

***WINE: THE SECOND EDITION OF VINITALY.USA KICKS OFF SUNDAY, OCTOBER 5, WITH THE WINE2WINE BUSINESS FORUM***

***IN CHICAGO THROUGH OCTOBER 6, 250 ITALIAN COMPANIES AND 1,500 BUYERS AND IMPORTERS EXPECTED***

***KRISTIAN GHEDINA NAMED VINITALY.USA 2025 AMBASSADOR***

*Verona, October 3, 2025 — Italian wine reaffirms the centrality of the American market and strengthens its presence in the United States with* ***Vinitaly.USA*** *and the* ***wine2wine Vinitaly Business Forum****, both scheduled at Chicago’s* ***Navy Pier*** *on Sunday, October 5, and Monday, October 6.
Organized by* ***Veronafiere–Vinitaly*** *in collaboration with the* ***Italian Trade Agency (ITA)****,* ***Fiere Italiane****, and the* ***Italian American Chamber of Commerce Midwest–Chicago****, the second edition of the event will feature more than 250 exhibitors — from the most prominent and well-known brands on the U.S. market to regional (Friuli Venezia Giulia, Lazio, Piedmont, Sardinia, Umbria, and Veneto) and consortium groups (Prosecco DOC, Conegliano Valdobbiadene Prosecco DOCG, Asti DOCG, Valpolicella, Brunello di Montalcino, Custoza, Chiaretto and Bardolino, Lugana, and Garda Consortia) — representing the excellence of* ***Made in Italy*** *wine across a showcase of over 2,000 labels.*

*“We are expecting more than 1,500 trade professionals in Chicago, including buyers and importers,” said* ***Federico Bricolo****, President of Veronafiere. “In a complex global context, this result confirms Vinitaly.USA as an essential platform for Italian wine in the United States — a bridge connecting our producers to key players in a market that still offers enormous potential. With this goal, this year we are presenting our two flagship events dedicated to promoting wine worldwide.”*

*The two-day program at Navy Pier includes a rich calendar of* ***16 masterclasses*** *and around* ***35 international sessions****, ranging from market analysis and trend discussions to business opportunities in North America (USA, Canada, and Mexico), from strategies to tackle tariffs and shifting trade dynamics to wine tourism initiatives aimed at strengthening the link between territory and promotion.*

*According to* ***Adolfo Rebughini****, General Director of Veronafiere:*

*“Vinitaly.USA is the platform through which we seize the tremendous opportunities the American market continues to offer, strengthening the visibility of Italian wine in areas where it still has significant growth potential, while celebrating its remarkable diversity. Chicago represents a strategic starting point for a long-term project, supported by new integrated promotion tools such as* ***Vinitaly Tourism****, which positions wine tourism as a strategic asset for the growth of Italian wine and the promotion of our country’s beauty.”*

*The* ***Opening Ceremony*** *of the second edition of Vinitaly.USA (October 5) will feature:* ***Federico Bricolo****, President of Veronafiere;* ***Brandon Johnson****, Mayor of Chicago;* ***Marco Peronaci****, Ambassador of Italy to the United States;* ***Marco Rago****, Legal Advisor, Ministry of Foreign Affairs and International Cooperation (MAECI);* ***Maurizio Muzzetta****, President of Fiere Italiane USA LLC;* ***Domenico Mauriello****, Secretary General of Assocamerestero (Association of Italian Chambers of Commerce Abroad); and* ***Robert Allegrini****, President of the National Italian American Foundation (NIAF).
Speakers also include* ***Luigi Scordamaglia****, CEO of Filiera Italia;* ***Giordano Emo Capodilista****, Vice President of Confagricoltura;* ***Tommaso Battista****, President of Copagri;* ***Carmelo Troccoli****, National Director of the Campagna Amica Foundation;* ***Marzia Varvaglione****, President of the Comité Européen des Entreprises Vins (CEEV); and* ***Lamberto Frescobaldi****, President of the Unione Italiana Vini (UIV), joining remotely.*

*The* ***ITA – Italian Trade Agency Business Forum*** *will follow, featuring* ***Massimo Tuzzi*** *(Terra Moretti),* ***Francesco Ganz*** *(Ethica Wines),* ***Bill Terlato*** *(Terlato Wine Group),* ***Diva Moretti Polegato*** *(Villa Sandi), and* ***Matteo Zoppas****, President of the Italian Trade Agency. The panel will conclude with remarks by* ***Francesco Lollobrigida****, Minister of Agriculture, Food Sovereignty, and Forestry (MASAF).
Also attending the opening ceremony on behalf of Veronafiere are* ***Marina Montedoro****, Vice President, and* ***Barbara Ferro****, Chief Executive Officer.*

*Among the main* ***market focus sessions*** *scheduled across the two days of Vinitaly.USA are those dedicated to* ***Canada****, the* ***United States****, and* ***Mexico****, as well as a* ***state-of-the-sector panel*** *featuring* ***Kaleigh Theriault****, Director of Beverage Alcohol Thought Leadership at NielsenIQ;* ***Francis Creighton****, President of the Wine & Spirits Wholesalers of America (WSWA); and* ***Chloë Schwartz****, Vice President & Deputy Sales Manager at V.O.S. Selections.****Benjamin Aneff****, President of the U.S. Wine Trade Alliance, will lead an analysis of tariff turbulence and the strategies to navigate shifting U.S.–Italy trade relations.*

*The* ***masterclass lineup****, including two sessions led by Decanter and Wine Enthusiast, is complemented by* ***four tastings presented by SOLExpo****, Italy’s first international trade fair dedicated to the entire olive oil supply chain. In Chicago, SOLExpo will feature* ***21 extra virgin olive oil selections*** *from* ***13 producers*** *representing* ***six Italian regions*** *(Abruzzo, Veneto, Campania, Puglia, Tuscany, and Marche).*

*For the 2025 edition,* ***Kristian Ghedina****, Italy’s legendary alpine ski champion of the 1990s — with 33 World Cup podiums in downhill and super-G — will serve as* ***Vinitaly.USA Ambassador****. The event will also host* ***Vinitaly International Academy (VIA)*** *certification exams for 20 candidates from Illinois, Colorado, Oregon, California, Florida, North Carolina, Minnesota, Ontario, New York, and New Jersey.
On the evening of* ***October 5****, Wine Spectator will announce the list of producers selected for* ***Vinitaly OperaWine 2026****.*

*Following Vinitaly.USA, Veronafiere’s international exhibition brand dedicated to promoting Italian wine will continue its global tour, with* ***Vinitaly Preview Japan (Tokyo, November 17–18)****,* ***Vinitaly @ Wine Vision by Open Balkan (Belgrade, November 22–25)****, and* ***Vinitaly Preview Albania (Tirana, November 26)****.
The 2025 calendar concludes with* ***Vinitaly Preview Thailand (Bangkok)*** *and* ***Vinitaly Preview India (December)****.
For 2026, Veronafiere’s international roadmap includes* ***Vinitaly Roadshow India (Mumbai and Panaji-Goa, January 16 and 18)****, followed by* ***Vinitaly Preview Poland (Warsaw, late January)*** *and* ***Vinitaly Preview Norway (Oslo, February)****.
Asia returns to the center of the internationalization strategy in March with* ***Vinitaly China Chengdu (March 22–25)****, which will pass the torch to* ***Verona*** *for the* ***58th edition of Vinitaly (April 12–15, 2026)****.
The* ***third edition of Vinitaly.USA (2026)*** *has also been confirmed.*

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