



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, 7 March 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](http://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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