagrantino Collepiano 2018 |
| 7 | Arpepe | Valtellina Superiore Sassella Rocce Rosse Riserva 1996 |
| 8 | Az. Agricola San Salvatore | Fiano Paestum Pian di Stio 2021 |
| 9 | Azienda Agricola Francesco Tornatore | Etna Pietrarizzo 2019 |
| 10 | Banfi | Brunello di Montalcino Poggio alle Mura Riserva 2016 |
| 11 | Bastianich | Venezia-Giulia Vespa Bianco 2007 |
| 12 | Bellavista | Brut Franciacorta La Scala 2017 |
| 13 | Benanti | Etna Rovittello Riserva 2016 |
| 14 | Bertani | Amarone della Valpolicella Classico 2005 |
| 15 | Biondi-Santi Tenuta Greppo | Brunello di Montalcino Biondi-Santi Tenuta Greppo Riserva 2012 |
| 16 | Bisci | Verdicchio di Matelica Riserva Senex 2018 |
| 17 | Boscarelli | Vino Nobile di Montepulciano Il Nocio 2017 |
| 18 | Bruno Giacosa | Barolo Falletto 2016 |
| 19 | Bussola Tommaso | Amarone della Valpolicella Classico Vigneto Alto TB 2011 |
| 20 | Ca' del Bosco | Extra Brut Rosé Franciacorta Annamaria Clementi Riserva 2011 |
| 21 | Canalicchio di Sopra | Brunello di Montalcino Riserva 2013 |
| 22 | Cantina Terlan | Sauvignon Alto Adige Terlan Quarz 2020 |
| 23 | Cantine Lunae Bosoni | Vermentino Colli di Luni-Liguria Black Label 2019 |
| 24 | Carpineto | Brunello di Montalcino Riserva 2016 |
| 25 | Casa Vinicola Aldo Rainoldi | Sfursat di Valtellina Fruttaio Cà Rizzieri 2007 |
| 26 | Casanova di Neri | Brunello di Montalcino Tenuta Nuova 2007 |

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FINEST ITALIAN WINES

OperaWine

Verona, 1st April 2023

Presented by  vinitaly

Selected by  Wine Spectator

27	Castellare di Castellina	Toscana I Sodi di San Niccolò 2018
28	Castello di Albola	Chianti Classico Santa Caterina Gran Selezione 2015
29	Castello di Ama	Chianti Classico San Lorenzo Gran Selezione 2015
30	Castello di Monsanto	Chianti Classico Il Poggio Riserva 1997
31	Castello di Volpaia	Chianti Classico Coltassala Gran Selezione 2017
32	Catabbo Cantine	Tintilia del Molise 2019
33	Cavallotto	Barolo Bricco Boschis Vigna San Giuseppe Riserva 2016
34	Colli di Lapio di Romano Clelia	Fiano di Avellino 2020
35	Comm. G.B. Burlotto	Barolo Acclivi 2016
36	Conte Vistarino	Pinot Nero Oltrepò Pavese Pernice 2019
37	Cusumano	Etna Alta Mora Guardiola 2016
38	d'Angelo	Aglianico del Vulture Caselle 2013
39	Dal Forno Romano	Amarone della Valpolicella 2015
40	Donnafugata	Passito di Pantelleria Ben Ryé 2012
41	Elena Fucci	Aglianico del Vulture Sceg 2018
42	Elena Walch	Alto Adige Beyond the Clouds 2020
43	Elvio Cogno	Barolo Ravera Bricco Pernice 2013
44	Famiglia Cotarella	Lazio Montiano 2019
45	Fattoria San Giusto a Rentennano	Sangiovese Toscana Percarlo 2008
46	Fèlsina	Toscana Fontalloro 2013
47	Ferrari	Trento Extra Brut Trento Riserva Lunelli 2015
48	Feudi di San Gregorio	Irpinia Serpico 2001
49	Feudo Montoni	Sicilia Vrucara 2018
50	Fontodi	Colli della Toscana Centrale Flaccianello 2013
51	G.D. Vajra	Barolo Bricco delle Viole 2012
52	Garofoli	Verdicchio dei Castelli di Jesi Classico Superiore Podium 2015
53	Giacomo Borgogno e Figli	Barolo Cannubi 2012

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FINEST ITALIAN WINES

OperaWine

Verona, 1st April 2023

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Selected by  Wine Spectator

54	Gini	Soave Classico La Frosca 2016
55	Graci	Etna White Arcuria 2011
56	Gravner	Ribolla Venezia-Giulia 2014
57	Graziano Prà	Soave Classico Monte Grande 2016
58	Grifalco	Aglanico del Vulture Grifalco 2020
59	Guido Berlucchi	Franciacorta Franco Ziliani Riserva 2008
60	Il Poggione	Brunello di Montalcino Vigna Paganelli Riserva 2004
61	Istine	Chianti Classico Levigne Riserva 2018
62	Jermann	Venezia-Giulia Dreams 2013
63	Lamole di Lamole	Chianti Classico Vigna Grospoli Gran Selezione 2018
64	Le Macchiole	Toscana Paleo 2013
65	Leone de Castris	Negroamaro Salice Salentino Riserva 2019
66	Les Crêtes	Chardonnay Valle d'Aosta Cuvée Bois 2019
67	Librandi	Val di Neto Gravello 2016
68	Livio Felluga	Rosazzo Abbazia di Rosazzo 2018
69	Lungarotti	Torgiano Rubesco Vigna Monticchio Riserva 2015
70	Marchesi Antinori	Umbria White Castello della Sala Cervaro della Sala 2020
71	Marchesi di Barolo	Barolo Sarmassa 2003
72	Marchesi Frescobaldi	Brunello di Montalcino Castelgiocondo 2018
73	Marco Felluga - Russiz Superiore	Collio Russiz Superiore Col Disòre 2018
74	Mascarello Giuseppe e Figlio	Barolo Monprivato 2018
75	Masciarelli	Montepulciano d'Abruzzo Villa Gemma Riserva 2017
76	Masi	Amarone della Valpolicella Classico Campolongo di Torbe 2007
77	Masottina	Extra Dry Conegliano Valdobbiadene Prosecco Superiore RDO Rive di Ogliaio 2019
78	Masseria Li Veli	Aleatico Salento Passito 2008
79	Massolino Vigna Rionda	Barolo Parafada 2013
80	Mastroberardino	Taurasi Stilèma Riserva 2016

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FINEST ITALIAN WINES

OperaWine

Verona, 1st April 2023

Presented by  vinitaly

Selected by  Wine Spectator

81	Mazzei	Toscana Siepi 2019
82	Monte del Frà	Custoza Superiore Cà del Magro 2019
83	Montevetrano	Colli di Salerno 2005
84	Morgante	Nero d'Avola Sicilia Don Antonio Riserva 2018
85	Nals Margreid	Alto Adige Nama 2016
86	Nino Franco	Brut Vino Spumante Grave di Stecca 2016
87	Nino Negri	Sforzato di Valtellina 5 Stelle Sfursat 2016
88	Oddero Poderi e Cantine	Barolo Vigna Rionda Riserva 2013
89	Ornellaia	Bolgheri Superiore Ornellaia 2011
90	Paolo Scavino	Barolo Ravera 2015
91	Pecchenino	Barolo Le Coste Riserva 2010
92	Petrolo	Val d'Arno di Sopra Galatrona 2016
93	Pieropan	Soave Classico La Rocca 2013
94	Pio Cesare	Barolo 2013
95	Planeta	Menfi Red Didacus 2017
96	Poderi Aldo Conterno	Barolo Romirasco 2013
97	Poggerino	Chianti Classico Bugialla Riserva 2016
98	Produttori del Barbaresco	Barbaresco Rabajà Riserva 2015
99	Quintodecimo	Taurasi Vigna Grande Cersito Riserva 2014
100	Ratti	Barolo Rocche dell'Annunziata 2012
101	Ricasoli	Chianti Classico Castello di Brolio Gran Selezione 2018
102	Roagna	Barbaresco Pajè 2017
103	Rocca delle Macie	Chianti Classico ...Continuavano a Chiamarlo Trinità Gran Selezione 2019
104	Rocca di Montegrossi	Chianti Classico San Marcellino Gran Selezione 2016
105	Salvatore Molettieri	Taurasi Vigna Cinque Querce Riserva 2009
106	San Felice	Chianti Classico Poggio Rosso Gran Selezione 2016
107	San Filippo	Brunello di Montalcino Le Lucère Riserva 2016

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FINEST ITALIAN WINES

OperaWine

Verona, 1st April 2023

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108	San Leonardo	Vigneti delle Dolomiti Red San Leonardo 2017
109	Sandrone Luciano	Barolo Aleste 2019
110	Scacciadiavoli	Montefalco Sagrantino 2012
111	Siro Pacenti	Brunello di Montalcino PS Riserva 2012
112	Suavia	Soave Classico Monte Carbonare 2011
113	Tabarrini	Montefalco Sagrantino Colle alle Macchie 2010
114	Tasca d'Almerita - Tenuta Tascante	Sicilia Contea di Sclafani Tenuta Regaleali Riserva del Conte 2016
115	Tedeschi	Amarone della Valpolicella Classico Capitel Monte Olmi 2007
116	Tenuta delle Terre Nere	Etna San Lorenzo Vecchie Vigne 2017
117	Tenuta di Trinoro	Toscana 2016
118	Tenuta Pederzana	Lambrusco Grasparossa di Castelvetro Cantolifero 2020
119	Tenuta San Guido	Bolgheri-Sassicaia Sassicaia 1999
120	Tenuta Sette Ponti	Toscana Oreno 2008
121	Terredora di Paolo	Fiano di Avellino Campore 2018
122	Tommasi	Amarone della Valpolicella Classico 2017
123	Tormaresca	Aglianico Castel del Monte Bocca di Lupo 2018
124	Umani Ronchi	Castelli di Jesi Verdicchio Riserva Classico Plenio 2016
125	Valdicava	Brunello di Montalcino Madonna del Piano Riserva 1993
126	Vecchie Terre di Montefili	Toscana Anfiteatro 2015
127	Vie di Romans	Chardonnay Friuli Isonzo Vie di Romans 2017
128	Vietti	Barolo Lazzarito 2018
129	Zenato	Winery Amarone della Valpolicella Classico Sergio Zenato Riserva 2009
130	Zýmē	Amarone della Valpolicella Classico La Mattonara Riserva 2009

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Press Release

VINITALY & WINE: WINE PASSION BUZZING IN VERONA WITH VINITALY AND THE CITY

31 MARCH- 3 APRIL: OFF-SHOW WINE TASTINGS, MASTERCLASSES, TALK SHOWS AND EVENTS

Verona, 2-5 April 2023. A full scale wave of wine passion will spread out from Vinitaly in the Exhibition Centre to the centre of Verona, ready to raise glasses in a toast at **Vinitaly and the City**. The Off-Show event specifically for the general public and enthusiasts is scheduled **31 March-3 April**. The four-day event will bring colour to the historic centre of Verona thanks to a mosaic of cultural, artistic, musical and geographical appointments involving a mix of tastings, masterclasses, talks, meetings and guided tours - all in the name of Italian wine-making excellence. The area made up of **Piazza dei Signori** (Loggia di Fra Giocondo, Loggia Antica and Torre dei Lamberti), **Cortile Mercato Vecchio** and **Cortile del Tribunale** is where most of the appointments and tasting lounges will be hosted.

