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*Veronafiere 12-15 April*

## **VINITALY: STRATEGIC INCOMING CONFIRMED**

### **NEW AREAS: NO-LO AND SPIRITS. MORE SPACE FOR TOURISM IN LOCAL AREAS AND WINERIES**

**Top spot in the ranking list of arrivals goes to the North American delegation (USA and Canada) with a record exploit for the Canadian contingent (+31 top buyers compared to 2025). Staying outside the EU, the involvement of Asian demand for Italian wine is also stronger, led by China, while also posting growing accreditations from India, Japan, Thailand, Vietnam, South Korea, Singapore, Malaysia and the Philippines. As for South and Central America, Brazil and Mexico are among the most dynamic markets. There is also strong growth among African operators, with the scope of action now extended to 10 countries. Within Europe, Germany, Nordic countries, and Eastern Europe confirm the central role of Italian wine on their respective markets.**

**Verona, 12-15 April 2026.** Emphasis on markets with targeted incoming and new trends with dedicated areas for the **58<sup>th</sup> Vinitaly**, the International Wine and Spirits Exhibition scheduled at Veronafiere **12-15 April**, presented today in Rome - at Palazzo Montecitorio - in the presence of the President of the Chamber of Deputies, **Lorenzo Fontana**, the Minister of Agriculture and Food Sovereignty, **Francesco Lollobrigida**, and the President of ITA-Italian Trade Agency, **Matteo Zoppas**, in addition to top Veronafiere management with **Federico Bricolo**, President, and **Gianni Bruno**, Deputy General Manager.

Almost **4,000 companies** will represent Made in Italy wine at Vinitaly, with updated formats and content, as well as a programme of more than 100 official events including tastings and focus meetings, whereby the show consolidates its ability to attract and connect with global operators. Vinitaly's role as a hub for business relations in the main historic and emerging destinations for Italian wine is further confirmed by the initial results of the Veronafiere/ITA - Italian Trade Agency incoming campaign currently entering its final sprint. As of today, more than **1,000 top buyers** will attend the show, selected, invited and hosted jointly by Veronafiere and government trade promotion agency. In addition, other international professional operators are expected from more than 130 countries.

"In an increasingly complex international scenario, Vinitaly is strengthening its role as a driving force behind the internationalisation of Italian wine. This is thanks not the least to a highly profiled incoming system able to intercept qualified demand and accompany companies towards new development directions on international markets without neglecting consumption in Italy itself, where we dedicate targeted research," said the President of Veronafiere, **Federico Bricolo**. "This is why the event continues to evolve in line with changes on the market and the needs of companies, by providing tools, content, and meeting opportunities increasingly designed to support the sector's competitiveness. Our goal," Bricolo concluded, "is to offer the wine industry structured solutions, and support companies not only in commercial terms but also in relation to the strategic issues that will shape their future."

As of today, the lead among **70 countries** of origin for the profiled operators involved in the strategic plan due to attend the coming Vinitaly is taken by the **North American delegation** (USA and Canada) which is already posting great success for the Canadian contingent (+31 top buyers compared to 2025). Staying **outside the EU**, the engagement of **Asian demand** for Italian wine has been upgraded - still led by China but with growing accreditations from India, Japan, Thailand – which also host Vinitaly's international stages – as well as Vietnam, South Korea, Singapore, Malaysia and the Philippines. **South and Central America** are well positioned for incoming figures in 2026, with Brazil and Mexico among the most dynamic markets. Operators in Africa are also performing well, posting growth to 10 countries this year. Within Europe, Germany and

Nordic countries confirm the central role of Italian wine on their respective markets. The geography of attendance is completed by several Eastern European countries.

In terms of topics and formats, Vinitaly 2026 further expands and diversifies its offering, by intercepting emerging trends and strengthening integration between supply chains, content, and business opportunities. The main innovations include the project dedicated to No-Lo Alcohol is expanding with **NoLo-Vinitaly Experience**: This start-up event, in collaboration with Unione Italiana Vini, makes its debut with a new exhibition location (2<sup>nd</sup> floor, Palaexpo) and a structured calendar of tastings, master classes, and market focus meeting in a rapidly expanding segment. The offering for spirits and mixology is also boosted with **Xcellent Spirits**: a specific area (Show Hall C) created with Gang of Spirits, designed to promote connections between the worlds of wine and spirits on an international scale.

Wine tourism is taking on an increasingly central role with **Vinitaly Wine Tourism** - an event further consolidated, even on an exhibition scale by a programme covering every day of the show, and a stronger calendar of B2B meetings thanks to targeted incoming of specialist buyers and tour operators, supported by new experiential formulas specifically for local areas and wineries. **There are two main** wine tourism themes at Vinitaly: the first created by Veronafiere and Wine Tourism Hub in collaboration with partners Wine Suite, Wine Meridian and Winedering in the **gallery between show halls 2 and 3**, and the second entirely coordinated by Veronafiere itself in the **Vivaldi Meeting Room** (first floor, Palaexpo) with four focus events including conferences, surveys and research coordinated by the Wine Tourism Movement, Roberta Garibaldi (tourism expert, Professor of Tourism Management at the University of Bergamo), Unicredit-Nomisma Wine Monitor, and Verona University and BAM Strategie Culturali in collaboration with ArtVerona. There will also be space for catering, with targeted and expanded concepts celebrating Italian cuisine - a UNESCO intangible cultural heritage. Starred chefs and promising young international talent will take part.

Evolution also concerns services and the digital world, with the strengthening of **Vinitaly Plus**, focusing on the **new Buyers Club**, the networking platform that as of this year promotes two-way business between producers and registered international buyers, and the debut of **Bacchus AI**. Alongside these new features, appointments and thematic areas that complete the exhibition and content offering are all confirmed, together with the programme of events - such as **Vinitaly OperaWine** (11 April) and the off-show **Vinitaly and the City** (10-12 April) - that help strengthen the link between business, local areas and the general public.

