



BRUXELLES, 20 MARCH

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PRESS KIT

**VINITALY 2024**

International Wine and Spirits Exhibition

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# INDEX

press kit abstract  
**Vinitaly 2024**

Comunicato 1  
**56° VINITALY INCOMING**

Comunicato 2  
**56° VINITALY PRESENTATION**

VINITALY 2024 Map

PHOTO / VIDEO Info

VINITALY 2024 social

VERONAFIERE social

Contact

**Vinitaly 2024**  
complete press kit  
on website and by scanning the QR code

Press release 1  
**56° VINITALY INCOMING**

Press release 2  
**56° VINITALY PRESENTATION**

Press release 3  
**OPERAWINE**

Press release 4  
**56° VINITALY TASTING**

Press release 5  
**VINITALY AND THE CITY**

Press release 6  
**SOL, International Olive Oil Trade Show**

Press release 7  
**4° EXCELLENT BEERS**

Press release 8  
**25° ENOLITECH**

Press release 9  
**VINITALY DESIGN AWARD 2024**

VINITALY 2024 Map

PHOTO / VIDEO Info

VINITALY 2024 social

VERONAFIERE social

Contact

*The 56th international wine and spirits exhibition was presented today at the European Parliament in Brussels*

## **VINITALY: HIGHLY SELECTIVE QUALITY AND A RECORD NUMBER OF TOP-BUYERS (1200) LARGEST CONTINGENTS FROM THE USA, CANADA, CHINA AND UK**

**Brussels, 20 March 2024.** One thousand two hundred top buyers, a figure up by 20% over the 2023 edition and by 70% compared to 2 years ago: this is the incoming objective that Vinitaly, together with ICE Trade Agency, has set itself for the 56<sup>th</sup> edition scheduled at Veronafiere next 14-17 April.

"This is the first presentation of Vinitaly at the European Parliament, which is the central hub of the Community Policies, with the aim of adding a spotlight on Italian wine, which has in Vinitaly precisely its trade brand of global promotion," said Veronafiere President **Federico Bricolo** in **Brussels** today. "And with this logic of promotion we have also recently finished a world tour that lasted more than a semester to make a thoughtful selection of the main buyers to invite to Vinitaly. The target has been reached," Bricolo added, "but in addition to success in terms of numbers we above all expect a very positive response in terms of the quality of demand. A task that is also possible thanks to the collaboration and support of the Italian government, the Ministry of Agriculture and Food Sovereignty, the Ministry of Made in Italy, Embassies and the institutional bodies responsible for promotion, first and foremost the ICE Foreign Trade Agency. A system of relationships which has helped Vinitaly strengthen its know-how by activating an increasingly close sharing programme with sector players on a global scale."

The protagonists of international demand selected, invited and hosted in Verona come from 65 countries. They will be joined - according to estimates - by around 30,000 international operators travelling to Vinitaly from more than 140 countries. The largest contingent of such guests will arrive from United States with more than 15% of overall attendance, followed by 3 other strategic non-EU locations: Canada, China and the United Kingdom, which together account for 23% of arrivals. On a macro-regional level, the largest audience of top buyers comes from North America and Europe (each with an incidence of 26%), followed by Asia and Oceania (23%), Eastern Europe (13%), Central and South America (7%) and Africa (4%). Overall, the 65 countries represented cover 95% of the total Italian wine exports.

"We are firmly convinced," added the Managing Director of Veronafiere, **Maurizio Danese**, "that we can achieve a great deal on behalf of a sector of which we feel we are an integral part. In these by no means easy times, we feel an even greater duty to provide right answers to those who invest in the trade fair. The first keyword is undoubtedly 'business', the second is 'awareness' of a strategic as well as identifying asset for the Italian and European economy which is increasingly viewed with alarming concerns. For this reason, on the occasion of the 1<sup>st</sup> National Made in Italy Day (15 April), we will present, together with the Minister of Agriculture, Francesco Lollobrigida, the research titled *If you take away wine from Italy*- a plunge into a half empty glass." A study carried out by the Uiv-Vinitaly Observatory and Prometeia into the impact that Italy would suffer in socio-economic, tourist and identity terms from a hypothetical disappearance of wine from the country".

The 56<sup>th</sup> Vinitaly is already a sold-out with 4,000 exhibiting companies occupying over 100,000 square metres of show area. The 28<sup>th</sup> SOL International olive oil trade show was held at the same time (Area C); Xcellent Beers (Area I) and the 25<sup>th</sup> Enolitech, the International exhibition of wine, oil and beer production technologies (Show Hall F) These three events bring the number of companies hosted in the 17 show halls to almost 4,300 from 30 countries.

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*Event scheduled at Veronafiere 14-17 April*

**VINITALY 2024: EXHIBITION OBJECTIVES ACHIEVED. THE EXHIBITION BRAND PROMOTING ITALIAN WINE FURTHER IMPROVES ITS INTERNATIONAL POSITIONING**

**VERONAFIERE-ICE FOREIGN TRADE AGENCY HAVE INVESTED 3 MILLION EUROS IN A PROMOTION PLAN AND INCOMING CAMPAIGN**

**Brussels 20 March 2024** Wine from all the Italian regions as well as more than 30 other countries will be on show at the **56<sup>th</sup> Vinitaly** scheduled at Veronafiere next 14-17 April.

The Exhibition Centre is ready with a net show area of more than 180,000 square meters to become the international wine business forum with attendance already confirmed by 4,000 wineries. This consolidated turnout by exhibitors confirms the central status of the International Wine and Spirits Exhibition as it increasingly targets the needs of companies and promotion of the sector in Italy itself as well as on established and emerging international markets.