Watched over by the statue of Dante - the protagonist of the "**Willing to soar to the stars - The Purgatory song of forgiveness**" exhibition curated by **Frank Nembrini** which will be presented on 1 April (15:00-16:00) in the Loggia di Fra Giocondo - the heart of Vinitaly and the City is the stunning **Enoteca Vivite-Alleanza delle Cooperative**. Here, visitors will be able to taste wines from all over Italy before venturing into the **Mixology** area in Loggia Antica. This , section is home to proposals by **Bartenders Group Italia, Nespresso, Molinari, Italian Wine Brands, The Organics by Red Bull, Consorzio dell'Asti Spumante e del Moscato d'Asti Docg, Campari** and **Acqua delle Stelle by Pernigo**.

The **Banca Passadore & C Lounge** - the official partner of the exhibition - will illuminate the architecture of the Court of the Scaliger Lords, while the **Lugana DOC Consortium** will take the toast up to a height of 84 metres on the panoramic terrace of **Torre dei Lamberti**. The geography of Italian wine-making, on the other hand, will be re-drawn in Cortile Mercato Vecchio, home for the occasion for "embassies" from Lake Garda, with the **Chiaretto and Bardolino Consortium** to the Province of Treviso **with the Asolo Montello Wine Consortium** and the far south of the country with the **Calabria Region**. This is also the venue for the **Wine Talks** of Vinitaly and the City conducted by oenologist and wine writer **Sissi Baratella**. A space for debate and discussion between visitors and producers. Lastly, Cortile del Tribunale will see a selection of snapshots covering the wine scene all over Italy with the **Guide to Italian wines by Gambero Rosso** and the **Latium Region** as protagonists of tasting of award-winning wines and food&wine novelties.

The most evocative new features on the programme include the launch of the Vinitaly and the City **Wine Guitar** in wood from chestnut wine barrels made by **Fabrizio Paoletti**, the lute-maker who has made guitars for stars including Bruce Springsteen, Keith Richards and Joe Walsh. There are also literary appointments, in collaboration with the **Feltrinelli Verona** bookshop, starting on Sunday 2 April with two presentations with a food and wine theme. **Roberto Valbuzzi** (following his family tradition as chef of Ristorante Crotto Valtellina, as well as a well-known television face) will talk about his "Cook, Restaurateur, Farmer", published by Gribaudo (15:00), while **Joe Bastianich** will present his book "The Great Story of Italian Wine", written with Tiziano Gaia for Mondadori Electa (19:00).

The opening times for Vinitaly and the City are as follows: Friday 31 March 18:00-23:00 (inauguration at 18:00), Saturday 1 April 15:00-23:00, Sunday 2 April 15:00-23:00, Monday 3 April 18:00-23:00. Tickets (1 glass, 4 tasting vouchers, 1 experience token and access to the event lounges) can be purchased online until 30 March at a cost of €16.50. at the event venue itself (from 31/03 to 03/04), tickets can be purchased at the help desk in Piazza dei Signori and online at a cost of €20 (info and shop at www.vinitalyandthecity.com).



Vinitaly and the City is organised by Veronafiere in collaboration with the Verona City Council, the Province of Verona and the Cariverona Foundation.

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VINITALY, WINE TOUR OF ITALY IN FOUR DAYS WITH MORE THAN 80 TASTINGS AND TRIPS ABROAD WITH THE INTERNATIONAL WINE HALL

Verona 2-5 April 2023 - Italy of Wine is entirely on the calendar of events and tastings at the 55th Vinitaly, Veronafiere 2-5 April: a complete journey from North to South, including the islands, discovering Italy's immense varietal heritage. More than 80 appointments are scheduled to date for the International Exhibition of Wines and Spirits, starting from the daily **Vinitaly Grand Tastings** through to tastings from around the globe in the **International Wine Hall**, by way of **Tasting Ex...Press** organized in collaboration with the most important international sector magazines and **Vinitaly Tasting – The Doctorwine Selection** curated by Daniele Cernilli, director of the Essential Guide to Italian Wines. The **Orange Wine Festival** walk around tasting is back (3 April, Silver Meeting Room. Palaexpo 11:00-18:00), as well as the masterclasses dedicated to the art of mixing in the **Mixology** area (2nd floor, Palaexpo) and the appointments with **Micro Mega Wines**, the section created by wine writer Ian d'Agata to highlight small niche wines available in limited editions of the highest quality. Last but not least, the **Organic Hall** (Hall F) will host tastings dedicated to organic wines organized by Vinitaly in collaboration with **Vi.Te** and **FederBio**.

Vinitaly Grand Tasting and top tastings.

Tre Bicchieri 2023 by **Gambero Rosso** will open the Vinitaly tastings on Sunday 2 April (11:-16:30 in the Silver Hall. Palaexpo). On the same day, the **Vinitaly Grand Tastings** also get underway with **The Holy Drinker: wines from abbeys and monasteries** (15:00, Tulip Meeting Room, Palaexpo) with eight wines from the centuries-old tradition of these places not only of worship but also of wine-making. Events continue on Monday 3 April with **The identity capital: re-imaging Italian whites** (11:00, Tulip Meeting Room, Palaexpo), the appointment dedicated to the identity capital of Italian white wines guided by the Italian Master of Wine, Gabriele Gorelli. Tuesday 4 April is the turn of **Barolo and Barbaresco terroirs: an in-depth presentation of biotypes, clones, crus, people and wines** (11:00, Silver Meeting Room, Palaexpo), a focus on the diversity of terroirs in Piedmont curated by Ian d'Agata, followed by a tour **around the companies that have made the Italy of Wine so great** (15:00, Silver Meeting Room, Palaexpo), the tasting-event hosted by **Riccardo Cotarella** and **Luciano Ferraro**. The Grand Tasting panel closes with **A voyage over the seas of Italy: discovering the famous wines and emerging stars of the islands** (11:00) highlighting the wine-making potential of Italy's islands and archipelagos with 15 labels ready for tasting.

The new generations come to the fore in **Young to Young**, the three tasting sessions developed by food and wine journalists **Paolo Massobrio** and **Marco Gatti** focusing on ten young wine producers interviewed by the new generation of social media *wine writer* (Iris Meeting Room, Palaexpo, 2 April 15:00-17:00; 3 & 4 April, 11:00-13:00). Climate change and its repercussions from the vineyard to the bottle will be investigated in the appointment **New trends – Wine to the moon and back**, the tasting with seven glasses from different old and new world countries curated by the **Women of Wine Association** (2 April, Tulip Meeting Room, Palaexpo, 11.30-13.00).

Vinitaly Tasting – The DoctorWine Selection (Gallery)

The variety and typicality of Italy's wine production is at the heart of the **Vinitaly Tasting – The DoctorWine Selection**, the area organized by Veronafiere in collaboration with Daniele Cernilli for operators and buyers in the horeca sector. It starts on Sunday 2 April (10:30) with an in-depth look at the wines of Sicily and Sardinia; from the islands to the North with the appointment dedicated to Alto Adige (13:00). The last tasting of the day is dedicated to the colours of wine, from white to red and rosé (15:30). Monday 3 April is the turn of Chianti Classico (10:00) and disease resistant vines (13:00), followed by native whites (15:20). Tuesday 4

April welcome bubbles (10:00) and wines from Piedmont (12:20), followed by the power of red wines (14.45) and native red wines (17:00). The journey of wine-growing discovery around Italy ends on Wednesday 5 April with tastings of 100% Sangiovese (10:30) and Supertuscan (13:00) wines.

Consortium and association tastings: selection.

Spotlights also on the tastings organized by consortia and associations.

These include the preview of *Terraelectae 2019* by the **Chianti Rufina Consortium** (April 3) and a tasting of **Vino Nobile di Montepulciano** by its Consortium (April 3). Staying in Tuscany, there's the *10-year challenge 2008-2018* by the **Brunello di Montalcino Consortium** (April 2).

Tuscany and Veneto team up thanks to the **Valpolicella Wine Consortium** with the pairing between Amarone and Recioto wines and classic Tuscan cigars (2 April). Staying in the Veneto, **The Historical Families** talk about positioning and contemporary consumption of Amarone during a masterclass with 13 labels (4 April), while the **Asolo Montello Wine Consortium** stages a cultural itinerary in 7 glasses to discover Asolo Prosecco (4 April). Moving south, the **Marches Tutelage Institute** dedicates a tasting to the dual soul of Verdicchio, from Jesi to Matelica (3 April). The oldest consortium in Italy (**Asti DOCG**) in turn proposes a vertical tasting of Moscato d'Asti paired with the delicacies of the Master Pastry Chefs of the AMPI Academy (3 April).

The calendar also includes the selection of labels awarded with the *Tastevin and Gemme* by the Vitae 2023 Guide in the walk around tasting with **AIS** (5 April).

Tasting Ex... press.

The appointments organized by the international trade press in collaboration with Veronafiere have been confirmed for the 55th Vinitaly. The inauguration day (Sunday 2) sees **Champagne, from the perspective of vintages** as the protagonist of the tasting guided by French magazine **Gilbert & Gaillard** while the classic method of the most important denominations is at the centre of the tasting by **Vinum**, the reference magazine for Germany, Austria and Switzerland. Monday, 3 April, German magazine **Weinwirtschaft** presents a selection of Italian wines that won awards at the Spring Tasting 2023 edition of Mundus Vini.

Tuesday 4 April continues with unique Slovenian wines in the tasting organised by **Revija Wine** magazine and a focus on the typical wines of the Italian regions through 10 labels guided by **Decanter**. The programme of Ex...Press tastings closes with the **Veronelli Permanent Seminar** (4 April) with **Yesterday Today Tomorrow**: a selection of labels exemplifying the wine of the future yet capable of convincing old and new consumers.

International Wine Hall (Hall D). Tastings from around the world housed in a single venue scheduled in the International Wine Hall. Wines featured in the tastings come from France, Armenia, Slovenia, South Africa, Austria and Croatia. A new entry for 2023 is the appointment with **Open Balkans** with wine producers from Serbia, Albania and North Macedonia presenting labels by the various vineyards in the area outlining the identity and potential of the wine scene in these three countries.

Full programme and updates on www.vinitaly.com

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Veronafiere 2-5 April alongside the 55th Vinitaly

**SOL&AGRIFOOD: QUALITY AGRICULTURAL FOOD PRODUCTS –
EXTRA VIRGIN OLIVE OIL, CRAFT BEER AND CIDER
27TH EDITION PROMOTES ORGANIC PRODUCE WITH THE B/OPEN EXHIBITION**

Almost 300 exhibitors, including many from abroad, at the landmark exhibition for quality extra virgin olive oil and food with strong local roots.

Verona, 2-5 aprile 2023 - Thanks to **Sol&Agrifood**, the quality agro-food exhibition, Veronafiere has become an international landmark even for extra virgin olive oil, craft beer and cider, the new entry at the 27th edition **2-5 April** alongside Vinitaly. Another innovation in 2023 is the simultaneous scheduling of **B/Open**, the b2b exhibition for organic produce, which further expands Veronafiere's organic offering and confirms its status as a preferential meeting place for supply and demand. The synergy between these events ensures the creation of a hub whereby companies keen to present themselves exclusively through their organic products benefit from a dedicated show area, which also favours the work of professional operators.

Hall C is home to almost 300 exhibitors representing all the regions of Italy, with some of the most numerous group stands from Sicily, Calabria, Abruzzo, Marches, Basilicata, Latium and Umbria (Assoprol). Attendance by companies under the Italia Olivicola umbrella of the CNO and the Italian Farmers Confederation (CIA) is also highly qualified, not to mention international companies attending Sol&Agrifood (from Spain, Turkey and Albania).

The inaugural conference of Sol&Agrifood is scheduled this year, in keeping with tradition, on Monday 3 April at 12:30 and will focus on the topic **"Is sustainability a cost or a business opportunity for companies"**.