The presentation of Vinitaly 2026 in the "Sala della Lupa" of the Chamber of Deputies was preceded by a talk titled "**Courage and vision - wine pioneers look to the future**" with reports by Piero Antinori, Marco Caprai, Paolo Damilano, Gaetano Marzotto and José Rallo, moderated by the deputy editor of newspaper Corriere della Sera, Luciano Ferraro.

[www.vinitaly.com](http://www.vinitaly.com)

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Press Release

**WINE (UIV-VINITALY OBSERVATORY): WIDER CONSUMER BASE THANKS TO YOUNG PEOPLE  
A HEDONISTIC AND RESPONSIBLE APPROACH IS GAINING GROUND OVER DAILY DRINKERS  
NEW ITALIAN WINE CONSUMER PROFILES AT VINITALY PRESENTATION**

**Verona, 12-15 April 2026.** There are just under 30 million wine consumers in Italy, 55% of the population. This figure has remained stable over the last five years, while if the view is extended to include the first decade of the new millennium (2011), then even growth of more than 600,000 people can be seen. The latest overall data detailing the base of Italian wine consumers, outlined by the Uiv-Vinitaly Observatory during the presentation of the coming edition of Veronafiere's leading event for Italian wine (12-15 April) today in Rome at the Chamber of Deputies, paint a picture far removed from what has been imagined and supported so far by a large part of the sector, especially as regards young people. It is true that people are drinking less but only because – as the study by the Observatory analysis of consumption over the last two decades based on ISTAT and IWSR data points out – the share of daily users has fallen, especially recently, among older age groups. Today, factors have been reversed as if in a mirror-like reflection: 61% of Italians drink wine occasionally, compared to 39% of "daily" consumers - in 2006 the ratio was all but perfectly inverted.

People drink less now but the audience has expanded and, as the President of Veronafiere, **Federico Bricolo**, said: "This evolution reflects the degree of maturity in the relationship Italians have with wine: more aware, more moderate and more in line with the hedonistic and qualitative aspects of fine drinking. A trend that matches the approach seen at Vinitaly and the City, the format specifically for wine lovers, which we are 'exporting' from Verona to other regions of Italy." Surprisingly, it is precisely the younger generations who are expanding the audience, albeit with a lower impact on consumption figures simply because there are fewer young people today even compared to 20 years ago. While it is true – as the analysis shows – that the most significant portion of consumers is evident among older age groups, with a share of 66% for people over 45, it is equally true that the small (7% of consumers) 18-24 age group is the only one to have seen its share grow significantly: +8 percentage points (from 39% to 47%), compared to stable figures for older age groups, and a downturn among Millennials (29-44 years) in particular.

This is a good sign for a cohort gradually establishing its consumption habits, as noted by Carlo Flamini, head of the Uiv-Vinitaly Observatory: "Looking at generational movements, it can be said that wine acquires a certain kind of central role in consumption habits as people get older: while 18-24 year-olds interviewed by ISTAT in 2011 stated that they drank wine in 39% of cases, 13 years later – by now 31-37 years old – the percentage has risen to almost 60%." The surprising aspect, in qualitative terms, is the approach of young people. Compared to more "weary" older generations, where price is the dominant factor and eating out is less popular, young people's relationship with wine is motivated by curiosity, self-affirmation, and above all by the fact that they enjoy it. Analysis of IWSR information indicates that "I like the taste" is the first criterion of choice for GenZ under-28s (50%), while the main motivation for Boomers is linked with dining and therefore to accompany food (70%). Another important factor in the choice of wine by "GenZs" is associated with individuality: "it makes me sophisticated" and "it's fashionable" account for 43% of consumer reasons, compared to 7% for Boomers. Hence the tendency among young people to spend more on average (18 euros per bill, compared to an out-of-home average of 10 euros) and, above all, wine becomes a natural choice when going out. Here, the highest incidence is found, not surprisingly, among the mini-cohort of young people: 97% are GenZs and 87% Millennials, while Boomers drop to 64%. Among the most popular venues,



restaurants seem to be favoured by younger groups: 76% for Millennials and even 86% for GenZ, compared to approximately 60% for GenX and Boomers.

The *Profiles and attitudes of new wine consumers in Italy* report concludes by "absolving" young people as being the cause for the decline in wine consumption in Italy. The downturns witnessed in recent years are the result of two concomitant factors: overall irregularity of consumption, which today even affects older generations, and the significant reduction in the amount of wine consumed on a daily basis, the so-called 'moderation' bringing about a progressive drop in excessive drinking (more than half a litre) in favour of smaller amounts (2-3 glasses a day). Moderation, like occasional drinking, is more evident today among older generations. The focus on Italian consumers will continue at Vinitaly with the presentation of the survey titled *Consumers at the heart of the matter: the new alliance between wine and catering*, conducted by the Uiv-Fipe Wine and Catering Observatory in collaboration with Vinitaly on a representative panel of restaurants and venues in Italy.

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Press Release

## **WINE: UIV-VINITALY OBSERVATORY: THE REVENGE OF RED WINES IN THE GLASSES OF GENZ**

### **“REPORT ON THE PROFILES AND ATTITUDES OF ITALIAN CONSUMERS”:**

#### **EACH GENERATION HAS ITS PREFERRED DENOMINATION**

**Verona, 12-15 April 2026** Every wine has its own vintage, even as regards the age of its consumers. The *Profiles and attitudes of new wine consumers in Italy* report by the Uiv-Vinitaly Observatory, presented today at the Chamber of Deputies during the presentation of the 58<sup>th</sup> edition of the Italian wine exhibition at Veronafiere (12-15 April), suggests that different wines of all kinds manage to convince different generations.