Veronafiere's new strategic "One 2024-2026" business plan also takes this direction. It envisages further strengthening of Vinitaly's mission focused on amplifying the brand's promotional platform in order to ensure, at the same time, incoming investments for the event and product Italian wines on the most strategic export markets, thanks to even more widespread involvement of Veronafiere precisely in these areas. In addition, the qualitative selection process of trade operators launched for the 55th Show in 2023 continues, with an extraordinary recruiting programme that brought 29,600 international operators from 143 countries to Verona (out total attendance of 93,000 visitors), including more than one thousand top buyers chosen and hosted by Veronafiere and ICE-Trade Agency. Eleven thousand appointments between exhibitors and buyers were scheduled through the Vinitaly Plus platform, in addition to those agreed in person between companies and operators.

At the same time, Vinitaly 2024 also welcomed the 28<sup>th</sup> **SOL**, the International olive oil trade show (Area C); **Xcellent Beers** (Area I) and the 25<sup>th</sup> **Enolitech**, the International exhibition of wine, oil and beer production technologies (Show Hall F). **These three events combined** bring the number of companies hosted in the 17 show halls overall to almost **4,300** (figure as of today).

The off-show **Vinitaly and the City** event specifically for wine lovers returns 12-15 April 2024 to the city centre of Verona, a UNESCO World Heritage Site. There were more than 45,000 tastings by wine enthusiasts in 2023.

**The 13<sup>th</sup> Vinitaly Opera Wine** event (Gallerie Mercatali, Saturday 13 April). Wine Spectator and Veronafiere has selected 131 producers for the 13th edition of Vinitaly Opera Wine, the preview event for the international exhibition that every year highlights the ambassadors and iconic labels of Italian wine in the United States. There will be 3 debuts on 13 April compared to the 2023 selection, joined by 6 companies returning to the list after absence last year. Tuscany, with 33 producers, is once again the leading region, while second and third places of the podium are also confirmed, respectively taken by Piedmont (19 companies) and Veneto (18), followed in turn by Sicily up to 16 cellars from 10 in 2023. And if two out of three selected producers come from "flagship regions" of Italian wine, looking at the country's overall wine-making geography, coverage sees the North in front (43%), followed by Central Italy (33%) and the South and Islands (24%).

The layout theme for Vinitaly Operawine 2024: opera was inscribed this year in the UNESCO Intangible Heritage and is a symbol of Verona throughout the world thanks to the Arena Opera Festival.

### **The run-up to Vinitaly 2024: internationalization and the incoming campaign.**

Brussels ends the calendar of international events of Vinitaly-Veronafiere in collaboration ICE-Foreign Trade Agency which started in September last year to strengthen loyalty and attract operators, distributors, top buyers and international press to promote Italian wine in a systematic way. A world tour involving **17 stop-offs taking in trade fairs, previews and roadshows** in North America, Europe, the Far East, the Balkans and Brazil involving an investment by Veronafiere-ICE Foreign Trade Agency of **3 million euros**. The trailblazer for the project promoting Italian wine and the wine fair brand was the **Vinitaly China Roadshow in Beijing, Changsha and Hangzhou**, followed by **Wine South America (September 2023)**, **Vinitaly Chicago** (1st edition, October 2023), the event dedicated to wine & food professionals in the Midwest of the USA, and **Wine Vision by Open Balkan**, the second edition of the largest wine fair in south-east Europe (November 2023).

The Vinitaly Roadshow format reached the USA again in March, in Houston and New York. While the country of the Dragon saw **Vinitaly China Chengdu** take place (March). As regards Vinitaly Previews, i.e the "buyer hunting" promotional effort by Veronafiere in cooperation with the system of Italian Chamber of Commerce abroad and Italian Embassies, the series attracted operators, buyers and the trade press in Switzerland (September 2023), Germany (November), Denmark (December), South Korea, Japan, Sweden, Austria (all in January 2024) London (February) and Brussels (March).

**The main theme areas at Vinitaly 2024.** Intercept consumer trends and ensure evolutionary representation of the sector in line with market needs: There are two of the objectives underlying Vinitaly's theme areas which, once again this year, highlight many supply-demand matching approaches increasingly driven by an international scope.

- **Organic Hall** (new position in Area C - 9th edition): exhibition dedicated to certified organic wine made in Italy and abroad which this year hosts one hundred companies, with international exhibitors attending from Hungary, Slovenia and Austria. The Enoteca Bio (Organic Wine Showcase) and tastings in the Show Hall in collaboration with FederBio and Vi.Te. are also confirmed for 2024

- **International Wine Hall** (tensile structure D) welcomes international wine-producing countries that choose Vinitaly as their exhibition showcase, starting from companies taking part in the Open Balkan project (Serbia, Albania and North Macedonia), France with the Champagne maisons, Georgia, Hungary, Brazil, Armenia, South Africa, Slovenia, Lithuania, Dominican Republic, Moldova, Romania, Greece and Hong Kong.

- **Mixology** (2nd floor, Palaexpo): the exhibition section showcasing the art of cocktails and mixing with wines, liqueurs and spirits inspired by new international trends. The programme over the four days of the event also includes master classes guided by the most talented and trend-setting bartenders.

- **Micro Mega Wines – Micro Size, Mega Quality** (Area C, new position - 3rd edition). The exhibition section under the banner of "small is beautiful" created for Vinitaly by wine writer Ian D'Agata . Limited edition niche wines are at the heart of this project.