SOL&AGRIFOOD - Sol&Agrifood seeks to highlight the meaning of local production areas and their raw materials and production methods, as the outcome of local traditions in Italy and internationally that cannot be reproduced elsewhere, that are nevertheless capable of evolving while keeping faith with their origins. Consequently, not only stands displaying products but also interactive spaces where they can be presented and explained individually to buyers and professionals in horeca channels or proposed in comparison and pairings. The goal is to promote theoretical and practical culture in order to promote awareness of what makes products showcased at Sol&Agrifood different to industrial foods. Theme areas, tastings and cooking shows. The product categories most extensively represented by the Show are extra virgin olive oil, pasta and bakery products, craft beers, cheese, chocolate, preserves and condiments and delicatessen meats and coffee - yet there are also many other food products as well as processed fruit and vegetables. The show retains its established format, that encourages direct contact between producers and specialist operators across four main areas: extra virgin olive oil, craft beers, quality food with a special focus on Biodiversity and Territories (in an area managed in collaboration with the 5T Academy) and certified organic produce.

SOL D'ORO - The 21st **Sol d'Oro** attracted more than 400 samples of extra virgin olive oil competing from Italy, Albania, Chile, Croatia, Greece, Morocco, Peru, Portugal, Slovenia, Spain and Tunisia. The big news this year is the partnership with **Aipo d'Argento**, a contest that represents the best products in the Italian olive oil supply chain organized for twenty years by the Verona Inter-Regional Olive Oil Producers Association. The

award-winning oils at **Sol d'Oro 2023** - the most important international competition specifically for extra virgin olive oils - will be in the forefront during Sol&Agrifood. The diplomas will be consigned to award the winning companies on Sunday 2 April 2023 (15:00, Salieri Meeting Room) on the first day of Vinitaly and **Sol&Agrifood** (Veronafiore 2-5 April 2023), while Sol Gold, Silver and Bronze labels will be presented during the *Evo Gala Dinner* on Tuesday 4 April.

B/OPEN-Veronafiore has boosted its organic offering in the quality agri-food sector by positioning the third edition of **B/Open** - the b2b exhibition for organic products - alongside **Sol&Agrifood**, the international quality agri-food exhibition scheduled 2-5 April 2023. The aim is to expand events focusing on certified food, within a calendar in line with the needs of companies in the sector. This in a global context where the organic food market was worth 260 billion dollars in 2022 and 4.4 billion euros in Italy, of which almost 3 billions from exports (source: Nomisma). Hypermarkets and supermarkets cover the majority of sales with 1.4 billion euros by July 2022. Discount outlets rank second by size, with sales of 272 million (up 14% over the previous year). Independent outlets take third place with sales of 159 million euros. E-commerce continues to grow and posted sales of 78 million euros (IQ Nielsen data). Overall, the Italian organic sector is holding up better than conventional agriculture which, in the period January-May 2022 posted a drop in sales of 2.9% against 0.4% for the organic field. In terms of value, conventional food lost 1.9% while organic actually grew by 2.3%.

XCELLENT BEERS- Sol&Agrifood will stage beers around the '*leitmotif*' linking beer to where it is brewed, at the centre of the project to promote the beer producers belonging to the Italian Beer Consortium. About forty breweries will attend 'Xcellent Beers', including a large group of breweries committed to promoting diversity through links with territorial characteristics. The world of beer in Italy is constantly evolving. Italy, as an historic importer, today is close to 40% of self-production of malted barley (around 83,000 tonnes) and imports cover the remaining 60% (185,000 tonnes). This result is linked with an increase in areas cultivated with two-row barley, the good variety for making beer, which has now reached 30,000 hectares, while objectives are looking for at least 70,000. This development stage is joined by increased prices, a consequence of drought and climate change which Italian agriculture as a whole is having to deal with. The price of barley, because of the drought, has doubled compared to 2019, while yields and arable land have fallen. This inspired the idea of giving value to the various "terroirs" for Italian hops to create a full-scale Italian barley and hops supply chain. Within the scope of this project to promote the territorial features of products and producers, a kind of tourism linked with the brewing world is growing in Italy, following in the footsteps of wine and olive oil. The most astute producers - those capable of 'reading' the all-round values of their business - make all the difference.

This year also welcomes a debut at Sol&Agrifood for **cider**, which has a well-rooted tradition in the area, even if rediscovered only recently. A number of tastings are included in the schedule of events at the Show which can be consulted on the site www.solagrifood.com.

Olive oil: a sector worth 12 billion euros in the Mediterranean area. Spain, Italy and Greece dominate the Mediterranean olive-oil sector, with almost 12 billion euros in total turnover (6 billion for Spain, 4 for Italy and 2 for Greece). These three countries produce almost 95% of European Union olive oil, estimated at 1.5 million tonnes this year, and almost half of the world's olive oil output, estimated at 2.7 million tonnes. Lower production will have a direct impact on consumption: -10% in Europe, down to 1.4 million tonnes, with exports close to 600,000 tonnes. However, stocks of olive oil from past years, amounting to 670,000 tons, will ensure the availability of olive oil on the tables of European and international consumers. The increase in prices on the European domestic market has led to a fall in sales through large-scale distribution, varying from 7% in Spain to 10% in Italy.

Markets and prices- Wholesale prices of olive oil range from 6 euros/kg for Italian oil, to 5.4 euros/kg for Spanish and 5.3 euros/kg for Greek products; these prices, almost double the average of the last 5 years, are causing a fall in exports in certain important markets such as the United States (-3.7%) and Japan (-15.9%) but do not seem to have affected trade flows in other emerging countries such as Brazil (+14.4%) and above all Canada (+31.3%).

“The increase in production costs and lower output in Spain and Italy have caused a fall in net profit, as well as total turnover, which could be estimated at more than 2 billion euros in Spain and around 800 million euros in Italy. The increase in interest rates and the tighter credit by banks also had an impact.” Juan Vilar, member of the board of OlivaeNews, an information network serving Spain, Italy and Greece, said: “Final consumers are not satisfied, they do not understand how the price of a product could double in three years and suspect that the previous links see their net income multiply, when in most cases, because of the volume effect, no operators, in all of the related segments, made more money for their work. This has left the entire sector in a delicate economic situation, which is destined to worsen further if climatic conditions do not change, thereby improving future harvest expectations and if the gradual decline in olive oil consumption continues because of prices,” Vilar concluded.

Italian olive oil data. Italy is the second largest olive growing country in the Mediterranean, with an olive grove area of 1.16 million hectares - second only to Spain (2.45 million hectares). However, production of olive oils has fallen back in recent years and above all is subject to sharp oscillations due to climate change, from 429,000 tonnes in the 2017/18 campaign to 235,000 tonnes in 2022/23 (source: Ismea: Italian olive growing ranges from north to south, from Val d'Aosta with the olive groves closest to the Alps, to Pantelleria, in the middle of the Mediterranean Sea. Most Italian production (average 2018-21) is concentrated in Puglia (51%), Calabria (12%) and Sicily (11%). Regions renowned for their olive oils such as Tuscany (5%), Umbria (2%) or Garda (1%) have minority shares. Organic olive growing, having grown to 250,000 hectares, has also remained stable in recent years, for an average production (2018-/21) of around 35,000 tonnes. According to the 2020 agricultural census, 619,000 companies cultivate olive groves, while there are just under 4400 mills and 220 industrial companies. Italy boasts the largest number of geographical indications for olive oils: 49 PDO and PGI registered, compared to 33 for Spain and 32 for Greece (Source: EU). The economic importance of geographical indications on total olive oil sales varies between 2 and 4%, with just two indications (PDO Terra di Bari and IGP Tuscany) taking more than half the turnover for Italian PDO/PGI products. Consumption of olive oil in Italy comes to 500,000 tonnes a year, for per capita consumption of 8.2 litres, down by around 2 litres/capita/year compared to just 10 years ago. Overall turnover in the olive oil sector comes to around 3.5-4 billion euros/year but Italy, depending on the alternating high-low production years, imports olive oils every year worth 1.5-2 billion euros, while exports post an average value of 1.5-2 billion euros (source: Ismea. The sector contributes around 3% to total agro-food turnover.

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**QUALITY AGRICULTURAL FOOD PRODUCTS –
EXTRA VIRGIN OLIVE OIL, ORGANIC, BEER AND CIDER
SOL&AGRIFOOD - B/OPEN: CONFERENCES AND PROTAGONISTS**

Verona, 2-5 April 2023. With 300 exhibitors even from abroad, **Sol&Agrifood** confirms its status as an international landmark for quality agri-food, extra virgin olive oil, craft beer and cider - the new entry at the 27th edition (Verona, 2-5 April) scheduled alongside Vinitaly. Another new feature is the simultaneous scheduling of B/Open, a b2b specifically for organic products. In fact, *Hall C* will host exhibitors representing all the regions of Italy; the most numerous group shows from Sicily, Calabria, Abruzzo, Marche, Basilicata, Lazio and Umbria (Assoprol). Attendance by companies under the Italia Olivicola umbrella of the CNO and the Italian Farmers Confederation (CIA) is also highly qualified; international companies from Spain, Turkey and Albania will also attend.

In keeping with tradition, the **inaugural conference** is scheduled on the second day of the exhibition (3 April, 11.30 - Talk Area in the Sol&Agrifood show hall). It will focus on the topic *"Is sustainability a cost or a business opportunity for agri-food companies?"*. Talking of sustainability, the European Commission is working on a draft regulation to govern how this term is used, alongside a precise definition. Is the Italian agri-food system ready to take up the challenge? Speakers include **Roberto Berutti (European Commission)**, **Eugenio Puddu and Francesca Tognetti (Deloitte Italia)**, **Gennaro Siculo (Vice-President, CIA-Italian Farmers and President of Italia Olivicola)**, and **Nicola Bertinelli (President of the Parmigiano Reggiano Consortium)**. The conclusions will be drawn by Hon. **Francesco Lollobrigida**, Minister of Agriculture and Food Sovereignty (invited).

CONFAGRICOLTURA & CIA - Massimiliano Giansanti, President of Confagricoltura, will attend the show with Assoprol Umbria producers on Monday 3 April. He will take part in the round table (15:00) with **Roberto Morroni, Councillor for Agriculture of the Umbria Region**, and **Fabio Rossi, President of Confagricoltura Umbria**, discussing the regional olive growing sector project; Monday also sees **Cristiano Fini, President of CIA-Italian Farmers**, visit Sol&Agrifood to take part in the conference of Cia-Italia Olivicola (Talk Area, 15:00), with **Gennaro Siculo**.

TALKS & BEER - Craft beers - if all their amazing facets are to be fully appreciated - must be presented and explained by professionals who have broad technical expertise as well as strong empathy with the public. Over the last two years, a great many managers and sector operators working in specialist contexts such as pubs, restaurants, and pizzerias with a brewing theme have supported the Italian artisan brewery movement through their capacity to promote cultural aspects. 101 venues all over Italy are not pathfinders for marketing quality beers but also places where "brewing culture" is promoted. "Restaurants and Pubs leading the way: Italian ambassadors of brewing and local area culture" is the theme of the round table (April 3 - Talk Area, Sol&Agrifood Show Hall - 16:00). Speakers include **Natascia Tion, managing director of Ales&Co**, **Roberto Aliati, sales director of Aliati&Pedrazzini**, **Carlo Vischi, specialist food&beverage advisor**, **Carlo Schizzerotto, general manager of the Italian Beer Consortium**, and **Mauro Pellegrini, President of the Italian Union of Beer Tasters (IDB)**. Moderator: **Lorenzo Dabove**, aka Kuaska.