If this is truly the case, then Prosecco would predictably be the favourite product among Millennial consumers and above, while the shift towards red wines by the very young Gen Z is rather surprising, since their ranking entirely favours *red wines* in the top five places. First place – according to the Observatory's analysis based on IWSR data – goes to Amarone della Valpolicella, with a purchase conversion rate of 68%, followed by Barbaresco, Taurasi, Bolgheri and Chianti. “It's a kind of revenge for red wines, which we perhaps wrote off prematurely,” said Carlo Flamini, head of the Uiv-Vinitaly Observatory. “They are proof that any label can be the right one if offered to the right consumers. Young people emerge as not only the most curious and inclined to try out new experiences but also the most open-minded to advice.” Survey data also indicates that Generation Z has the highest propensity to be guided in their choices outside home but also for online purchases, where the youngest (61%) are those who read suggestions or reviews on websites and blogs - a custom that has already fallen off dramatically among Millennials (38%), posting its lowest peaks among the older generation (24%). “The generational impact regarding a willingness to experiment,” Flamini went on, “is also seen in the choice of formats. Four out of 10 GenZ would buy wine in cans and 17% wine in *pouches*, figures which drop to 4% and 0% respectively for Boomers.

The ranking for the under-30s sees white wines only appear in sixth place with Soave and then again only ninth with Trento Doc. The latter creates a kind of link with Millennials, who rank it in fourth place. Second and third places on the podium (behind the king of Italian sparkling wines, chosen by 3 out of 4 consumers in the 30-age group) are Sicilia and Salice Salentino Doc wines, while Lambrusco from Emilia (fifth) acts as a generational bridge towards Gen X. Older consumers aged 45-60 include in the top 5 (always after Prosecco) Aglianico del Vulture, Verdicchio dei Castelli di Jesi, Chianti Classico and Vermentino Sardo, which also appeals to the over 60s, who rank it in second place. In the Boomer wine kingdom, Primitivo di Manduria took third place (as well as sixth place for Millennials and seventh for Gen Z), followed by Campania Docg white wines (Greco di Tufo and Fiano d'Avellino) and Lugana.

Looking at types, still wines have the highest penetration rates across all generations, with a total of 25 million consumers and peak figures of over 90% among Millennials for whites and reds, well above the 70% share also for Generation Z. As regards sparkling wines, Prosecco is the drink of choice for 20 million Italians, but almost 16 million also choose other dry sparkling wines. Sweet bubbles stop at 11.5 million, on par with rosé wines.

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Press Release

*Veronafiere 12-15 April 2026*

**VINITALY-NOLO EXPERIENCE: FROM PRODUCT TO TECHNOLOGY.**

**START-UP LAUNCHED TO FOLLOW THE EVOLUTION OF LOW- AND NO-ALCOHOL WINES**

**Verona, 12-15 April 2026. Vinality-NoLo Experience**, the start-up at the 58th International Wine and Spirits Exhibition, makes its debut with leading wine and technology brands, pioneers today even in the No-Low Alcohol segment, which also includes dealcoholized beverages. A specific thematic exhibition area on the second floor of Palaexpo welcomes **25 companies** signed up for the **Veronafiere** project in collaboration with **Unione Italiana Vini**. This meaningful figure demonstrates the willingness of Italian companies to invest, following the go-ahead in the inter-ministerial decree last December, in a market that, albeit still a niche, is seen as having high growth potential.

Inside, Vinality-NoLo Experience comes forward with 13 exhibitors and a 'Wine Cocktail Bar' with 28 labels from 12 wineries, served neat or in a mixology recipe.

Consumption, market, positioning, and identity, together with technological innovations for the production side of No-Lo, as well as dedicated master classes are the main themes of the focus events characterising the format.

It all starts on Sunday 12 April with **“The measure of taste: balance and identity of alcohol-free and low-alcohol wines”**, a master class with journalist and winemaker Francesca Granelli to explore both the NoLo trend and the new measure of taste of alcohol-free and low-alcohol wines, thereby stimulating further thought about pairings and various consumption contexts (16:00, Vinality-NoLo Experience area, repeated on Tuesday 14 at 11:00). **“Light-hearted: the new face of alcohol-free wine”** is the wine proposal/tasting by **Cantina Colli Ripani** (Monday 13 April at 10:30). **Omnia Technology** focuses on **“Quality alcohol-free wines: visions compared”** (April 13 at 12:00); then **Piccini & Bevzero** together propose **“No/Low, high level: alcohol-free wines are no longer Plan B”**, an in-depth review combining innovation, regulations and tastings of Piccini 0.0% wines (April 13, 14:00).

Topics range from dealcoholisation technologies to the oenological approach to NoLo wines during the workshop organised by **VasonGroup** discussing **“Dealcoholisation: VasonGroup technology and approach - experience and full-scale applications”** (April 14, 14:00, Vinality-NoLo Experience area) with an overview of case histories involving Italian partners and customers, as well as an American winery. Speakers at the event include **Gianmaria Zanella**, R&D Manager at Enologica Vason, **Francesco Lonardi**, Technical Sales Manager and R&D Juclas, and **Paolo Libralato**, Head of the Velcorin® Corimpex Service division. The panel also welcomes **Ilario Ensini** (Technical Manager at **Terre Cevico**), **Giulio Corbellani** (Production Manager with **Freezero**), and **Gabriel Rubilar** (winemaker of the **Bohemia Manor Winery–Maryland, USA**).

As regards conferences, **“Dealcoholized wines: consumption, consumers and market”** (Tuesday 14 April, 11:00, Mascagni Meeting room – Press Room, 1st floor, gallery between Show Halls 4-5) analyses this segment with data published by the **UIV/Vinality Observatory** into trends and prospects for No-Low Alcohol in Italy and around the world. The introduction by the general secretary of Unione Italiana Vini, **Paolo Castelletti**, will be followed by **Carlo Flamini**, head of the UIV/Vinality Wine Observatory, **Fedele Angelillo**, CEO of Mack & Schuhle Italia S.p.A., **Alessio Del Savio**, CEO of Mionetto S.p.A., **Massimo Romani**, CEO of

Argea S.p.A., and **Cristina Bowerman**, Chef Glass Hostaria in Rome - 1 Michelin Star, moderated by **Alessandro Torcoli**, Editor of Civiltà del Bere.