### **The main tastings at Vinitaly 2024.**

From exclusive *Grand Tastings* to master classes guided by the most important international wine magazines, by way of events focusing on *MicroMega Wines*, small-scale, extremely high quality Italian wines through to consolidated *walk around tasting* events. The Vinitaly tasting calendar, which will bring the show halls at Veronafiere to life 14-17 April, is a journey through the Italy of wine with a window also on to the world. The schedule for the 56th International Wine and Spirits Exhibition confirms the global tastings in the International Wine Hall and the **Vinitaly Tasting–The Doctor Wine Selection**(Show Hall 10 every day) curated by Daniele Cernilli, editor of the Essential Guide to Italian Wines particularly intended for buyers and the horeca sector. There is also space for **Young to Young**(14, 15 & 16 April – Meeting Room A, 1st floor, Show Hall 10) - tastings where young winemakers tell their stories to young wine communicators under the direction of food&wine journalists Paolo Massobrio and Paolo Gatti - as well as tastings focusing on certified organic wines in the *Organic Hall* in collaboration with **FederBio** and **Vi.Te**. The line-up also includes **Beyond DOC Wines** (14 April at 15:00, Tulipano Meeting Room, Palaexpo), the tasting celebrating the **50 years** of magazine **Civiltà del Bere**, not to mention the numerous tasting occasions organised by exhibitors, consortia and associations.

**Grand Tasting.** The spotlights will focus on the series of super tastings organized by Vinitaly that this year features Italian sparkling wines in "**Cool under pressure - Italy's sparkling world**" curated by Master of Wine

Gabriele Gorelli (15 April 11:00 – Tulipano Meeting Room, Palaexpo), and some of the most representative denominations on the Italian wine scene with “**The Four Big 'B's of Italian Wine: Barbaresco, Barolo, Bolgheri and Brunello**” guided by Ian D'Agata (16 April 11:00, Argento Meeting Room, Palaexpo), one of the most expert wine writers in the world, who also ideally travels to the land of the Dragon with “**Italy-China: There and back: A journey discovering new worlds of wine**” (17 April 11:00, Argento Meeting Room, Palaexpo). “**The great native Italian wines**” are at the heart of the tasting conducted by the oenologist Riccardo Cotarella (16 April, 15:00, Argento Meeting Room, Palaexpo), while Masters of Wine Andrea Lonardi, Gabriele Gorelli and Pietro Russo are the protagonists of the event organised by Unicredit titled “**Blindfold with the Masters**” (14 April, 15:00, Iris Meeting Room, Palaexpo) with wine educator Cristina Mercuri hosting the event.

**Walk around tastings and Tasting Ex...Press.** The tasting programme, as customary, will open with the Tre Bicchieri walk around tasting by **Gambero Rosso** (Sunday 14 April 11:00-16:30 in the Argento Meeting Room, Palaexpo), followed by the **Orange Wine Festival** event (Monday 15 April 11:00-18:00, Argento Meeting Room, Palaexpo) and the **AIS** tasting (Wednesday 17 April 11:00-15:00, Tulipano Meeting Room, Palaexpo). Welcome back also to *Tasting Ex...Press* and all the events conducted by international press figures in collaboration with Vinality, including the **International Wine & Spirit Competition** (15 April, 15:00, Iris Meeting Room, Palaexpo), **Decanter** (14 April, 15:00, Meeting Room A, Show Hall), **Weinwirtschaft** (15 April, 15:00, Meeting Room A, 1st floor, Show Hall 10), **Gilbert & Gaillard**(16 April, 15:00, Meeting Room A, 1st floor, Show Hall 10), **Vinum** (14 April, 15:00, Meeting Room B, 1st floor, Show Hall 10), **Revija Vino** (16 April, 11:00, Meeting Room B, 1st floor, Show Hall 10) and **Veronelli Permanent Seminar** (16 April, 15:00, Meeting Room B, 1st floor Show Hall 10).

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#### **SOL - International olive oil trade show.**

The 28<sup>th</sup> Sol returns to its origins, once again becoming the International Olive Oil Trade Show, a show hall dedicated exclusively to olive oil. Objective: create further business opportunities through targeted initiatives, improve the positioning of existing opportunities and expand attendance by exhibitors and professional visitors. New features include **the expansion of the merchandise on display**, starting with "green gold" derivatives, such as table olives, pickles and spreads based on extra virgin olive oil, through to flavoured olive oils and even cosmetic and nutraceutical products.

There will also be changes for the **Sol d'Oro International Competition**, now at its 22<sup>nd</sup> edition (Verona, 11-18 March 2024). The event has a "blind tasting" format involving a highly qualified international jury, thereby ranking as one of the most selective competitions of its kind.

#### **Enolitech**

Enolitech - the international exhibition for technological innovation applied to wine-growing, olive growing and beverage - celebrates 25 editions by expanding its area by more than 3,000 m<sup>2</sup> to cover 7,600 m<sup>2</sup> in total (Show Hall F). Around 150 exhibitors have confirmed their attendance, with 10% from abroad, especially China, Spain, France, Hungary, Taiwan and Poland.

#### **Competitions and guides.**

##### **New: THE VINITALY DESIGN AWARD**

The Vinality Design International Packaging Competition that awards the best packaging - on the occasion of its 28<sup>th</sup> edition - changes its name to the **Vinality Design Award**. In addition to the new name, innovations also impact the competition regulations which now have a new format with changes to the voting system. The winners will be rewarded on Saturday 13 April during the Gala Evening at the Ristori Theatre in Verona.

#### **5 Star Wines - The Book**

5 Star Wines–The Book - wines selected by Veronafiore in collaboration with Assoenologi - celebrates its eighth edition. This three-day blind tasting event (9-11 April) involving a panel of expert judges culminates

with the drafting of the Guide of the same name listing all the wines obtaining a score equal to or higher than 90/100. The book also includes the special **Wine Without Walls** section dedicated to certified organic or bio-dynamic wines. The guide is available in English in digital and printed formats.