MOUNTAIN OLIVE GROWING - While olive growing continues to specialise, in many Italian regions it is concentrated in marginal areas, on hillsides or even in the mountains. This kind of olive growing comes from the past, an historical, landscape and environmental heritage which is gradually and unfortunately being abandoned. There are many problems, starting from the splitting up of olive groves and even the age of olive growers, not to mention increasingly unsustainable production costs. Tens of thousands of hectares, if abandoned, will undergo reforestation. It is therefore important to understand what precise role of hill and mountain olive growing in Italy is and could be, starting from an economic dimension that avoids depopulation and abandonment. We need an idea that ensures dignity for olive growers without relegating them to the mere role of guardians of the past. "Reviving hill and mountain olive growing: dream or reality?" is the topic of the meeting (Talk Area - Sol&Agrifood Show Hall, 4 April, 15.00) attended by **Marco Viola, President of Assoprol Umbria, Raffaele Amore, President of Consorzio Igp Campania, Pietro Di Paolo, Coop Larentana (Abruzzo), and Giosuè Catania, President of Consorzio Monte Etna.** The conclusions will be drawn by **Sebastiano Forestale, of the Directorate General for International Policies and the European Union.** Moderator: **Alberto Grimelli.**

B/OPEN -The organic food market was worth 260 billion dollars in 2022 and 4.4 billion euros in Italy, of which almost 3 billions from exports (source: Nomisma). Hypermarkets and supermarkets cover the majority of sales with 1.4 billion euros by July 2022. Discount outlets rank second by size, with sales of 272 million (up 14% over the previous year). Independent outlets take third place with sales of 159 million euros. E-commerce continues to grow and posted sales of 78 million euros (IQ Nielsen data). Overall, the Italian organic sector is holding up better than conventional agriculture which, in the period January-May 2022 posted a drop in sales of 2.9% against 0.4% for the organic field. In terms of value, conventional food lost 1.9% while organic actually grew by 2.3%. These facts and figures are the starting point for the round table discussing the topic "The growth of organic farming and out-of-home consumption: synergies for sustainability"

(4 April - Talk Area - Sol&Agrifood Show Hall - 11:30). Moderated by Lorenzo Tosi, this meeting will open with a focus presentation looking at the size of the sector in 2022: The **President of Assocertbio** (Association of Organic Certification Bodies), **Richard Cozzo**, will present a recent quantitative scenario survey, while **Riccardo Uleri of Longino&Cardenal** will provide a genuine overview of industry trends to find points of entry. **Valentina Quattro, of 'TheFork'**, will illustrate the results of a recent sustainability survey involving more than 1000 users and restaurants. The **Undersecretary at the Ministry of Agriculture - Masaf, Hon. Luigi D'Eramo**, will outline the policy for achieving the "Farm To Fork" objectives.

CRAFT FOODS AND SUSTAINABILITY - Sustainability interpreted as environment, economy, social and cultural aspects. All features that describe the need for our common life to share - not only as evidence in museums - the expertise, knowledge and values that evolved over thousands of years. This is where we find the role of artisans, since they are closely linked with the territory and consequently an assurance of respect for the environment and social-economic protection, especially in a country like Italy renowned for its creativity. Craftsmanship not only means skill but also continuous mental exercise to keep human creativity always at the heart of our life on the planet and the ability to manage artificial intelligence rather than be controlled by it. Against this background, the round table will investigate the topic "The fundamental role of food artisans for sustainability" (Talk Area – Sol&Agrifood Show Hall – 5 April, 11:30). Speakers include **Francesca Petrini, CNA, Roberto Bava, former President of Compagnia del Cioccolato, Walter Massa, wine artisan and farmer, Giampaolo Sodano, President of the Masters of Oil Association, and Massimo Spigaroli, butcher and owner of Antica Corte Pallavicina.** Moderator: **Guido Stecchi, President of the 5T Academy.**

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**ENOLITECH AND VINITALY DESIGN MORE INTERNATIONAL THAN EVER
120 LEADING COMPANIES EVEN FROM CHINA AND HONG KONG.
NEW ZEALAND - THE NEW ENTRY FOR 2023.**

Verona, 2-5 April 2023 - From recycled glass bottles to screen printed labels, alternative packaging to designer objects for cellars and wine shops, through to the most advanced traceability and anti-counterfeiting systems... and much more! Enolitech and Vinality Design - Veronafiere's two specialist theme halls held in conjunction with Vinality 2-5 April - showcase all the innovations and trends for technologies used in the wine, olive oil and beverage supply chain, as well as various other articles. 120 leading Italian and international companies in the sector will be on hand in Hall F with its area of 4,000 sq.m. that this year once again welcomes the main wine technology companies from China and Hong Kong, followed by France, Germany, Czech Republic, Spain and Turkey, while New Zealand is preparing its debut at the 2023 show.

In addition to the best high-tech and digital solutions for the sector, stands will display accessories such as capsules, glasses - with Rastal as the official partner of the events - corks and equipment such as barrels of all sizes, barriques and vats. There is also space for all the services dedicated to design, transport, shipments and logistics.

The event will also spotlight the **Vinality Design International Packaging Competition** organized by Veronafiere and Enolitech which rewards the best packaging designs for wines, spirits and liqueurs, as well as beers and extra virgin olive oils. Eleven categories competing compete for Gold, Silver and Bronze Labels in addition to Label of the Year, Environment and Sustainability, Innovation and Technology and Large-Scale Retail awards. The Prize-Giving Ceremony will be held on April 2, the opening day of Vinality.

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55th VINITALY: TRANSPORT, PARKING AND TRAFFIC GUIDE

Verona, 2-5 April 2023 - The 55th **Vinitaly** - the most important international exhibition in the world of wine and spirits - is scheduled 2-5 April 2023. During Vinitaly, traffic circulation and the parking system around the Exhibition Centre are structured and regulated to minimize inconvenience and optimize the time available for sector operators and their business.

Here is some useful info about transport, parking and traffic during Vinitaly. This information with maps, explanatory ground plans and detailed routes is available in the visitors area of the event website (<https://www.vinitaly.com/verona/viabi-lita-e-parcheggi/>).

EXHIBITION CENTRE - GENERAL INFORMATION

Where: VeronaFiere is located in Viale del Lavoro n° 8 about two kilometres from the Verona Sud exit on the A4 Serenissima motorway, Porta Nuova Railway Station and Verona city centre.

Admission: on payment, trade only and adults.

Timetable: for Vinitaly, the Exhibition Centre is open to visitors 09.30-18.00, with access through the Cangrande Entrance (Viale del Lavoro) and the Re Teodorico Entrance (Viale dell'Industria).

HOW TO REACH THE EXHIBITION CENTRE

By train: the green choice is also the most convenient

Fast and comfortable, trains are ideal for people keen to optimize travel time by using the **free shuttle buses** from Verona Porta Nuova Station or the pedestrian route to the Exhibition Centre. It is also a choice that helps safeguard the environment and respect for the city by helping to streamline urban traffic.

Shuttle buses leave Verona Porta Nuova Railway Station from Pavement E every 15 minutes (8:30-20:30).

If you prefer to walk, you can reach the Exhibition Centre in 10 minutes along the bicycle-pedestrian route that starts from Platform 12 (follow the signs in the station itself) and, exiting from the rear area of the station, crosses the Goods Yard before reaching Viale Piave. **Here, you can take a shuttle bus or continue on foot following the route indicated by direction arrows.**

The smart choice for arrivals by car

Arriving in Verona by car: from the A22 "Brennero" motorway (Modena-Trento-Bolzano-Bressanone-Vipiteno), take the **Verona Nord** exit with the possibility of parking in the **car parks around the Bentegodi Stadium** in Via dello Sport. From the A4 "Serenissima" motorway (Turin-Milan-Brescia-Venice-Udine-Trieste) the closest exit to the Exhibition Centre is **Verona Sud**, with the possibility of parking in the **Genovesa park-and-ride area** with 800 parking places. The parking lots are free and served by shuttle buses connecting with the Exhibition Centre.

It also possible to fly to Vinitaly

Verona Airport is served by a free shuttle ("**Aerobus**") to the Exhibition Centre approximately every 60 minutes 8-20:00.

VISITOR PARKING:

You can find the location of these car parks on Google Maps: <https://www.vinitaly.com/map/>.

Parking Area	Location	Time	Cost	Shuttle buses	Places:
Stadium	Via dello Sport	0-24	Free:	Yes (Line C)	3,500
Genovesa	Strada della Genovesa	6-20	Free of charge	Yes (Line G)	800
Adigeo	Via Cagnoli	7-20	Free of charge	Yes (Line H)	1,000
P3 - Former Fruit And Vegetable Market	Viale del Lavoro	7-20	€25	No	1,420

Parking facilities for exhibitors: access to certain parking areas (**P1, P4, P7**) is reserved exclusively for exhibitors until 12 noon. Visitors may use these areas only after mid-day and until places are available (15 € / day; timetable: 12:00 20:00

You can find the location of these car parks on Google Maps: <https://www.vinitaly.com/map/>.

Coaches and campers: tourist coaches and campers must park in the Stadium parking areas; Coaches arriving from the Verona Sud motorway exit may also use the P1 Car Park in the Railway Sidings (€45). Campers arriving from the Verona Sud motorway exit can also use the P1-Railway Station, P4 and P7 car parks (€30) as well as the “Camping Verona Village” equipped area, in Via Forte Tomba 44 (tel. [045/2050660](tel:045/2050660); email info@campingverona.com)

Parking facilities are not supervised: do not leave valuables in vehicles!

PARKING FOR JOURNALISTS

Journalists, on displaying a valid **ID card**, can park free of charge while places are available in the parking areas for visitors (see above) and in the forecourt in front of Palaexpo. Vehicles used by TV crews may use a specific parking area in Via Scopoli, again while places are available.

Parking Areas	Location	Time	Cost	Shuttle buses	Places:
parking area - Palaexpo;	Viale del Lavoro	7-20	Free of charge	No	50
P11 (TV crews)	Via Scopoli	7-20	Free:	No	20

PUBLIC TRANSPORT

Urban lines: to reach the Exhibition Centre and travel easily around the city centre during Vinitaly, ATV-Azienda Trasporti Verona (Verona Bus Co) offers its network of day-time and evening urban bus lines to all visitors expected in the city.

The Exhibition Centre is served by the weekday urban lines 21, 22, 61, 51, 52 (along Viale del Lavoro-Viale dell'Agricoltura), 23-24-73 (Via Roveggia side) and the holiday lines 91 and 98 (Stradone Santa Lucia-Via Roveggia), 96, 97 and 93 (Viale dell'Agricoltura side).

Tickets cost €1.30. All timetables are available at www.atv.verona.it.

For visitors attending the Vinitaly and the City Off-Show event, day-time lines run until 21.00 and all evening lines until midnight.

Taxi: the Radiotaxi service is operative 24/7 (tel. 045.532.666). 045.532.666, or SMS to the number 340.321.0021. Use the free APPTAXI app to book and pay for the service directly from your smartphone.

Free shuttle buses: In addition to urban bus routes, ATV, in collaboration with Veronafiore, operates on event days a free shuttle bus service connecting the exhibition centre with the main park and ride areas, Valerio Catullo airport and Porta Nuova Railway Station. Visitors to Vinitaly and the City can use Line A **until 20:30 connecting** to the historic centre (Piazza Bra).