The event continues on Wednesday 15 April (10:30) in the Vinitaly-NoLo Experience Area with the meeting “**Dealcoholized wines: from perception to positioning**”, a comparison of the quality, consumption spheres and language of No-Low wines to understand how they are changing and the space they are winning on the market and in the catering field. The proceedings will be opened by Paolo Castelletti, Secretary General of Unione Italiana Vini (UIV), followed by reports from **Francesca Granelli**, journalist and winemaker, **Alessandro Pipero**, restaurateur, **Settimo Pizzolato**, Pizzolato Winery, and **Christian Mercuri**, Master of Wine and Brand Ambassador of Mack & Schuhle Italia S.p.A.; moderated by **Lara Loreti**, journalist for "Il Gusto - La Repubblica & La Stampa.

The **UIV-Vinitaly Observatory** suggests that the No-Low wines market in Italy is currently worth only 3.3 million euros but is expected to reach 15 millions over the next 4 years. On a global scale, the current market estimate is \$2.4 billion, with growth prospects of up to \$3.3 billion by 2028.

**Exhibitors:** Zonin, Valdo Spumanti, Colli Ripiani, Vinuci, Frizero, Giol, Pizzolato, Hofstatter, Primozero, Osozero, Omnia Technology, Mack & Schuhle Italia and VasonGroup.

**Wine Cocktail Bar Companies - Vinitaly-NoLo Experience:** Mionetto, Frizero, Argea, Osozero, Mack & Schuhle Italia, Caviro, Iwb, Giol, Valdo Spumanti, Civ, Lea Winery and Anna Spinato.

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**Press Release**

*Veronafiere 12-15 April*

**VINITALY 2026 DEVELOPS NEW GROWTH LEVERS FOR BUSINESS AND INVESTS IN SPIRITS  
WITH A BRAND NEW, TOTALLY "XCELLENT SPIRITS" SHOW HALL**

**Verona, 12-15 April 2026** Vinitaly 2026 continues to develop its business ecosystem with the inauguration of the new **Xcellent Spirits** event, a completely revamped B2B format making its debut at the 58<sup>th</sup> Show scheduled at Veronafiere 12-15 April. A structural project that heralds the entrance of spirits as part of Vinitaly in a specific show hall.

The Deputy General Manager of Veronafiere, **Gianni Bruno**, said: "Xcellent Spirits launches a multi-year strategic plan whereby Vinitaly aims to promote this sector by integrating it permanently into our trade fair platform. A new structure designed and then developed over time in response to evolving consumption and the growing international importance of this sector. New features also include the new NoLo - Vinitaly Experience, which will be implemented in collaboration with Unione Italiana Vini."

Conceived by Veronafiere/Vinitaly in collaboration with Gang of Spirits, a company of specialist professionals in this sector, Xcellent Spirits will be hosted in an exclusive outdoor area: a marquee measuring more than 1,000 square metres (Show Hall C) designed to encourage direct connections between producers, the market, and professional operators, thereby representing the entire supply chain.

The exhibition offering in this venue is divided into two main areas: **Spirits** - dedicated to spirits, liqueurs and flavoured and fortified wines - and **Drinks & Mix** - focusing on soft drinks, hard seltzers, and ready-to-drink products - to outline evolution in contemporary consumption and the opportunities for mixology.

Alongside the exhibition area, Xcellent Spirits also hosts a programme of events exclusively for trade operators. They include **Italian Aperitifs**, with the show area open until 19:30 on Monday 13 and Tuesday 14 April: two events to promote and continue networking between companies and buyers. The **Temple Bar** in middle of the show area is a space managed on a rotating basis by leading Italian bartenders, with live preparations and mixology sessions. A specific theme will be highlighted every day to guide the drinks menu using products provided by exhibitors.

The programme is set off by international master classes, with four daily sessions providing technical insights and exchanges with industry leaders. These meetings, guided by master distillers and international guests, will offer ongoing training throughout the event.

Based on customs data, **Nomisma** indicates that **in 2024 Italian spirits exports came to 1.75 billion euros**, taking **fifth place among world exporters** behind the United Kingdom, France, Mexico and the United States. In the period 2019-2024, exports grew by 41%, one of the best performances among the top five exporting countries. **Italy leads the way**, together with Germany, in the **liqueur segment**, worth 547 million euros with growth of 25% over the five-year period (better than Germany at 19%).

As for wine, **2025** seems likely to close with an unfavourable result, posting a 5% drop in the value of exports in the first ten months. Germany remains the leading destination market (21%), followed by the United States (12%) and the United Kingdom (8%). In the same period, as regards the top ten outlet markets, Italian exports posted particularly strong growth to Poland (70%).

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Press Release

## ALL THE WINNERS OF VINITALY 2026 AWARDS

**Verona 12-15 April 2026.** Almost all the winners of Vinitaly 2026 awards (Veronafiere 12-15 April) have been announced. These awards are made to people and organizations that have made a significant contribution to the promotion of Italian wine culture around the world, at the same time as consolidating and strengthening the positioning and appeal of Italian wine on international markets.

From the historic “Angelo Betti-Merit in Wine-Growing” award, established in 1973 and named after its creator on the occasion of Vinitaly's 50<sup>th</sup> anniversary (the winners will be announced on Sunday 12 in the afternoon), to the Vinitaly International Award, first held in 1996 to celebrate the 30<sup>th</sup> edition, through to the “Vinitaly Territory Ambassador”, introduced in 2025 as part of the Vinitaly Tourism event. New features at the 58<sup>th</sup> edition include the debut of the “Taste of Italy-Wine List Excellence” Award for restaurants, wine bars, and hotels in Italy and abroad that every day promote the culture of Italian wine. The prize-giving ceremonies are scheduled on the first and last days of Vinitaly.

