

**WINE: WINE2WINE BUSINESS FORUM LANDS IN CHICAGO WITH VINITALY.USA – ON OCTOBER 5–6, ITALIAN WINE BUSINESS TAKES CENTER STAGE IN THE UNITED STATES**

**REBUGHINI (VERONAFIERE): “VINITALY IS THE GLOBAL HUB FOR ITALIAN WINE, AND CHICAGO IS A STRATEGIC STOP FOR OUR NATIONAL SYSTEM”**

**Verona, June 11, 2025** – The wine2wine business forum is heading to Vinitaly.USA: on October 5–6, 2025, at Chicago’s Navy Pier, a new chapter in the international expansion of Italian wine—led by Veronafiere–Vinitaly—takes shape.

Launched in 2014 to foster relationships, insights, and strategic vision among wine industry professionals, **wine2wine** will be integrated into the **Vinitaly.USA** format, aiming to boost the competitiveness of Italian wine companies in the North American market. The agenda includes B2B meetings, market analysis, specialized training, and tastings, featuring the 33rd edition of the Vinitaly International Academy (VIA) and key local players.

“With wine2wine expanding to Chicago,” said **Adolfo Rebughini**, General Manager of Veronafiere, “we’re solidifying Vinitaly’s role as the global hub for Italian wine. Following an excellent debut in 2024, Vinitaly.USA is now confirmed as a strategic platform for Italy’s national wine system. Our goal is to maintain a strong Italian presence in the U.S. market by establishing permanent channels for dialogue, education, and international business.”

Thanks to a hybrid format—with in-person sessions and live streaming—the event ensures maximum accessibility for companies and professionals joining from Italy and abroad. Key topics on the agenda include: positioning of Made in Italy brands in the U.S., the evolution of the direct-to-consumer channel, and how American consumers perceive Italian wine.

Among the highlights: a blind tasting comparing Trento DOC and Alta Langa DOCG with international sparkling wines, spotlighting Italian excellence from a competitive, global perspective.

The first edition of Vinitaly.USA (October 2024) brought together 230 Italian wineries from 7 regions, over 1,650 wine labels, and more than 1,500 accredited industry professionals, including buyers, importers, distributors, and horeca operators. With the integration of wine2wine, Vinitaly.USA strengthens its role as a permanent reference point for promoting and internationalizing Italian wine in the U.S. market.

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