- **Line A: Piazza Bra – Exhibition Centre (Via Scopoli)**
Timetable: 07.30-20:00 frequency - every 20 minutes
- **Line B: Porta Nuova Railway Station – Exhibition Centre (Viale dell'Agricoltura)**
Timetable: 08.30-20.30 frequency - every 15 minutes
- **Line C: stadium parking areas - Exhibition Centre (Viale dell'Agricoltura)**
Timetable: 08.30-20.30 frequency - every 15 minutes
- **Line G: Genovesa car park – Exhibition Centre (Via Belgio)**
Timetable: 6:00-20:00 frequency - every 15 minutes
- **Line H: Adigeo parking area - Exhibition Centre (Viale dell'Agricoltura)**
Timetable: 8.30:00-20:00 frequency - every 20 minutes
- **Airport Bus: Valerio Catullo Airport – Exhibition Centre (Via Scopoli)**
Timetable: 08:00-20:00 frequency - every 60 minutes

UP-TO-DATE TRAFFIC NEWS

The Local Council and Municipal Police in Verona provide at www.veronamobile.it and **Twitter (@veronamobile)** an information service updated in real time on the availability of city parking areas and the general traffic situation, indicating recommended routes, any bottlenecks or accidents. The web platform is optimised for display on mobile phones and hand-held devices.

Up-to-date news is also provided on the variable messaging panels installed at all major access roads to the city of Verona.

Veronafiere Press Service

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55th Vinitaly (Veronafiere 2-5 April 2023) In conjunction with Sol&Agrifood and Enolitech

55th VINITALY 2023

An exhibition centre offering more than 100,000 square metres net, seventeen fully booked show halls between permanent and tensile structures. Everything is ready to become the largest international b2b event for Italian wine and beyond, with **more than 4,000 companies** representing all Italian wines and other products from more than 30 countries Vinitaly 2023, the international exhibition scheduled 2-5 April at Veronafiere, consolidates its business positioning and service supporting one of the most strategic Italian export sectors. The 55th edition further strengthens the development plan for the only event that has promoted the growth and success of Italian wine on international markets.

Two other two professional salons are held at the same time - **Enolitech** with **Vinitaly Design**, and **Sol&Agrifood** with **B/Open** and **Xcellent Beers** - for a total number of exhibitors to more than 4,400 companies.

The prologue to the 55th International Wine and Spirits Exhibition comes with **Vinitaly OperaWine**, the super-tasting of 130 standard-bearer producers selected by Wine Spectator scheduled on Saturday 1 April in the former *Gallerie Mercatili*, opposite the Exhibition Centre itself. The main theme areas are also confirmed: **Vinitaly Bio International Wine Hall**; **Vinitaly Mixology**; **Micro Mega Wines** - curated by wine writer Ian d'Agata with a focus on niche and limited edition wines; **Taste and Buy** - matching with operators selected from the exhibition network in collaboration with Tutelage Consortia; **Tasting Ex...Press** - with the most important international sector magazines. The distinction between trade professionals attending the main show and wine lovers also continues. The Off-Show appointment for wine lovers - **Vinitaly and the City** - is scheduled 31 March-1 April with a calendar schedule of events and tastings in the streets and the most exclusive settings in the heart of Verona.

RAI is the official media partner of Vinitaly 2023.

INTERNATIONALISATION AND INCOMING

Vinitaly with an international scope that speaks all the world's languages as it makes ready for the 55th edition for record attendance by top buyers selected and hosted not the least in collaboration with the ICE Trade Agency. More than **1000** international "super-buyers" of Italian wine from 68 countries will arrive in Verona: +43% compared to 2022, from USA to Africa, Asia - with the great return of China and Japan - through to Central and South America, as well as from all over Old Continent and the Eurasian Republics. This figure will boost total international business attendance at the four-day Show and is expected surpass the final figure for Vinitaly 2022 which closed with 25,000 international buyers from 139 countries, 28% out of 88,000 total operators arriving in Verona, the highest foreign percentage ever recorded.

Out of the 68 countries attending, 55 stand out with profited delegations of operators and importers from the United States and Canada (more than 200 top buyers), with new arrivals from large retailers in the Midwest and top management at NABI (National Association of Beverage Importers) and no less than eleven representatives of the Société des Alcohols du Québec (SAQ) and the Liquor Control Board of Ontario (LCBO), two of the most important Canadian monopolies. Great expectations for the return of China (130 purchasing managers selected and present at Vinitaly) which, after the lockdowns and prolonged bans, is ready to recover its status as an emerging giant.

WINE: ITALIAN BALANCE OF TRADE CHAMPION

Analysis **by the Uiv-Vinitaly Observatory and Prometeia** indicates that the wine industry in Italy is worth 31.3 billion euros, with 530,000 companies and around 870,000 employees. It ranks top of the special classification detailing the "traditional" balance of trade for Made in Italy, namely the 4A (Clothing, Food, Furniture, Automation) worth around 200 billion euros every year. The contribution of wine is not limited to the agri-food chain but embraces

Main content dossier

Made in Italy as a whole: analysis of more than 40 representative sectors in the so-called 4A sectors, sees wine, with 7.4 billion euros of net exports, ranks **first in 2022 in terms of its balance of trade**, leaving behind other "Made in Italy" world champions, even the fashion system and machinery. A performance by the most popular Italian agricultural product in the world, starting from 4th place in 2011 to reach the top today.

The value chain. The "core" supply chain - wine-growing/wine-making and sales/distribution - is worth 26.2 billion euros (16.4 billion euros for production and 9.8 billion for retail/wholesale sales), employing 836,000 people across 526,000 companies. The allied supply chain (technology and machinery for vineyards, wine cellars and quality control/certification) involves around 1,850 companies, 34,000 employees and turnover of 5.1 billion euros.

Consumers: There are 29.4 million wine consumers in Italy (55% of the population), of whom 42% drink wine on a daily basis.

Internationalisation. The special feature of the wine industry is undoubtedly its level of internationalisation. Exports worth 7.9 billion euros in 2022 saw international sales reach an all-time high, generating more than 54% of the sector's turnover and confirming the wine industry firmly at the top of export food sector rankings. A result obtained at the end of a decade when cumulative growth close to 80% saw the sector become one of the main players in the overall acceleration of Italian food exports. Analysis by the **Uiv Observatory, Ismea and Vinitaly**—based on ISTAT data for the whole of last year — the Italy of wine has almost reached 8 billion euros, posting +9.8% over 2021 values, compared to flat volumes (22 million hectolitres, - 0.6%). A result, as the Observatory points out, influenced by price doping applied to limit the erosion of margins caused by higher costs despite the risks in terms of consumption forecasts for 2023. In terms of markets, all the top buyers increased in value, starting with the United

55th Vinitaly (Veronafiere 2-5 April 2023) In conjunction with Sol&Agrifood and Enoolitech

States (+10%) which confirms its status as the leading Italian export market with a share of 23%. Then come Germany (+5%, 1.2 billion euros), United Kingdom (+10%), Canada (+11%), Switzerland (+3%) and strong growth in France (+25%). The overview in terms of volume is different, either falling somewhat or stationary on all the main outlet markets (USA -6%, Germany -2%, UK -4%) with the exception of France (+16%, thanks to impressive growth for Prosecco at +20%). Demand in China is still falling, closing the year at -28% for bottled wine. Sparkling wines continue to be the main driving force (+19% in value, with Prosecco at +22%; +6% in volume), while still bottled wines are struggling (-3% volume), especially reds.

HELD ALONGSIDE VINITALY: SOL&AGRIFOOD – B/OPEN AND ENOLITECH – VINITALY DESIGN

Sol&Agrifood & B/Open Extra virgin olive oil, craft beers, quality wine & food products and the new entry for 2023 - cider. These are the flagships of the 27th **Sol&Agrifood**, the international quality agro-food exhibition scheduled at Veronafiere alongside the 55th Vinitaly. It will be joined this year - in the same show area - by the third edition of **B/Open**, the b2b exhibition focusing on organic and sustainable products. Objective: boost events that focus on certified food within the scope of a calendar in line with the needs of companies in the sector. Thanks to its strong business impact, the synergy between the two events consequently creates the meeting place between supply and demand where exhibitors can explain their products to buyers and horeca operators through master-classes, tastings, educational events and show cooking demos. Not to mention plenty of space for Italian and international craft brews in the **Xcellent Beers** area and its tasting counter with all the beers on show - including Italian Grape Ale, the link between wine and beer - and mini-courses to learn more about the features of various kinds of beer. Hall C is home to **almost 300 exhibitors** representing all the regions of Italy, with some of the most numerous group

stands from Sicily, Calabria, Abruzzo, Marches, Basilicata, Latium and Umbria (Assoprol). Attendance by companies under the Italia Olivicola umbrella of the CNO and the Italian Farmers Confederation (CIA) is also highly qualified, not to mention international companies attending Sol&Agrifood (Spain, Turkey and Albania).

EVENTS:

Sol&Agrifood inaugural conference: "Is sustainability a cost or a business opportunity for agri-food companies?" is the title of the inaugural convention of Sol&Agrifood (Monday 3 April, 11.30 – Talk Area) which will consider the opportunities and costs of sustainability for the Italian agro-food system.

Speakers: Roberto Berutti, European Commission; Eugenia Puddu and Francesca Tognetti, Deloitte Italy; Gennaro Siculo, vice president of CIA and president of Italia Olivicola; Nicola Bertinelli, president of the Parmigiano Reggiano Consortium.

The Minister of Agriculture and Food Sovereignty, Francesco Lollobrigida, has been invited to draw the conclusions.

Sol d'Oro. 21st **Sol d'Oro**, with more than 400 samples of extra virgin olive oil competing from Italy, Albania, Chile, Croatia, Greece, Morocco, Peru, Portugal, Slovenia, Spain and Tunisia. The big news this year is the partnership with **Aipo d'Argento**, a contest that represents the best products in the Italian olive oil supply chain organized for twenty years by the Verona Inter-Regional Olive Oil Producers Association. The award-winning oils at **Sol d'Oro 2023** - the most important international competition specifically for extra virgin olive oils - will be in the forefront during Sol&Agrifood. The diplomas will be consigned to award the winning companies on Sunday 2 April 2023 (15:00, Salieri Meeting Room) on the first day of Vinitaly and **Sol&Agrifood** (Veronafiere 2-5 April 2023), while Sol Gold, Silver and Bronze medals will be presented during the *Evo Gala Dinner* on Tuesday 4 April.

Main content dossier

Confagricoltura and CIA. On Monday 3 April Massimiliano Giansanti, president of Confagricoltura, will attend the event with producers belonging to Assoprol Umbria and then join the round table (15:00) discussing the regional olive growing supply chain project together with Roberto Morroni, Councilor for Agriculture of the Umbria Region, and Fabio Rossi, president of Confagricoltura Umbria, on the same day. Cristiano Fini, president of the CIA (Italian Farmers Confederation) is also scheduled to speak at the CIA - Italia Olivicola conference (15:00 - Talk Area) with Gennaro Siculo

Olive Oils of Italy 2023 - Gambero Rosso: On Monday 3 April (15:00-17:00, Salieri Meeting Room – Basement, Palaexpo) the thirteenth edition of Olive Oils of Italy by Gambero Rosso will be presented - the guide to the finest Italian extra virgin olive oils, followed by the consignment of certificates to producers winning the 2023 Special Awards. Paolo Cuccia, president of Gambero Rosso, Stefano Polacchi, editor-in-chief of Gambero Rosso and curator of Olive Oils of Italy, and Indra Galbo, Olive Oils of Italy panel leader.

Round table - "Restaurants and Pubs leading the way: Italian Ambassadors of Beer and Local Area Culture:

The spread of "brewing culture" is the central theme of the round table on Monday 3 April (16:00 - Talk Area).