*There follows a list of all the award winners.*

### VINITALY 2026 AWARDS

**Prize-giving ceremony during the inauguration: Sunday 12 April, Verdi Auditorium, Palaxpo 11:00-12:30.**

### VINITALY INTERNATIONAL AWARD (two sections)

*Since the 30<sup>th</sup> anniversary of Vinitaly in 1990, this award has celebrated institutions, companies, and people distinguished in valorising and promoting Italian wine and wine culture on a national and international scale.*

#### **VINITALY INTERNATIONAL AWARD - ITALY: Lamberto Frescobaldi, Marchesi Frescobaldi.**

**Motivation:** *“One of Italy's leading winemakers, Marchesi Frescobaldi is an iconic brand known throughout the world for embodying the most authentic values of Made in Italy. Boasting more than seven hundred years of history and more than thirty generations, the family has always combined a passion for the land with a passion for culture. An identity-driven style that, under the guidance of Lamberto Frescobaldi, continues to keep up-to-date through projects such as “Artists for Frescobaldi” and “Frescobaldi for Gorgona” dedicated to the rehabilitation of inmates in Europe's only active prison island. This kind of commitment also extends into the entire sector and in 2022 culminated with the Presidency of Unione Italiana Vini, the association that brings together more than 900 companies, representing more than 50% of Italian wine turnover and 85% of its exports. In this role, Lamberto Frescobaldi demonstrates pragmatic, far-sighted leadership, guiding and directing the Italian wine sector in a complex geopolitical landscape towards horizons of growth.”*

#### **VINITALY INTERNATIONAL AWARD - ABROAD: Antonio Stopper, Stoppervini Sagl - Lugano.**

**Motivation:** *“The company has supported Italian wineries on German, Austrian, and Swiss markets for 101 years. It combines experience and vision, drawing on a deep understanding of European cultures and an ability to promote and support Italian winemakers through targeted strategies on their key markets. Under the guidance of Antonio and Edoardo Stopper, respectively the third and fourth generation, Stoppervini in Lugano is a landmark today for the promotion of Italian wine.”*

### VINITALY LIFETIME ACHIEVEMENT AWARD

Launched in 2025, this award is given to figures who have made fundamental contributions to the Italian wine sector. The award recognizes commitment, the promotion of native grape varieties, and professional impact in the world of wine.

#### **Attilio Scienza**

**Motivation:** *“A central figure in the history of Italian wine, an internationally renowned academic, vine geneticist, agronomist, and narrator of the anthropology of wine, Attilio Scienza has opened new horizons in the study and understanding of wine as an expression of culture and in education, thereby defining key concepts such as terroir, identity, and tradition. As Chief Scientist of the Vinitaly International Academy since 2018, he continues to inspire producers, students and enthusiasts by translating scientific knowledge into narratives that ennoble Italian winegrowing and strengthen the positioning of Italian wine in the global scientific and cultural panorama, thereby opening new perspectives on the link between science, culture and wine storytelling”.*

## VINITALY 100 YEARS OF EXCELLENCE AWARD

Established in 2024, this award highlights the long history of the sector's protagonists

### **Valdo Spumanti Srl**

**Motivation:** *“One hundred years since its foundation, Valdo is a true example of entrepreneurial vision and foresight. From Abele Bolla's initial intuition to building a group active on major international markets, the company has transformed a family business into a global wine player. Guided by three generations of the Bolla family, Valdo has always anticipated and interpreted the evolution of the market: from expansion into Italian restaurants in the 1960s, to international development from the 1970s, through to the consolidation of a global presence across Europe, the Americas and Asia. While retaining its strong roots in the Valdobbiadene area, Valdo has taken its name and identity around the world, establishing itself as an ambassador of Prosecco on an international scale.”*

### **Bardolino Wine Consortium**

**Motivation:** *“Founded in 1926 as Consorzio Bardolino, subsequently becoming Consorzio di Tutela del Vino Bardolino DOC in 1969, it is one of the oldest consortia in the Italian winemaking scene. From the definition of the Classic zone in the 1930s to DOC recognition in 1968, it has constantly accompanied the development and success of Bardolino. Boasting strong roots in the Lake Garda area, the Consortium has successfully promoted native grape varieties and the quality of its wine over time, thereby contributing to international sales. Celebrating 100 years of activity recognises the fundamental role played in the protection, valorisation and promotion of Italian wine excellence.”*

## WHAT'S NEW 2026: VINITALY BEST RESTAURANT FORMAT AWARD

Dedicated to chefs and entrepreneurs who help spread the culture of Italian cuisine throughout the world thanks to ingredients of excellence and innovation, thereby promoting the essential link between haute cuisine and Italian wines.

### **"OSTERIA GUCCI by Massimo Bottura"**

**Motivation:** *“Osteria Gucci is one of the few examples where Italian cuisine truly speaks an international language. It is not just a restaurant but rather a coherent project that combines fashion, aesthetics, and gastronomy into a recognizable identity. Massimo Bottura does not merely export dishes but a contemporary and cultural Italian philosophy. Being global while not becoming generic is a distinctive and identifying feature. Osteria Gucci demonstrates that the challenge is not to expand but to remain true to oneself everywhere, thereby becoming a reference model for Italian catering worldwide.”*

## WHAT'S NEW 2026: VINITALY 2026 AWARDS - TASTE OF ITALY-WINE LIST EXCELLENCE

This award celebrates Italian Cuisine - a UNESCO Intangible World Heritage - through the people who, in Italy and around the world, contribute with passion and expertise to the promotion of the value, quality, and culture of Italian wine through food and hospitality.