**Information updated as of 20 March 2024.**

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Press Release

## **VINITALY OPERAWINE 2024: 131 LABELS SELECTED BY WINE SPECTATOR ON STAGE FOR THE GRAND TASTING**

Brussels 20 March 2024 **One hundred and thirty-one producers** and as many iconic labels selected by the most authoritative wine sector magazine for an exclusive tasting more than capable of expressing the excellence of Italian wines. **Vinitaly OperaWine** is the première event of the international exhibition and, on Saturday 13 April 2024, will showcase in the Gallerie Mercatali, Verona, the finest Italian wines selected by **Wine Spectator**. Now at its 13<sup>th</sup> edition, OperaWine is the only event organized abroad by the US wine magazine. This year, the event also celebrates the recognition of **Opera** as a UNESCO intangible heritage. As a cultural ambassador of Italy around the world Opera, together with wine at Vinitaly, finds its home in Verona thanks to the Arena Opera Festival.

The **super tasting** is exclusively for a selection of international journalists, sommeliers and wine professionals (by invitation). One again, it will especially feature red win (99 of the 131 labels), followed by 22 whites, 8 sparkling wines and 2 sweet wines. As regards wine brands, three companies will make their début compared to 2023, while six producers return to the list after being left out last year. The regional ranking is confirmed, with Tuscany taking the number one spot with 34 selected companies, followed by Piedmont (19) and Veneto (18). Overall, the North represents 43% of the "flagship" Italian wine producers, the Centre 33% and the South and Islands 24%.

Boasting around 3 million readers worldwide, **Wine Spectator** is considered to be a true institution in the United States, a guide to the wine lifestyle capable of influencing the US market which alone takes more than one-fifth of Italy's international wine sales.

The complete list of producers selected by Wine Spectator for OperaWine 2024 is available here: <https://www.vinitaly.com/eventi/operawine/operawine-2024/>

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Press Release

## **WINE: FROM ITALY TO THE WORLD IN THE GLASSES OF VINITALY TASTINGS**

**Brussels 20 March 2024** More than 80 appointments for a journey discovering all of Italy's wine production with an eye nevertheless open on the world. This is the line-up of the tasting calendar for the 56<sup>th</sup> Vinitaly scheduled at Veronafiere 14-17 April. A global overview of wine involving the entire exhibition centre, starting with the daily **Grand Tastings** of the International Wine and Spirits Exhibition through to workshops and **Tasting ex...Press** with the leading international magazines in the wine sector - all attending the show - from Wine Spectator and Wine Enthusiast to Decanter, Vinum and Meininger without forgetting Revjia Vino, Gilbert&Gaillard and IWSC. The programme again includes **Vinitaly Tasting – The Doctor Wine Selection**, the venue for buyers and the horeca sector curated by the director of the Essential Guide to Italian Wines, Daniele Cernilli, and **Young to Young**, the format created by food and wine journalists Paolo Massobrio and Marco Gatti where young communicators will be able to listen to the experiences of young producers. Certified organic wines are at the heart of tastings in the **Organic Hall**, developed in collaboration with FederBio and Vi.Te., while the master classes of **Micro Mega Wines** turn the spotlights on to small Italian output of the highest quality. There is also continental space with tastings in the **International Wine Hall**. The calendar ends with the various tasting focus meetings organised by consortia, associations and exhibitors.

**International Workshops and Tasting Ex... Press.** American magazine **Wine Spectator** raises the curtain on international press events in collaboration with Veronafiere, with four workshops curated by senior editors Alison Napjus and Bruce Sanderson (14 and 15 April, 2 daily appointments 10:00-12:00 and 14:00-16:00pm – Wine2digital, VIA Meeting Room) . Spotlights on Italian wine with **“Renaissance Reference: Reviving Italian Sparkling Wine”** with Wine Enthusiast wine writer Jeff Porter (15 April 14:45-15.45pm, Wine2digital, Main Stage) while **“Champagne cheers, Franciacorta Finesse: at tasting Extravaganza”** will compare Italy and France hosted by Alison Napjus (11:30 am, Wine2digital, Main Stage). The 56<sup>th</sup> Vinitaly also welcomes back the **Tasting Ex...Press** meetings. Things get going on Sunday 14 April with **“Vintage-dated, mature classic method from Trento, Franciacorta, Alto Adige and Oltrepo Pavese”**, the IWSC master class conducted by Master of Wine and Wine communicator of the year 2024 Anne Krebiehl (11:00 in the Orchidea Meeting room, Palaexpo). The richness of Italian ampelography, on the other hand, is the protagonist of **“Decanter's Rare Finds: A journey through Italy's lesser-known varieties”** by the British magazine (15:00, Meeting Room A, 1st Floor Palaexpo). On the same day, **Vinum** will conduct a journey through the seductive notes of Pinot Noir: **“Experience the seductive diversity of International Pinot Noir with Vinum”** (15:00, Meeting Room B, 1st Floor Show Hall 10). The programme continues on Monday 15 April with German magazine **Meininger** and **“Wine without alcohol – changes and tastes”** (11:00, Meeting Room A, 1st Floor Show Hall 10) - a focus on one of the currently most talked about market trends. Tuesday 16 April is the turn of **Revija Vino**, from Slovenia, taking stock of the state of the art of styles and quality levels of Slovenian wines (11:00, Meeting Room B, 1st Floor Palaexpo) followed by an in-depth analysis of Champagne by **Gilbert & Gaillard**, with the aim of analysing the stylistic differences between Blanc de Blancs and Blanc de Noirs (15:00, Meeting Room A, 1st Floor Show Hall 10). The Tasting ex...press programme closes with **Veronelli Permanent Seminar** (15:00, Meeting Room B, 1st Floor Show Hall 10).