Round table - "The growth of organic farming and out of home consumption: synergies for sustainability" Monday 4 April (11:30 - Talk Area) - focus on the dimensions of the organic sector in 2022, from quantitative scenarios to market trends for identifying possible new keys for development.

Convention - "Reviving hill and mountain olive growing: dream or reality?" The role of mountain and hill olive growing will be discussed extensively on Tuesday 4 April (15:00 – Talk Area) while looking into opportunities and risks for an historical landscape and environmental heritage which is sadly being progressively abandoned.

55th Vinitaly (Veronafiere 2-5 April 2023) In conjunction with Sol&Agrifood and Enolitech

Conference "Organic in the Marches - Experience in the Region". Tuesday, 4 April (16:00 - Marches Region Meeting Room/Amap). The current status of organic farming in the Marches Region attended by the Head of the AMAP agricultural produce promotion unit, Fausto Ricci, and the president of the Marches Organic District, Giovanni Battista Girolomoni.

Olive oil facts and figures.

Italy is the second largest olive growing country in the Mediterranean, with an olive grove area of 1.16 million hectares - second only to Spain (2.45 million hectares). However, production of olive oils has fallen back in recent years and above all is subject to sharp oscillations due to climate change, from 429,000 tonnes in the 2017/18 campaign to 235,000 tonnes in 2022/23 (source: Ismea: Italian olive growing ranges from north to south, from Val d'Aosta with the olive groves closest to the Alps, to Pantelleria, in the middle of the Mediterranean Sea. The major part of Italian production (average 2018-21) is concentrated in Puglia (51%), Calabria (12%) and Sicily (11%). Regions renowned for their olive oils such as Tuscany (5%), Umbria (2%) or Garda (1%) have minority shares. Organic olive growing, having grown to 250,000 hectares, has also remained stable in recent years, for an average production (2018-/21) of around 35,000 tonnes. According to the 2020 agricultural census, 619,000 companies cultivate olive groves, while there are just under 4400 mills and 220 industrial companies. Italy boasts the largest number of geographical indications for olive oils: 49 PDO and PGI registered, compared to 33 for Spain and 32 for Greece (Source: EU). The economic importance of geographical indications on total olive oil sales varies between 2 and 4%, with just two indications (PDO Terra di Bari and IGP Tuscany) taking more than half the turnover for Italian PDO/PGI products. Consumption of olive oil in Italy comes to 500,000 tonnes a year, for per capita consumption of 8.2 litres, down by around 2 litres/capita/year compared to just 10 years ago. Overall

turnover in the olive oil sector comes to around 3.5-4 billion euros/year but Italy, depending on the alternating high-low production years, imports olive oils every year worth 1.5-2 billion euros, while exports post an average value of 1.5-2 billion euros (source: Ismea: The sector contributes around 3%. to total agro-food turnover

Enolitech and Vinitaly Design (Hall F).

From recycled glass bottles to screen printed labels, alternative packaging to designer objects for cellars and wine shops, through to the most advanced traceability and anti-counterfeiting systems... and much more! Enolitech and Vinitaly Design - Veronafiere's two specialist theme halls held in conjunction with Vinitaly 2-5 April - showcase all the innovations and trends for technologies used in the wine, olive oil and beverage supply chain, as well as various other articles. 120 leading Italian and international companies in the sector will be on hand in Hall F with its area of 4,000 sq.m. that this year once again welcomes the main wine technology companies from China and Hong Kong, followed by France, Germany, Czech Republic, Spain and Turkey, while New Zealand is preparing its debut at the 2023 show.

In addition to the best high-tech and digital solutions for the sector, stands will display accessories such as capsules, glasses - with Rastal as the official partner of the events - corks and equipment such as barrels of all sizes, barriques and vats. There is also space for all the services dedicated to design, transport, shipments and logistics. The event will also spotlight the **Vinitaly Design International Packaging Competition** organized by Veronafiere and Enolitech which rewards the best packaging designs for wines, spirits and liqueurs, as well as beers and extra virgin olive oils (Prize-Giving Ceremony on 2 April). Eleven categories and 315 samples entered in the competition for assessment by an international jury.

The complete list of awards is available at this link: <https://bit.ly/4OKTXIT>

PREVIEW: VINITALY OPERAWINE: SATURDAY 1 APRIL (FORMER GALLERIE MERCATALI)

Main content dossier

One hundred and thirty producers representing all regions and as many wines selected as 'ambassadors' of Italian wine by **Wine Spectator**. The protagonists of Vinitaly OperaWine: the preview for the International Wine and Spirits Exhibition scheduled on Saturday 1 April at the former Gallerie Mercatali - opposite the exhibition centre - created by Veronafiere in collaboration with one of the most influential American magazines in the world. The only event organized abroad by Wine Spectator, the 12th edition of the Vinitaly preview - this year with a graphic concept inspired by water - sees Tuscany (35 selected companies), Piedmont (19) and Veneto (17) as the top three Italian regions. Southern Italy has grown compared to previous editions, especially thanks to wines Sicily and Campania, respectively with 10 and 8 top producers chosen as emblems of typical local wine-making and excellence. Vinitaly OperaWine 2023 sees red wines out in front with 96 labels dominating the assessments of the American judges. The super-tasting on 1 April also includes 25 white, 7 sparkling and 2 sweet wines.

List of producers and wines at the link: <https://bit.ly/4O4qDX>

VINITALY AND THE CITY (31 MARCH – 3 APRIL), THE OFF-SHOW EVENT SPECIFICALLY FOR WINE LOVERS

A full scale wave of wine passion will spread out from Vinitaly in the Exhibition Centre to the centre of Verona, ready to raise glasses in a toast at **Vinitaly and the City**. The Off-Show event specifically for the general public and enthusiasts is scheduled **31 March-3 April**. The four-day event will bring colour to the historic centre of Verona thanks to a mosaic of almost 50 cultural, artistic, musical and geographical appointments involving a mix of tastings, masterclasses, talks, meetings and guided tours - all in the name of Italian wine-making excellence. The area comprising **Piazza dei Signori** (Loggia di Fra Giocondo, Loggia Antica and Torre dei Lamberti), **Cortile Mercato Vecchio** and **Cortile del Tribunale** is where most of the events and tasting lounges will be hosted. The Vinitaly and

55th Vinitaly (Veronafiere 2-5 April 2023) In conjunction with Sol&Agrifood and Enoolitech

the City schedule begins 31 March with “Lives – The incredible life of Maurizio Cattelan told in words and music” organized for the off-show calendar by ArtVerona, the modern and contemporary art fair which will posts its 18th edition next October. A full-immersion narrative revealing the hyperbolic life of one of the best known and most quoted Italian artists in the world, translated into words by **Nicolas Ballario**, contemporary art expert, presenter of Sky Arte and commentator with Radio Rai, set to music by **Rodrigo D'Erasmo**, multi-instrumentalist, **composer and member of Afterhours**, followed by **Giulio Favero**(21:00, Loggia of Fra Giocondo, Piazza dei Signori). Watched over by the statue of Dante - the protagonist of the “**Willing to soar to the stars - The Purgatory song of forgiveness**” exhibition curated by **Frank Nembrini** which will be presented on 1 April (15:00-16:00) in the Loggia di Fra Giocondo - the heart of Vinitaly and the City is the stunning **Enoteca Vivite–Alleanza delle Cooperative**. Here, visitors will be able to taste wines from all over Italy before venturing into the **Mixology** area in Loggia Antica. This, section is home to proposals by **Bartenders Group Italia**, **Nespresso**, **Molinari**, **Italian Wine Brands**, **The Organics by Red Bull**, **Consorzio dell'Asti Spumante e del Moscato d'Asti Docg**, **Campari** and **Acqua delle Stelle by Perrigo**. The **Banca Passadore Lounge** - the official partner of the exhibition - will illuminate the architecture of the Court of the Scaliger Lords, while the **Lugana DOC Consortium** will take the toast up to a height of 84 metres on the panoramic terrace of **Torre dei Lamberti**. The geography of Italian wine-making, on the other hand, will be re-drawn in Cortile Mercato Vecchio, home for the occasion for “embassies” from Lake Garda, with the **Chiaretto and Bardolino Consortium** to the Province of Treviso with the **Asolo Montello Wine Consortium** and the far south of the country with the **Calabria Region**. This is also the venue for the **Wine Talks** of Vinitaly and the City conducted by oenologist and wine writer **Sissi Baratella**. A space for debate and discussion between visitors and producers.

Lastly, Cortile del Tribunale will see a selection of snapshots covering the wine scene all over Italy with the **Guide to Italian Wines by Gambero Rosso** and the **Latium Region** as protagonists of tasting of award-winning wines and food&wine novelties.

The most evocative new features on the programme include the launch of the Vinitaly and the City **Wine Guitar** in wood from chestnut wine barrels made by **Fabrizio Paoletti**, the lute-maker who has made guitars for stars including Bruce Springsteen, Keith Richards and Joe Walsh (1 April). There are also literary appointments, in collaboration with the **Feltrinelli Verona** bookshop, starting on Sunday 2 April with two presentations with a food and wine theme. **Roberto Valbuzzi** (following his family tradition as chef of Ristorante Crotto Valtellina, as well as a well-known television face) will talk about his “Cook, Restaurateur, Farmer”, published by Gribaudo (15:00), while **Joe Bastianich** will present his book “The Great Story of Italian Wine”, written with Tiziano Gaia for Mondadori Electa (19:00). And we then move on to the podium of **Master Chef Italia**, with **Edoardo Franco**, winner of the 2023 edition. On Monday 3 April (18:00) he will bring all the determination of “Dajel! La mia cucina senza confini”, published by Baldini + Castoldi. Vinitaly and the City also welcomes **innovation** with the official presentation of the “Caporale method a new way to assess sparkling wines” - a unique and original patent developed by Tommaso Caporale, journalist and television personality known as Mister Bollicine. His method helps **characterise sparkling wines through the noise bubbles make in the glass without having to taste them first** (2 April, Loggia di Fra Giocondo at 21:00).

The opening times for Vinitaly and the City are as follows: Friday 31 March 18:00-23:00 (inauguration at 18.00 with **Akènta Sub**, the sparkling wine aged on the sea bed by **Santa Maria La Palma** from **Alghero**, the official wine of the Off Show event), Saturday 1 April 15:00-23:00, Sunday 2 April 15:00-23:00 and Monday 3 April 18:00-23:00.

Main content dossier

Vinitaly and the City is organized by Veronafiere in collaboration with Verona City Council, the Province of Verona and the Cariverona Foundation.

Complete program, info and shop at:

www.vinitalyandthecity.com

WINE: ITALIAN SCENARIO

Production: Official Agea data indicate that a total volume of **49.8 million hectolitres** (-0.8% over 2021) saw Italy in 2022 come out firmly at the top of the country wine-making ranking ahead of Spain and France. According to the harvest forecasts issued last September by Assoenologi, Ismea and Unione Italiana Vini, despite the drought and record heat, at the start of the harvest campaign Vineyard Italy promised a satisfactory in vintage terms of quantity and surprising in terms of quality, with grapes from good to excellent quality.

Focus on organic wine. Italy also confirms its leadership in dynamics relating to organic wine, with almost three million hectolitres from an organic area that come to 125,546 hectares in 2021. Sicily leads the regional production ranking, with 24% of Italy's organic vineyard (103,771 hectolitres), followed by Puglia (16%, 474,450 hectolitres) and Tuscany (15%, 449,119 hectolitres). In 2019 Italy ranked third worldwide with 23% of the planet's organic vineyards, behind only Spain (26%) and France (24%) (*Wine Observatory analysis based on Ismea-Sinab data*).