**Prize-Giving Ceremony: Sunday 12 April, Verdi Auditorium, Palaxpo 16:00**

## ITALY AWARDS

**La Ciau del Tornavento** – Treiso (Langhe, Piedmont) - Chefs Maurilio Garola – Nadia Benech.

In the heart of the Langhe area and set among Barbaresco vineyards, La Ciau del Tornavento is an Italian restaurant of excellence led by Maurilio Garola and Nadia Benech. Alongside its Michelin-starred cuisine, it is also home to a wine cellar with over 65,000 bottles, focusing on Langhe wines. The wine list has won international awards, including the Wine Spectator Grand Award.

**Motivation:** *“For having developed one of the biggest wine lists in Europe, thereby turning the selection and storytelling of wine into a true journey through Italian wine culture, the Taste of Italy–Wine List Excellence Award goes to La Ciau del Tornavento in Treiso, with chefs Maurilio Garola and Nadia Benech.”*

**Enoteca Pinchiorri**, 3 Michelin stars, Florence - Giorgio Pinchiorri, Alessandro Toberli, Riccardo Monco.

In the heart of Florence, Enoteca Pinchiorri is a global symbol of wine culture founded by Giorgio Pinchiorri with chef Riccardo Monco. The wine cellar boasts over 100,000 bottles from the main wine-producing regions, with a focus on Italian wines. It has received the Wine Spectator Grand Award several times and offers a complete experience of territories and vintages.

**Motivation:** *“For elevating the selection, service, and storytelling of wine to a form of culture and hospitality, thereby promoting Italy’s great wine heritage around the world, the Taste of Italy–Wine List Excellence Award goes to Enoteca Pinchiorri of Florence, with Giorgio Pinchiorri and Annie Féolde.”*

**Antica Bottega del Vino – Verona**

In the historic centre of Verona, Antica Bottega del Vino has been an icon of Italian winemaking for over a century. The cellar holds thousands of labels and vintages, with a focus on Italian and Veneto wines, such as Amarone and Valpolicella. The wine list has also earned international recognition.

**Motivation:** *“For its extraordinary contribution to promoting the culture of wine through catering and hospitality, transforming the selection and narration of great wines into a unique cultural and gastronomic experience, the Taste of Italy–Wine List Excellence Award goes to Antica Bottega del Vino, Verona.”*

**Ristorante Cracco 1 Michelin star, Milan - Chef Carlo Cracco.**

In the heart of the Galleria Vittorio Emanuele II in Milan, Ristorante Cracco combines haute cuisine and wine culture under the guidance of Carlo Cracco. The extensive and carefully chosen wine list showcases Italian regions, producers, and vintages, earning international recognition.

**Motivation:** *“For having successfully created a wine list of immense cultural value, thereby contributing to the spread and valorisation of Italy’s wine heritage, the Taste of Italy–Wine List Excellence Award goes to Risorante Cracco in Milan and chef Carlo Cracco.”*

**Roscioli – Rome, Roscioli Family**

In the heart of Rome, Roscioli combines a restaurant, delicatessen, and wine bar, becoming a landmark for Italian food culture. The wine list features thousands of Italian labels, as well as an international selection, offering a journey through the biodiversity of Italian wine.

**Motivation:** *“For having made a significant contribution to the spread and promotion of Italian wine culture through catering and hospitality, the Taste of Italy–Wine List Excellence Award goes to Roscioli, Rome, and the Roscioli family.”*

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**INTERNATIONAL AWARDS**

*The awards will be presented during Vinitaly’s international stages.*

**Babbo – New York - USA**

**Executive Chef:** Tanya Bastianich Manuali

**Wine Director:** (formerly Joe Bastianich – now an in-house team)

**Awards:** 1 Michelin Star (in the past)

Babbo, founded by Mario Batali and Joe Bastianich in Greenwich Village, is an iconic Italian restaurant project in the United States that updated the perception of Italian cuisine in New York. It also stands out for its wine list with a strong focus on Italian wines, with a dynamic approach and a dialogue between dishes and regions, thereby helping to promote a contemporary vision of wine as a central element of the experience.

**Motivation:** *“For helping to redefine the role of Italian wine in American dining, the Taste of Italy–Wine List Excellence Award goes to Babbo di New York, Chef Tanya Bastianich Manuali and the restaurant’s wine team.”*

**Felix Trattoria – Los Angeles - USA**

**Chef:** Evan Funke

**Wine Director:** Matthew Luczy

In the United States, Felix Trattoria, with Chef Evan Funke and Wine Director Matthew Luczy, celebrates Italian food and wine culture. The extensive and carefully chosen wine list explores Italy’s main regions (Piedmont, Tuscany, Etna, Campania) and small producers, thereby promoting biodiversity and an authentic narrative of Italian wine.

**Motivation:** *“For their commitment to promoting and valorising Italy’s wine heritage on the international restaurant scene, the Taste of Italy–Wine List Excellence Award goes to Felix Trattoria of Los Angeles, with Chef Evan Funke and Wine Director Matthew Luczy.”*

**Giulietta – Toronto - CANADA**

**Chef:** Rob Rossi

**Wine Director:** Emily Pearce

Giulietta in Toronto, with Chef Rob Rossi and Wine Director Emily Pearce, is a landmark for contemporary Italian dining in Canada. The wine list highlights major regions and smaller denominations, thereby contributing to the diffusion of Italian wine culture.

**Motivation:** *“For promoting Italian wine culture on the international restaurant scene, the Taste of Italy–Wine List Excellence Award goes to Giulietta, Toronto, with Chef Rob Rossi and Wine Director Emily Pearce.”*

**Fasano – São Paulo - BRASILE**

**Chef:** Luca Gozzani

**Wine Director:** Manoel Beato

The Fasano restaurant in São Paulo, with Chef Luca Gozzani and Wine Director Manoel Beato, is a symbol of Italian dining in South America. The wine list - one of the most impressive in Latin America - offers a broad selection of Italian wines and is a landmark for wine culture in this continent.