**Vinitaly Grand Tasting and top tastings.** The Tre Bicchieri 2024 walk around tasting with **Gambero Rosso**, in keeping with tradition, inaugurates the Vinitaly tastings (Sunday 14 April, 11:00– Argento

Meeting Room, Palaexpo). On the same day, the first five decades of *Civiltà del Bere* magazine are celebrated in a tasting titled "**50 years of Civiltà del Bere: witnesses of a Renaissance**" (15:00, Tulipano Meeting Room, Palaexpo). Masters of Wine will take up the challenge with "**Blindfold with the masters**",

organized by Unicredit with MWs Andrea Lonardi, Gabriele Gorelli and Pietro Russo. Cristina Mercuri is the host for this event (14 April, 15:00, Iris Meeting room, Palaexpo). The spotlights move over to Italian sparkling wines on Monday 15 April with "**Cool under Pressure: Italy's sparkling world**" hosted by Master of Wine Gabriele Gorelli (1100 Tulipano Meeting Room, Palaexpo). Monday also sees the latest appointment with European Orange wines thanks to the walk around tasting "**Orange Wine Tasting @Vinitaly: Nature in the Glass**" (11:00, Argento Meeting Room, Palaexpo). Tastings continue on Tuesday 16 April with "**The 4 Great 'B's of Italian wine: Barbaresco, Barolo, Brunello, Bolgheri and the Supertuscans**". This tasting focuses on some of the finest Italian terroirs and is conducted by wine writer Ian d'Agata (11:00 in the Argento Meeting room, Palaexpo), while "**The great native Italian wines**" are in the forefront of the tasting conducted by oenologist Riccardo Cotarella (15:00, Sala Argento Meeting Room, Palaexpo). From the *Belpaese* to the land of the Dragon with "**Italy – China: there and back. A journey discovering the new worlds of wine**", curated by Ian d'Agata (Wednesday 17 April, 11:00, Tulipano Meeting Room, Palaexpo). The grand tasting calendar ends with the *Corriere della Sera* tasting and Luciano Ferraro (11:00, Iris Meeting Room, Palaexpo) and the Walk Around Tasting by AIS (11:00, Argento Room, Palaexpo). Lastly, the calendar also includes appointments from Sunday to Tuesday with **Young to Young**, the format focusing on young producers and young communicators created by food and wine journalists Paolo Massobrio and Marco Gatti (Meeting Room A, 1st Floor, Show Hall 10, at 11:00 on 14, 15 and 16 April).

**International Wine Hall.** The International Wine Hall, the exhibition dedicated to international production, is a journey around the vineyards of the world. Numerous tastings scheduled from Sunday to Wednesday in the Sala Orchidea (Palaexpo floor -1), with wines from Georgia, Slovenia, Serbia, Armenia, South Africa, France, China and Hungary. Focus also on Champagne production.

**Micro Mega Wines:** The work of small Italian producers and their very high quality wines are the protagonists of the Micro Mega Wines master classes. These tastings are all conducted by Ian D'Agata and begin on Sunday 14 April with "**World premiere presentation of the new geographical zoning of Mamojada in Sardinia and its magnificent Cannonau wines**". The tasting will include thirteen wines made with Cannonau grapes grown in the Mamojada area (10:30, Meeting Room C, 1st floor between Show Halls 9 and 10). The same day welcomes "**Italian Native Grapes and Unique and Rare Wines**" investigating the topic Italian native varieties that produce rare and incomparable wines, following an itinerary along the entire peninsula (15:00, Meeting Room C, 1st floor between Halls 9 and 10). Monday 15 April "**Italian bubbles: Classical Method and Charmat-Martinotti Method from North to South**". This tasting on sparkling wines produced with the Classic and Charmat Methods, taking a sensorial journey from South Tyrol to Sicily by way of the Veneto, Piedmont and Friuli (11:00, Meeting Room C, 1st floor between Show Halls 9 and 10). The exploration of wine characterised by "less is more" culminates on Tuesday 16 April under the banner of "**From north to south: a journey through great wines and companies that you may not know yet**" - an exploratory tasting of the amazing diversity of Italian terroirs (13:15, Organic Hall).

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Press Release

## **VINITALY & WINE: VERONA - THE CAPITAL OF WINE LOVERS WITH VINITALY AND THE CITY**

**12-15 APRIL: FOUR DAYS OF TASTINGS, MASTER CLASSES AND TOASTS ALONGSIDE ART, MUSIC AND CULTURE**

**Brussels 20 March 2024** 12-15 April: **Vinality and the City** is back! The Vinality off-show event that every year transforms Verona into the capital of **wine lovers**. Four days of tastings, master classes, talks, meetings and guided tours with cultural, artistic, musical and geographical incursions thanks to the most "epicurean" event of the Veronese trade fair, which will also make the heart of the historic city centre beat with passion for wine. The setting for the event is the triangle between **Piazza dei Signori** (Loggia di Fra Giocondo, Loggia Antica), **Cortile del Mercao Vecchio** and **Cortile del Tribunale**, iconic points of interest in this UNESCO World Heritage Site.

We can raise our glasses to Dante in the **Loggia of Fra' Giocondo**, Piazza dei Signori, which is home to the **Grande Enoteca-Wine Showcase** of Vinality and the City - a tasting area dedicated to the Consorzio Tutela Vini DOC Delle Venezie. On the other hand, the **Loggia Antica** will see the most accredited bartenders of the moment at work with their shakers in a setting dedicated to the magic of **Mixology** - with partners including Bartenders, Nespresso, Dicisano, Molinari, Italia Wine Brands, 9 di Dante, Martini & Rossi and Red Bull. There is also room for interplay on the stage set up in the Loggia which - after the inaugural toast on Friday 12 April (18.00) with the Official Wine Donnafugata Brut 2019 - will host artistic, cultural and musical events and performances. In the centre of the square, the **Banca Passadore & C. Lounge** will be the fulcrum of the art&wine experience, an opportunity for full-immersion tasting amidst the evocative architecture of what was once the Court of the Scaliger Lords. Lastly, there will be no shortage of master classes in the **Council Chamber** of Palazzo Scaligero, the head offices of the Province of Verona, with tastings (by invitation) featuring the wines of Bertani, Micro Mega Wines, as well as wines from Calabria, Hungary and Sicily - not to mention Asiago, the official cheese of the event.