Wine and Large-Scale Retail. The increase in production costs and prices to the public made 2022 a difficult year even for the modern distribution wine market. And 2023 may well still be difficult in terms of volumes, given the impact of price rises, but there could also be a recovery in the second half-year, if inflation falls back and promotions become more incisive. This, in brief, is the overview that will be presented by the Cirana research institute (formerly Iri) at Vinitaly during the 19th wine and modern distribution round table (Monday 3 April, 10.30-12.30 - Arena Convention Centre, Hall 6-7) which will be attended

55th Vinitaly (Veronafiere 2-5 April 2023) In conjunction with Sol&Agrifood and Enolitech

by representatives of Circana, Conad, Coop Italia, Carrefour, Selex Group, MD, Federvini and Unione Italiana Vini. **In terms of the best-selling wines through large-scale retail distribution**, 2022 saw **Prosecco** out in front(46 million litres sold), followed by **Chianti**(17mln) and **Lambrusco** (almost 17 million).

Overall, the sector posted volume down by 5.4%, with red wines at -7% and sparkling wines at -4.7% (which becomes -0.2% if Prosecco is excluded).

THEME SHOWS

A multi-year development project implemented by Veronafiere's new governance in line with the expectations of Italian companies, starting with those with a green vocation - from the vineyard to the glass: Vinitaly Bio is the specialist theme show celebrating its eighth edition . 110 organic farms in Hall F at the Exhibition Centre from almost all Italian regions, with Sicily, Veneto and Tuscany, leading the territorial ranking followed by Piedmont and Apulia. A varied offering with a high-identify philosophy achieving growing appeal among trade operators and even international consumers. A new and rising market trend that is also capturing the promotional efforts of group show, such as the one coordinated by the Sicily Regional Institute of **Wine** and Olive Oil and the **Vintesa Consortium**, a group of across-the-board wine cellars from Piedmont, Alto Adige, Tuscany, Puglia and Slovenia which have chosen organic farming as a life and production project - and Vinitaly Bio as the place where they can emerge. Vinitaly Bio will also host tastings and masterclasses organised in collaboration with **Federbio** and **Vi.Te**, as well as the Wine Showcase area specifically for certified organic wines (Gallery 11-12) with more than 100 labels available for tasting as a guideline for operators.

International Wine Hall. The show hall specifically for international production is home to most of the international exhibitors attending Vinitaly. Several countries will be on hand with stands from **France**, **Lebanon**, **South Africa** and **Santo Domingo**, as well as

Portugal and **Spain**, without forgetting **Austria**, **Argentina**, **Brazil** and **Croatia**. The new entries at the 2023 edition include **Mexico**, **Armenia**, **Bulgaria**, **Algeria** and **Tunisia** in group shows, the **Open Balkan** project with wine-makers from **Serbia**, **Albania** and **North Macedonia** presenting wines from the various vineyards in this region selected to present the diversity and still unknown potential of the wine scene in these three countries.

Micro Mega Wines – Micro size, mega quality. “Small is beautiful” is the slogan of Micro-Mega Wines – Micro Size, Mega Quality, the section of Vinitaly curated by the internationally renowned wine writer, Ian D'Agata, focusing on small volume, niche and limited edition wines for second year. Attendance by around 40 companies has been confirmed, backed up by a schedule of tastings and master-classes - which this year will also expand outside the Exhibition Centre as such thanks to events also organized at Vinitaly and the City. The list of wines includes Nerello Mascalese (Calabria), Doroña (Venice Lagoon, Moscato Giallo (Euganean Hills) and Albarossa (Piedmont), joined by the authentic Trebbiano Abruzzese, Cabernet Franc (Tuscany) and Maceratino Ribona.

Mixology. The art of cocktails returns confirmed at Vinitaly with Mixology, the show section always ready to intercept new blending trends based on wines, liqueurs and spirits. The calendar, over the four days of Vinitaly, includes masterclasses and appointments guided by some of the most talented bartenders in Italy. The display stands include some particularly niche products of the highest quality.

NOT-TO-BE-MISSED TASTING EVENTS.

Italy of Wine is entirely on the calendar of events and tastings at the 55th Vinitaly, Veronafiere 2-5 April: a complete journey from North to South, including the islands, discovering Italy's immense varietal heritage. More than 80 appointments are scheduled to date for the International Exhibition of Wines and Spirits, starting from the daily **Vinitaly Grand Tastings** through to tastings from

Main content dossier

around the globe in the **International Wine Hall**, by way of **Tasting Ex...Press** organized in collaboration with the most important international sector magazines and **Vinitaly Tasting – The DoctorWine Selection** curated by Daniele Cernilli, director of the Essential Guide to Italian Wines. The **Orange Wine Festival** walk around tasting is back (3 April, Silver Meeting Room, Palaexpo 11:00-18:00), as well as the masterclasses dedicated to the art of mixing in the **Mixology** area (2nd floor, Palaexpo) and the appointments with **Micro Mega Wines**, the section created by wine writer Ian d'Agata to highlight small niche wines available in limited editions of the highest quality. Last but not least, the **Organic Hall** (Hall F) will host tastings dedicated to organic wines organized by Vinitaly in collaboration with **Vi.Te** and **FederBio**.

Vinitaly Grand Tasting and top tastings.

The Bicchieri 2023 by **Gambero Rosso** will open the Vinitaly tastings on Sunday 2 April (11:-16:30 in the Silver Hall, Palaexpo). On the same day, the **Vinitaly Grand Tastings** also get underway with **The Holy Drinker: wines from abbeys and monasteries**(15:00, Tulip Meeting Room, Palaexpo) with eight wines from the centuries-old tradition of these places not only of worship but also of wine-making. Events continue on Monday 3 April with **The Identity capital: re-imaging Italian whites** (11:00, Tulip Meeting Room, Palaexpo), the appointment dedicated to the identity capital of Italian white wines guided by the Italian Master of Wine, Gabriele Gorelli. Tuesday 4 April is the turn of **Barolo and Barbaresco terroirs: an in-depth presentation of biotypes, clones, crus, people and wines** (11:00, Silver Meeting Room, Palaexpo), a focus on the diversity of terroirs in Piedmont curated by Ian d'Agata, followed by a tour **around the companies that have made the Italy of Wine so great**(15:00, Silver Meeting Room, Palaexpo), the tasting-event hosted by **Riccardo Cotarella** and **Luciano Ferraro**.The Grand Tasting panel closes with **A voyage over the seas of Italy: discovering the famous wines and emerging stars of the islands** (11:00)

55th Vinitaly (Veronafiere 2-5 April 2023)

In conjunction with Sol&Agrifood and Enolitech

highlighting the wine-making potential of Italy's islands and archipelagos with 15 labels ready for tasting. The new generations come to the fore in *Young to Young*, the three tasting sessions developed by food and wine journalists **Paolo Massobrio** and **Marco Gatti** focusing on ten young wine producers interviewed by the new generation of social media *wine writer* (Iris Meeting Room, Palaexpo, 2 April 15:00-17:00; 3 & 4 April, 11:00-13:00). Climate change and its repercussions from the vineyard to the bottle will be investigated in the appointment *New trends – Wine to the moon and back*, the tasting with seven glasses from different old and new world countries curated by the **Women of Wine Association**(2 April, Tulip Meeting Room, Palaexpo, 11.30-13.00).

Vinitaly Tasting – The DoctorWine Selection (Gallery 2/3 Stand 11).

The variety and typicality of Italy's wine production is at the heart of the **Vinitaly Tasting – The DoctorWine Selection**, the area organized by Veronafiere in collaboration with Daniele Cernilli for operators and buyers in the horeca sector. It starts on Sunday 2 April (10:30) with an in-depth look at the wines of Sicily and Sardinia; from the islands to the North with the appointment dedicated to Alto Adige (13:00). The last tasting of the day is dedicated to the colours of wine, from white to red and rosé (15:30). Monday 3 April is the turn of Chianti Classico (10:00) and disease resistant vines (13:00), followed by native whites (15:20). Tuesday 4 April welcome bubbles (10:00) and wines from Piedmont (12:20), followed by the power of red wines (14.45) and native red wines (17:00). The journey of wine-growing discovery around Italy ends on Wednesday 5 April with tastings of 100% Sangiovese (10:30) and Supertuscan (13:00) wines.

Consortium and association tastings: selection

Spotlights also on the tastings organized by consortia and associations. Among these, the preview of *Terralectae 2019* with the **Chianti Rufina Consortium**(3 April, 15:00 – Room B, Hall 10, 1st floor) and the tasting of **Vino Nobile di**

Montepulciano organised by the tutelage consortium (3 April, 11:00 - Room A, Hall 10, 1st floor). We stay in Tuscany with the *10-year challenge 2008-2018* by the **Brunello di Montalcino Wine Consortium** (2 April, 11:00 – Hall 9, Stand B6, by invitation only). Tuscany and Veneto team up thanks to the **Valpolicella Wine Consortium** with the pairing between Amarone and Recioto wines and classic Tuscan cigars (2 April, 15:00 – Tuscan Cigar Area). Staying in the Veneto, **The Historical Families** talk about positioning and contemporary consumption of Amarone during a masterclass with 13 labels (4 April, 11:00, Tulip Meeting Room, Basement, Palaexpo), while the **Asolo Montello Wine Consortium** stages a cultural itinerary in 7 glasses to discover Asolo Prosecco (4 April, 11:00 - Room C, Hall 10, 1st floor). Moving south, the **Marches Tutelage Institute** dedicates a tasting to the dual soul of Verdicchio, from Jesi to Matelica (3 April, 15:00 – Iris Meeting Room, Basement, Palaexpo). The oldest consortium in Italy (**Asti DOCG**) in turn proposes a vertical tasting of Moscato d'Asti paired with the delicacies of the Master Pastry Chefs of the AMPI Academy (3 April, 11:00, Hall 10, Stand F2). The calendar also includes the selection of labels awarded with the *Tastevin and Gemme* by the Vitae 2023 Guide in the walk around tasting with **AIS** (5 April, 11:00, Tulip Meeting Room, basement, Palaexpo).

Tasting Ex... press.

The appointments organized by the international trade press in collaboration with Veronafiere have been confirmed for the 55th Vinitaly. The inauguration day (Sunday 2) sees *Champagne, from the perspective of vintages* as the protagonist of the tasting guided by French magazine **Gilbert & Gaillard** while the classic method of the most important denominations is at the centre of the tasting by **Vinum**, the reference magazine for Germany, Austria and Switzerland. Monday, 3 April, German magazine **Weinwirtschaft** presents a selection of Italian wines that won awards at the Spring Tasting 2023 edition of Mundus Vini. Tuesday 4 April continues with unique

Main content dossier

Slovenian wines in the tasting organised by **Revija Wine** magazine and a focus on the typical wines of the Italian regions through 10 labels guided by **Decanter**. The programme of Ex... Press tastings closes with the **Veronelli Permanent Seminar** (4 April) with *Yesterday Today Tomorrow*: a selection of labels exemplifying the wine of the future yet capable of convincing old and new consumers.

International Wine Hall (Hall D).

Tastings from around the world housed in a single venue scheduled in the International Wine Hall. Wines featured in the tastings come from France, Armenia, Slovenia, South Africa, Austria and Croatia. A new entry for 2023 is the appointment with **Open Balkans** with wine producers from Serbia, Albania and North Macedonia presenting labels by the various vineyards in the area outlining the identity and potential of the wine scene in these three countries.