**Motivation:** *“For developing one of the most impressive selections of Italian wines in South America and unceasing commitment to promoting Italian wine culture, the Taste of Italy–Wine List Excellence Award goes to Fasano, São Paulo, with Chef Luca Gozzani and Wine Director Manoel Beato.”*

**8½ Otto e Mezzo Bombana – Hong Kong - ASIA**

**Chef Patron:** Umberto Bombana

**Wine Director:** Joseph Tsui

**3 Michelin Stars**

8½ Otto e Mezzo Bombana in Hong Kong, guided by Umberto Bombana, is an ambassador of Italian cuisine in Asia. Alongside three Michelin stars, it also offers one of the most important collections of Italian wines in Asia, with a top-notch wine list dedicated to regions, vintages, and producers, thereby contributing to the diffusion of Italian wine culture.

**Motivation:** *“For developing one of the most important wine programmes dedicated to Italian wine in Asia, the Taste of Italy–Wine List Excellence Award goes to 8½ Otto e Mezzo Bombana, Hong Kong, with Chef Umberto Bombana and Wine Director Joseph Tsui.”*

#### **VINITALY TERRITORY AMBASSADOR AWARD**

**Prize-Giving ceremony on Wednesday 15 April, Vivaldi Meeting Room, Palaexpo, 12:99, as part of Vinitaly Tourism**

#### **Ambrogio & Giovanni Folonari Estates**

**Motivation:** *“Ambrogio and Giovanni Folonari embody an authentic and deep-rooted vision of Made in Italy: with the creation of the charming Relais Il Borgo del Cabreo, La Pietra del Cabreo and La Rietra restaurant in Greve in Chianti, they have turned a dream into reality, while respecting the territory and enhancing every nuance. Employing local craftsmen and locally sourced materials, they created a project that is much more than just hospitality, rather an effective expression of identity, tradition, and sustainability. Their work demonstrates that innovation does not mean forgetting one's roots but instead enhancing them with passion and responsibility. It is precisely this balance between excellence, respect, and authenticity that interprets the best values of Made in Italy: an inspiring model combining beauty, ethics and vision for the future.”*

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## **Vinitaly 2026: in Verona, wine meets great Italian cuisine**

April 8 2026

**Verona, 8 April 2026** – From menus created by Michelin-starred chefs to gourmet street food and traditional regional dishes reinterpreted by a new generation of sustainability-minded chefs: at Vinitaly 2026, from 12 to 15 April, fine dining takes center stage in the narrative of Italian wine and its deep connection with local territories and national identity. Every wine-and-food pairing thus becomes an authentic expression of Made in Italy. In line with the recognition of Italian cuisine as a UNESCO Intangible Cultural Heritage, the 58th edition of Vinitaly at Veronafiere translates this into a rich offering of true culinary experiences awaiting trade professionals and buyers from around the world.

At the heart of the Vinitaly's Gourmet Experience is the *Ristorante d'Autore di Campagna Amica – La Casa della Cucina Italiana*, a new format developed together with Coldiretti, Campagna Amica and Terranostra. The project brings the dialogue between agriculture, cuisine and territory to the core of the exhibition. On 12 April (Palaexpo, Level 1), the tasting menu will be curated by *Ciro Scamardella* of *Pipero*; on 13 April it will be *Riccardo Monco* of *Enoteca Pinchiorri*; on 14 April, the spotlight will turn to *Tortellante* – the social promotion association supported by chef *Massimo Bottura*; and on 15 April the stage will belong to the *Cuochi Contadini* (Farmer Chefs), guardians of rural tradition and local gastronomic heritage, offering an interpretation of Italian cuisine that unites agricultural supply chains, food culture and the fight against waste. Special attention will also be devoted to another product that distinguishes Italy worldwide: coffee, with an after-dinner proposal by the *È Tricaffè* roastery of the *Aneri* family.

Alongside this space, the *Ristorante Momenti d'Autore di Vinitaly* (Level 1, gallery between Halls 11 and 12) returns, entrusted to the talents of *JRE–Jeunes Restaurateurs Italia*, each presenting a menu featuring their signature dish. On 12 April, *Giorgio Bartolucci* (*Atelier Ristorante, Domodossola*) will open the program, followed on 13 April by *Alfonso Caputo* (*Taverna del Capitano, Nerano – Marina del Cantone*), on 14 April by *Leonardo Fiorenzani* (*La Sosta del Cavaliere, Sovicille*), and on 15 April by *Agnese Loss* (*Osteria Contemporanea, Gattinara*). The Gourmet Street Food offering is also expanding, doubling its presence: in Area I, opposite Hall 11, *JRE Italia* will curate three stations featuring young restaurateurs, a mixology bar and DJ sets; in Area H (after Hall 5), visitors can enjoy traditional dishes from Rome, Veneto and Trentino.

Among the starred dining proposals, Hall 1 (Emilia-Romagna) will host “Cracco a Vinitaly” and the “Piadineria VistaMare”, with *Carlo Cracco* interpreting haute cuisine and popular tradition paired with regional wines. Also in Area H is the *Piemonte Land* restaurant, dedicated to Piedmontese cuisine and led by chef *Davide Palluda* of *Ristorante All'Enoteca* in *Canale d'Alba*.

At Vinitaly, the wine–restaurant pairing is also explored from an economic and consumer perspective. On Monday 13 April at 4:30 pm, in the Masaf Area at Palaexpo, the conference “The Consumer at the Center – The New Alliance between Wine and Catering” will present the first *FIPE-UIV Observatory* survey “Wine & Catering”, conducted in collaboration with Vinitaly on a representative panel of Italian restaurants and venues. Speakers include *Carlo Flamini*, Head of the Wine Observatory at *UIV–Unione Italiana Vini*; *Giulia Erba*, Research Office *FIPE-Confcommercio*; *Lamberto Frescobaldi*, President of *UIV–Unione Italiana Vini*; and *Lino Enrico Stoppani*, President of *FIPE-Confcommercio*. The closing address will be delivered by *Francesco Lollobrigida*, Minister of Agriculture, Food Sovereignty and Forestry.