**The Cortile Mercato Vecchio** will be transformed for the occasion into a tasting hub the stands of the Calabria and Marches Region, flanked by products in the Fior Fiore Coop line, with the **Wine Talks** conducted by oenologist and wine influencer Sissi Baratella in pride of place. The food and wine journey continues in the **Cortile del Tribunale** with wines selected by Gambero Rosso, the Sicily Region and the **Fiera del Riso** which, for the occasion and in addition to the classic Risotto all'Isolana, will serve tastings of Amarone risotto and risotto prepared Val di Non apples and Prosecco. The journey will be accompanied by the appointments and sounds of **Radio Monte Carlo**, the official radio of Vinality and the City 2024, with lively dj sets animating the daily **wine parties** (18:00 to 20:00) **The Fresco Lounge** overlooking the Cortile del Tribunale will see the Buchette Wine Association of Florence, in collaboration with the Tuscany Wine Consortium, set up a typical wooden door with a characteristic aperture for serving wine.

As regards events (the programme is continuously evolving), Vinality and the City will boast **guided tours** to the three squares hosting the event as well as, among others, to Palazzo Maffei Casa Museo, the National Archaeological Museum of Verona, the Salone delle Feste of Palazzo Balladoro, the Miniscalchi-Erizzo Museum Foundation, Biblioteca Capitolare di Verona and Santa Marta, as well as itineraries proposed by the Verona Minor Hierusalem Foundation.

Media partner



In keeping with previous editions, the third stage of the exhibition dedicated to **Dante** curated by Franco Nembrini and the “Rivela” Association, has by now reached **Paradise** after the two editions involving Inferno and Purgatory in recent years. The daily meetings organised by Feltrinelli have also been confirmed, while the relationship between wine and climate change is the focus of attention of the **conference** organized by **Fisar**, “In-natural Intelligence”, scheduled on Saturday 13 April (21:00, Stage, Loggia di Fra Giocondo). One of the most interesting innovations concerns attendance by **Cesarine**, the oldest network of home cooks in Italy, who will also bring along some examples of their priceless culinary knowledge to Vinality and the City.

Capable of stealing the scene from theatre to the silver screen, the charm of wine will then animate not only “**Glasses of Jazz Preview with Max Ionata & Danish trio**” scheduled at the **Ristori Theatre** on Saturday 13 at 17:00 but also the presentation (14 April, 21:00 Stage, Loggia di Fra Giocondo) of the third season and preview of the fourth of **B.E.V.I. - The Art of Wine-Making**, the first and only TV series dealing with art in the world of wine broadcast on Sky Arte and Now TV. As for artistic aspects, collaboration with ArtVerona continues with the staging (15 April, 18:00, Stage, Loggia di Fra Giocondo) of **Lives! Marina Abramovic's life in words and music** curated by Nicolas Ballario with Rodrigo D'Erasmus and Andrea Faccioli.

The opening times for Vinality and the City are as follows: Friday 12 April 18:00-23:00 (inauguration at 18:00), Saturday 13 April 15:00-23:00, Sunday 14 April 15:00-23:00, Monday 15 April 18:00-23:00. Tickets can be purchased until 11 April (1 glass, 4 tasting tokens, 1 experience token) in advance online at a cost of €16.50; at the event venue itself (11-15 April), tickets can be purchased at the help desk in Piazza dei Signori and online at a cost of €20 (info and shop at [www.vinalityandthecity.com](http://www.vinalityandthecity.com)).

**Vinality and the City is organized in collaboration with the Verona City Council, the Province of Verona and the Cariverona Foundation with the patronage of the Veneto Region.**

**Media partner Radio Monte Carlo**, official radio - Vinality and the City 2024

Automotive partner: **Volkswagen**

Official partners: **Banca Passadore, VIP Energy, Generali.**

Official wine 2024: **Donnafugata Brut 2019**

Official cheese: **Asiago**

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*Run-up to the 28<sup>th</sup> olive oil exhibition scheduled at Veronafiere 14-17 April*

## **SOL EXPANDS ITS PRODUCT BASE AND BECOMES THE INTERNATIONAL OLIVE OIL TRADE SHOW NOT ONLY EXTRA VIRGIN, BUT ALSO TABLE OLIVES, COSMETICS AND NUTRACEUTICALS**

**Brussels 20 March 2024** The world of olive oil travels to at Veronafiere next 14-17 April, in conjunction with Vinitaly, for the 28th SOL-International Olive Oil Trade Show. The event focuses exclusively on one of the symbolic sectors of Mediterranean agriculture and also expands its reference areas (5,000 m<sup>2</sup> already sold out) to include, in addition to extra virgin olive oil, also table olives, pickles, and olive oil-based products such as spreads, flavoured oils, cosmetics and nutraceuticals.

The inclusion of new product areas inaugurates a multi-year path outlined in Veronafiere's 2024-2026 strategic business plan. The aim is to reposition all wine&food area brands even more in terms of business. A trade fair project is already in an advanced stage of development for the olive oil sector which will also focus on technological innovation.