AND NOT ONLY WINE: THE GREAT CUISINE OF VINITALY AND SOL&AGRIFOOD

Not only wine: Tradition and the finest Italian gastronomy are celebrated at Vinitaly on the first floor of Palaexpo with the **Ristorante d'Autore**. Over the four days, four chefs will take turns to serve modern gourmet versions of the great dishes of Italian cuisine. It starts on Sunday 2 April with Francesco Morano, chef at Ristorante Pinocchio, Borgomanero (Novara); Monday 3 April is the turn of Beppe Maffioli, chef with Ristorante Carlo Magno in Collebeato (Brescia); the kitchens on Tuesday 4 April welcome the owner of Ristorante Pescheria in Salerno, Luigi Iapigio; The gourmand experience of Matteo Grandi, chef at Ristorante Matteo Grandi in Basilica, Vicenza, closes the programme on Wednesday 5 April.

The **Self-Service d'Autore** (1st floor in gallery between Halls 11/12) hosts the chefs of the Jeunes Restaurateurs d'Europe Association who combine quality and innovation with the self-service approach. Four chefs representing four different regions will take turns to delight even the most demanding palates. The kitchens here get going on

55th Vinitaly (Veronafiere 2-5 April 2023)
In conjunction with Sol&Agrifood and Enolitech

Sunday 2 April with chef Riccardo Di Giacinto of Ristorante Alloro, Rome; from Lazio to Lombardy on Monday 3 April with chef Dario Guidi of Antica Osteria Magenes (Barate di Gaggiano – Milan). On Tuesday 4th April we travel south to Apulia with chef Leonardo Vescera of Risdorante Il Capriccio in Vieste (Foggia). On the last day (Wednesday 5 April), we return to Veneto with chef Andrea Valentineti of Risorante Radici in Padua.

The Sol&Agrifood hall is home to the **Goloso Restaurant** - with a new look involving the chefs of FIC (Italian Federation of Chefs) ready to challenge each other in a cooking show to create original dishes inspired by re-working regional specialties from all over Italy, combined with the wine list and craft beers selected by AIS. You can also opt for a delicious lunch with **Goloso Take Away** where FIC chefs serve *Italian style* products of excellence in *finger food* versions.

For a quicker break but without sacrificing good taste, why not try **Speedy Goloso** (area outside Hall C), with the finest Maremma street food dishes together with a wide range of organic and gluten-free products. "Street food" is also in the frontline of **Street Food Gourmet** (area outside Hall 11) where ten food trucks present their idea of practical and informal cuisine, from home-made pasta to pizza, hamburgers and gourmet hot dogs, without forgetting vegan and vegetarian options. The **Food Park** (outside area H) brings together typical dishes from Alto Adige (Franziska), Maremma (Terre di Maremma) and the Veneto (Lovato) - joined by **Ristorante del Piemonte** and the cuisine of star chef Walter Ferretto of Ristotante Il Cascinale Nuovo, Isola d'Asti, on Sunday and Monday, and Gian Piero Vivalda of Ristorante Antica Corona Reale firm Cervere (Cuneo) on Tuesday and Wednesday. The culinary offering at of Vinitaly closes with **L'Agribio Bistrot**, in the Enolitech Hall, with a selection of dishes inspired by rural and agricultural life, where hand-made and high quality products are combined with the cuisines served by the best trattorias in Italy.

ITALY – EXHIBITION SPACE (PALAEXPO)
THE MINISTRY OF AGRICULTURE, FOOD SOVEREIGNTY
AND FORESTRY AT VINITALY

Sunday 2 April

Inauguration of the "Bacco Divino" exhibition (12.30 – ITALY Exhibition Space, Palaexpo)
Presentation and opening of the exhibition with the two portraits of Bacchus by Guido Reni and Caravaggio loaned by the Uffizi Gallery in Florence.

Speakers: Francesco Lollobrigida, Minister of Agriculture, Food Sovereignty and Forestry, and Gennaro Sangiuliano, Minister of Culture

Joined by Elke Schmidt, Director of the Uffizi Gallery
Moderator: Bruno Vespa

Wine: building the system(15.30 – Respighi Meeting Room, Palaexpo, 1st floor)

With Antonio Tajani, Minister of Foreign Affairs

Speakers: Patrizio La Pietra, Undersecretary at the Ministry of Agriculture (Masaf); Matteo Zoppas, president of ICE; Ettore Prandini, President of Coldiretti; Massimiliano Giansanti, President of Confagricoltura; Cristiano Fini, president of CIA; Tommaso Battista, president of Copagri; Riccardo Cotarella, president of Assoenologi; Luca Rigotti, wine-growing sector coordinator with Alleanza Cooperativa; Lamberto Frescobaldi, president of the Italian Wine Union; Micaela Pallini, president of Federvini; Giangiacomo Gallarati, president of Federdoc
Moderator: Edoardo Spera, director of Agricolaie

Monday 3 April

Wine: health, business and tourism (10.00 – Verdi Auditorium, basement, Palaexpo)

Speakers: Adolfo Urso, Minister of Enterprise and Made in Italy; Daniela Santanchè, Minister of Tourism, and Orazio Schillaci, Minister of Health

With Luca De Carlo, president of the Senate Agriculture Commission
Moderator: Simone Savoia

Main content dossier

Wine and Europe(14.30 – Rossini Meeting Room, 1st floor Gallery between Halls 6/7)

Report by: Mirco Carloni, president of the Parliamentary Agriculture Commission

With MEPs Hon. Nicola Procaccini, Hon. Herbert Dorfmann, Hon. Paolo de Castro, Hon. Nicola Danti, Hon. Ignazio Corrao and Hon. Marco Zanni

Moderator: Nicola "Tinto" Prudente

Tuesday 4 April

Wine and Territory (10.00 – Rossini Meeting Room, 1st floor Gallery between Halls 6/7)

Report by: Guido Crosetto, Minister of Defence

With Luigi D'Eramo, undersecretary at the Ministry of Agriculture (Masaf), and Federico Caner, coordinator of the agricultural policy commission of the Conference of Regions

Giorgia Meloni, Prime Minister of Italy, is also expected to attend this event.

CONFERENCES

Conference "Wine Tourism in the Marche": Sunday 2 April (12.45 – Marches Terrace, Hall 7): an overview of the challenges and opportunities for the region with contributions, among others, by the President and Councilor for Agriculture of the Marche Region, Francesco Acquaroli and Andrea Maria Antonini, and the president of IMT, Michele Bernetti. Thirty-one mayors representing the territory of Verdicchio dei Catelli di Jesi and Verdicchio di Matelica denominations will also take part.

Conference - Wine and Health: Sunday 2 April (14.30–16.30, Service Centre Halls 6-7 1st Floor): Conference organized by Filiera Italia discussing wine and health. Focus of the meeting: Europe and the risks of demonising wine consumption. Economic and cultural implications. Defending the wine sector as a national heritage.

Unicredit Conference: "Assets that create value for the Italian wine supply chain: markets, territories and companies": Sunday 2 April (15.00 – Verdi Auditorium, basement, Palaexpo): Unicredit Conference and

55th Vinitaly (Veronafiere 2-5 April 2023)

In conjunction with Sol&Agrifood and Enolitech

presentation of the research “Assets that create value for the Italian wine supply chain: markets, territories and companies” by the Head of Nomisma Wine Monitor, Denis Pantini. This conference will be followed by a round table looking into the development and promotion of Italian wine with Paolo De Castro, MEP and president of the scientific committee of Nomisma, Sandro Boscani, president of Masi Agricola, and Annalisa Areni, Head of Unicredit Client Strategies. The panel closes with the “Best Ambassador” awards to Italian wine companies taking part in the Unicredit - Wine Monitor 2023 assessment. Introduced by: Giorgio dell’Orefice – Journalist, Il Sole 24 Ore welcome greetings by Federico Bricolo, president of Veronafiere, and Remo Taricani, deputy head of Unicredit Italia.

Conference “Young wine food lovers and the Marches Region”: Sunday 2 April (15.00 – Marches Terrace, Hall 7): presentation of the survey conducted by the National Women of Wine Association and Gabriele Micozzi, Professor at Marches Polytechnic University and the Luiss Business School, attended by the regional councillor for agriculture, Andrea Maria Antonini, Daniela Sorana, Marches region delegate of Women of Wine, and Marianna Cardone, national vice president of the Women of Wine Association. The meeting will be moderated by wine-maker Eleonora Marconi.

Conference: “Wine cellars ask modern distribution: how can we deal with market turbulence?” Monday 3 April (10.30-12.30 – Puccini Meeting Room, Arena Convention Centre, Hall 6-7): nineteenth edition of the wine market in modern distribution Round table with the presentation of the research by Circana (formerly Iri) for Vinitaly. Focus on the trend for still and sparkling wines, with the rankings of the best-selling wines in modern large-scale distribution

and emerging products. Space will also be given to the progress of promotions involving MDD wines (distributor brand) and organic products.

Speakers include representatives of Circana, Carrefour, Conad, Coop Italia, Gruppo Selex, MD, Federvini and Unione Italiana Vini. Followed by the **Price-Giving Ceremony for Vini & Consumi Awards 2023**(12.30-13.30 Puccini Meeting Room, Arena Convention Centre, Hall 6-7) that identifies wine sector companies that stood out in 2022 for the design and implementation of marketing, communication and product activities. The competition, now in its ninth edition, is organized by Edizioni Turbo.

Conference - “SOstain: Sustainability made in Sicily” Monday 3 April (15.00-16:00 pm – Respighi Meeting Room, basement, Palaexpo): presentation of the activities promoted by SOStain Sicilia – the foundation created by the Consortium for Tutelage of Sicilian wines SOC and Assovini Sicilia – focusing on environmental, social and economic sustainability in collaboration with wine cellars taking art, as well as several institutional partners.

AGM - Assoenologi: on Tuesday 4 April (09.30-13.00 – Salieri Meeting Room, basement, Palaexpo).

Conference - “The future of sustainable wine: the example of IMT in Italy”: Tuesday 4 April (10.00 – Marches Terrace, Hall 7): in-depth study with the contribution of Nomisma into the sustainable evolution of vineyards in the Marches Region thanks not the least to the policies of the Tutelage Institute. Speakers include the president of the Parliamentary Agriculture Commission, Mirco Carloni, the president of IMT, Michele Bernetti, the research and development manager of Valortitalia, Sandra Furlan, and the project manager of Nomisma, Evita Gandini.

Conference - “What’s happening on the US wine market?” scheduled for Tuesday 4 April (11.00 -*area to be defined*).

Main content dossier

Question time with **Robert Tobiasen, president of US wine & beverage importers**, organized by the Italian wine union in collaboration with Veronafiere. An insight into the leading Italian wine market (€1.8 billion of sales for Made in Italy labels in 2022), with a focus on consumer trends affected by inflation and war, sparkling and still wines in the ethnic-generational change, and communication targeting young people. The debate will be animated with questions by Unione Italiana Vini stakeholders: Lamberto Frescobaldi (Uiv president), Filippo Polegato (Astoria Wines), Massimo Romani (Argea), and Massimo Tuzzi (Terre Moretti), as well as Francesco Meggiolaro (European Commission).

Moderator: Giulio Somma, director of Corriere Vinicolo.

Conference - “Blockchain and digitization: the new frontier for a sustainable wine supply chain” traceability and transparency to protect Made in Italy are the topics at the heart of this conference organized by ICE in collaboration with Vinitaly scheduled on Tuesday 4 April (16.00-17.30 – Salieri Meeting Room, basement, Palaexpo).

AGM - Women of Wine Association: the AGM of the Women of Wine Association is scheduled on Wednesday 5 April (12.00-14.00 – Puccini Meeting Room, Arena Convention Centre, Halls 6-7).

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