SOL will target Horeca, Superhoreca, trade and luxury delicatessen sectors, with attendance by professional operators from Italy and abroad - thanks to the incoming promotion implemented by Veronafiere in collaboration with ICE Trade Agency attracting around 50 international buyers. In the international context, the 28th SOL will also host the winners of Expoliva, the biennial olive oil fair held in Jaèn, Andalusia, a partner of the Veronafiere event.

**Cooking shows, EVO Bar and guided tastings.** SOL - hosted in Area C of the Verona Exhibition Centre (entrance through the San Zeno Gate, in the venue shared with Vinitaly's organic wines) - will unveil important innovations, starting from the cooking shows which will involve hotelier institutes, in addition to the itineraries guided by chefs and oil tasters suggesting the most harmonious pairings between food and olive oil that also follow the scientific canons of chemical aspects and sensory characteristics.

The "Evo Bar" created by SOL will propose innovative cocktails that include extra virgin olive oil among the ingredients (in collaboration with the national Le Donne dell'Olio association), alongside tastings of table olives (in collaboration with the Ercole Olivario competition).

Again with Le Donne dell'Olio Association, it will be possible to taste dishes created by the "lady chefs" of the Italian Chefs Federation in which olive oil (EVO, flavoured and even ingredients preserved in olive oil, spreads, pâtés and table olives) will be the protagonists of all recipes.

Olive oil, innovative dishes and traditional cuisine will be the central theme of the partnership between the Italian Chefs Federation and AIPO, the Italian Association of Olive Producers, which is also a partner for the development of the technological and innovation area which will be hosted at Veronafiere in 2025.

**Conferences.** SOL will also be an opportunity to review the situation in the olive oil sector and outline future prospects in the light of a scenario that envisages a downturn in global olive oil production in the order of -6.3% for the 2023/24 season, with the risk that stocks will run out before the new harvest.

Climate change will be the main theme of SOL's inaugural conference scheduled on Monday 15 April (12:00). It will discuss "The new geography of global olive oil, between production and consumption" with Jaime Lillo, the executive director of the International Olive Council (IOC) since last January. The Mediterranean area, the cradle of olive oil with 95% of global output, is called upon to identify appropriate solutions to deal with climate change and move olive growing towards more resilient models. At the same time, and as regards sales and consumption, large-scale retail trade, buyers and consumers are also reviewing the positioning of olive oil on shelves and in the diet, with repercussions that also affect markets and exports.

Tuesday 16 April (10:30): debate titled "The identity of extra virgin olive oil is at risk". Spotlights on Italian olive growing in the future, including climate change, management of native varieties, new planting models and the

impact of higher temperatures on the chemical and sensorial parameters of olive oil. Speakers include Mercedes Fernandes, head of the Standardization and Research Unit of the International Olive Council.

Wednesday 17 April (10:30): Aipo, the Italian Donne dell'Olio Association and UnionCamere Umbria will discuss the future of cosmetics and the beneficial effects of olive oil in the diet, from a health and beauty perspective tool starting even at table, with the conference titled "Much more than just oil: well-being and beauty thanks to olives".

**International Sol d'Oro Competition - Northern Hemisphere: record number of entries.** Now at its 22nd edition, the Sol d'Oro Northern Hemisphere competition, which took place 11-18 March, this year saw a record number of **455 registered samples** in the six categories of the competition: Extra Virgin (Light Fruity, Medium Fruity, Intense Fruity), Single Variety, Organic and PDO. The competition is open to Italian and international extra virgin olive oils produced and marketed by companies and mills with proven output of a minimum quantity of 1,500 litres for each oil entered for the contest. The 'Absolute Beginners' category is specifically dedicated to quantities below this threshold. As of this edition, the competition also opens its doors to "Big Producers", i.e. the main players in the olive oil industry who produce and/or bottle large quantities of extra virgin olive oil, from 500,000 litres and above.

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*Event scheduled in conjunction with Vinitaly and Sol 14-17 April*

## **XCELLENT BEERS: THE B2B CRAFT BEER EXHIBITION AT VERONAFIERE**

**Brussels 20 March 2024** Wine as well as craft beer. Xcellent Beers, the craft beer show with national and international exhibitors, returns to Veronafiere (Area I). The 4<sup>th</sup> edition will run alongside the 56<sup>th</sup> Vinitaly and the 28<sup>th</sup> SOL (International Olive Oil Trade Show) 14-17 April. The innovative format targets a business and professional audience, from Horeca to Superhoreca, venues with "beer lists" (or keen to create one), through to the online trade channel. This event is entirely dedicated to craft beers - a sector that aims for quality while also being an expression of Italy's great brewing tradition. At the same time, this show is a driving force for Made in Italy and slow tourism, where history, culture, tradition and territory team up with Italian know-how.

An area of one thousand square metres at Xcellent Beers will also host the Consortium of Italian Breweries with a group show of small-scale craft producers and specific product promotion initiatives.

The event programme includes B2B opportunities, occasions focusing on training, and meetings with international buyers and operators, retailers, and large-scale retail distribution. Attendance is already confirmed from more than 130 countries with the aim of discovering quality craft products, as well as new experiences, new realities, innovative and traditional companies, all with a common denominator: a focus on the quality of craft products. There is also the possibility of scheduling meetings using smart and digital solutions to ensure highly profiled networking for exhibitors and professional visitors.

One of the partners of Xcellent Beers is Unione Degustatori Birre (Beer Tasters Union), chaired by Mauro Pellegrini, who will look after presentations of breweries, tastings, food pairings and meetings with international buyers.

**The Conference.** The afternoon of Monday 15 April will focus on the new frontiers of beer tourism, with case histories and insights concerning craft beers, as well as opportunities for training specific guides capable of describing craft beers, producers and territories.

Xcellent Beers will focus considerable attention on "Publicans" - the owners or managers of pubs who organise training and educational activities for craft beers, promoting and spreading knowledge of craft beers. This helps enhance the experience of producers and master brewers while also contributing to the growth of numerous consumers of craft beers. This occasion at Veronafiere will also see the award of diplomas to "Publicans" - certificates for attendance at a training course and the attainment of a much sought-after objective in the sector.

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Press Release

Event scheduled at Veronafiere 14-17 April

## **ENOLITECH IS SET TO CELEBRATE 25 EDITIONS.**

### **150 COMPANIES IN ATTENDANCE (10% FROM ABROAD§). EXHIBITION AREA ALMOST DOUBLED**

**Brussels 20 March 2024** Exhibition area almost doubled, exhibitor attendance at the show up by 25%, sixteen product categories and two specific tensile structures. This is how Enolitech greets the milestone of 25 editions. The international exhibition focusing on technological innovation applied to wine-growing, olive growing, beverages and related products is from alongside Vinality at Veronafiere 14-17 April. This sector, according to analysis by the UIV-Vinality and Prometeia Observatory, boasts 20,000 employees and generates turnover of almost 3 billion euros. §One hundred and fifty leading Italian and international leaders have confirmed attendance in Show Hall F at Enolitech, occupying an area of 7,600m<sup>2</sup>. International attendance this year includes China, Spain, France, Hungary, Taiwan and Poland, accounting for approximately 10% of total exhibitors.

The event showcases the best *high tech* and *digital* solutions for the sector, from software specifically developed for wine-growing to packaging and transport machinery, not to mention shipping and logistics services, by now increasingly central for production chain activities, as well as the most advanced traceability and anti-counterfeiting systems. There is also space for wine accessories such as glasses, capsules, labels and caps, as well as items such as barrels, barriques and vats of all sizes alongside furnishings for cellars, wine bars and the catering field. Unusual and innovative items include systems capable of mapping the production processes from the vineyard to the cellar using a tablet, *wine delivery* services ensuring home delivery in just thirty minutes and *iceboxes* capable of constantly maintaining the most suitable temperature depending on the type of beverage. Terracotta is also back in fashion, especially now that amphorae are being used again to age wine.

[www.vinality.com/verona/aree-tematiche/enolitech/](http://www.vinality.com/verona/aree-tematiche/enolitech/)

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Press Release

## THE INTERNATIONAL PACKAGING COMPETITION BECOMES THE VINITALY DESIGN AWARD

**THE 28TH AWARD TAKES ON A NEW IDENTITY HIGHLIGHTING THE EVOLUTION OF SECTOR COMPANIES IN TERMS OF IMAGE. THE WINNERS OF 15 CATEGORIES AND 11 SPECIAL AWARDS WILL BE ANNOUNCED ON SATURDAY 13 APRIL**

**Brussels 20 March 2024** The **International Packaging Competition** has a facelift for its 28<sup>th</sup> edition, becoming the **Vinality Design Award**. Not merely a change of look but all-round evolution of identity in line with trends which, as of this year, takes shape through the strategic re-branding of the historic Veronafiore competition specifically for packaging of wines, spirits, liqueurs, beers and extra virgin olive oils.

Innovations with the new **Vinality Design Award** (registrations close on 24 March) include an even broader audience of potential participants. As of this year, in fact, the competition is also open to advertising agencies and designers as well as producers, who will all be able to nominate their products in the 15 competition categories (4 more than in the previous regulations): White wines; Red wines; Rose wines; Sparkling wines; Fine wines; Aromatized wine-based cocktails; Liqueur wines; Series; Limited editions; Private labels; Secondary packaging; Clear spirits; Dark spirits; Extra virgin olive oils & Beers. Four Vinality Design Award trophies will be awarded in each category: Black, Gold, Silver and Bronze.

Projects entered for the contest - from bottles to closures, capsules, labels and back labels, as well as seals and secondary packaging - will be assessed by a jury of 20 experts (5 for the Scientific Technical Committee and 15 jurors specialized in various disciplines) under the artistic director of Vinality Design Award, **Mario Di Paolo** (Studio Spazio Di Paolo), a renowned international trendsetter in wine packaging.

The new competition formulation now includes even more special awards (up from 6 to 11), in accordance with the lines of development of packaging, increasingly seen as a marketing, image and communication tool for company brands. This list includes "Best in Show"; agency of the year; people's choice; innovation; Retail label; closures; use of paper; coordinated image; use of colour; excellence in embellishment.

The winners of the 28<sup>th</sup> Vinality Design Award will be announced and proclaimed on Saturday 13 April during the dedicated gala event and consignment of trophies hosted at the Ristori Theatre in Verona.

As of this year, the Vinality Design Award boasts the collaboration of excellent partners in packaging and design fields: Fedrigoni, Estal, Luxoro, Amorim, Pozzoli, Sanfaustino, Atiu, Crealis, F.lli Magro, Relegno and Project Accessori.

## **Vinitaly Design Award Jury**

**Technical scientific committee** Mario Di Paolo (founder and creative director of Spazio Di Paolo), Luca Fois (creative advisor and contract professor at Milan Polytechnic University); Chiara Tomasi (designer and paper label specialist); Paolo Brogioni (director of Assoenologi), Jana Kokrhaneck (president of Luxoro).

**Art and design jury:** Francesco Morace, Juan Mantilla, Simonetta Doni, Dario Frattaruolo, Andrea Basile, Francesco Voltolina, Mario Airò, Stefano Torregrossa, Antonio Aricò, Giulio Iacchetti, Leila Salimbeni, Papi Frigerio, Giuseppe Stampone, Manuel Tavano and Francesco Franchi.

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