*Veronafiere 12-15 April*

**VINITALY TOURISM 2026: NEW AREA AND OPERATIONAL FORMAT**

**MORE CONTENT, SERVICES, AND BUSINESS FOR WINE TOURISM**

**IN TWO THEMATIC CENTRES (GALLERY 2-3 AND PALAEXPO)**

**Verona, 12-15 April 2026.** Expertise, vision, and effective tools for a Made in Italy wine tourism offering increasingly integrated into global tourism. These are the guidelines driving **Vinitaly Tourism 2026** which, after last year's debut, returns to Veronafiere 12-15 April with a dynamic format with updated content. Located in a central area of the 58<sup>th</sup> International Wine and Spirits Exhibition, in the **gallery between Show Halls 2 and 3**, its programme of events and proposals covers all show days. Palaexpo will host additional conferences and insight sessions focusing on this sector.

"This edition of Vinitaly Tourism," said the Deputy General Manager of Veronafiere, **Gianni Bruno**, "sees wine tourism become a permanent feature of the event, playing a central role in the development of the wine system. This is a strategic and structural choice by Veronafiere. It positions wine tourism no longer merely as an ancillary activity for Italian wineries but as a genuine competitive asset with a business-oriented approach."

Developed by **Veronafiere** with **Wine Tourism Hub** in collaboration with partners **Wine Suite**, **Wine Meridian** and **Winedering**, the first Vinitaly Tourism hub (gallery between Show Halls 2-3) seeks to establish itself as a fully operative infrastructure connecting wine tourism supply and demand. Veronafiere's incoming plan for national and international tourism buyers from the United States, Brazil, Croatia, the United Kingdom, Singapore, and Thailand is moving in this direction. Highly specialized profiles include tour operators, travel designers and food and wine experience operators in **outdoor and nature** segments, **cultural tourism** and **luxury&experience travel**. These are the targets for the Vinitaly Tourism 'Business Point' in the gallery between Show Halls 2 and 3.

This theme-based gallery will be set off by an exhibition area featuring companies active in wine tourism and winery services, as well as a 'Tourism Room' for seminars, tastings, and talks.

The programme schedule blends content and business tools. It starts off on **Sunday 12 April** with the topic of wine tourism management and taxation (14:30), preceded by experiential tastings (every day 13:00-13:30). The focus shifts 16:00-17:00 to "Wine tourism and new generations: strategic and neuro-scientific leverage for the future of Italian wine" with reports by Davide Gangi, CEO & Founder of Vinoway Italia, and Professor Vincenzo Russo - IULM Milan. **Monday 13 April:** the programme continues with "Celiac disease and wine tourism: figures, trends, requests and opportunities" (11:30) and "Impact of wine clubs and direct-to-client sales" (14:30). A master class presented by The Wine Net covering the wine tourism offerings of Italian cooperatives. **Tuesday 14 April**, at 11.30: a **preview** presentation of the "**Hospitality manager and tour operator survey**" from the point of view of hospitality managers and tour operators as regards the needs, critical issues, and development opportunities of Italian wine tourism. The afternoon then welcomes: "Wine bars: from serving to experience" and "Human resources - HR recruiting and job opportunities in the world of wine tourism" (14:30 and 16:00). Finally, the seminar dealing with opportunities for digitalisation in wine tourism (shipping, guest management, software) closes the Vinitaly Tourism event programme (**15 April, 11:30**).

The Veronafiere/Vinitaly theme-based hub for wine tourism is scheduled in the Vivaldi Meeting Room, Basement, Palaexpo, with four important focus meetings. "**Wine tourism in Italy: the value of proximity. On the road to wineries: the true challenge facing wine tourism**" by the **Wine Tourism Movement (MTV)** will open the work sessions on Monday 13 April (10:30–12:00). The results of a new survey conducted by Ceseo (Lumsa University Wine and Olive Oil Tourism Study Centre) for MTV are especially highlighted. The meeting will be attended by **Professor Antonello Maruotti**, who supervised the survey, **Violante Gardini Cinelli Colombini**, President of MTV, and **Dario Stefano**, President of Ceseo.

Followed by **"Italy's wine industry and global tourism. Appeal and positioning on the American market"** with **Roberta Garibaldi** in collaboration with Vinitaly Tourism (14:00): An updated analysis of the dynamics of international wine tourism with a specific focus on the US market - one of the most important for Italy. The conference will present the results of an original study conducted for Vinitaly, with the aim of understanding the profile of American tourists interested in wine and food experiences. The event will be attended by: **Roberta Garibaldi**, tourism expert, Professor of Tourism Management at the University of Bergamo, **Matthew J. Stone**, Ph.D. - Associate Professor, Marketing - California State University – Chico; **Angelo A. Camillo**, Ph.D. F. Korbelt and Bros. Professor of Wine Business - Associate Professor of Wine Business Supply Chain, Strategic Management, Hospitality Management - Sonoma State University Wine Business Institute.

Tuesday 14 April continues with the presentation of research by **Unicredit-Nomisma Wine Monitor** in collaboration with the **National Cities of Wine Association** into **"The role of wine tourism in the development of Italian wineries: values, development scenarios and future prospects"** (10:30-12:00). Given the uncertain market scenario for the wine world, wine tourism is a growing phenomenon and a development opportunity for Italian enterprises. The Nomisma-Unicredit Report with the National Cities of Wine Association, analyses the value generated by wine tourism in Italy and its contribution to the national wine industry through an original survey of wineries involving Tutelage Consortia, which are increasingly active in promoting wine tourism and DOP products. Over and above the presentation of the main findings of the Nomisma Report, the workshop will be attended by leading entrepreneurs in the sector and their own testimony regarding the successful development of activities implemented over the years to intercept demand for wine tourism.

**"MetodoContemporaneo. Observatory on the Arts and Wine Landscape"** by **Verona University and BAM Strategie Culturali** in collaboration with **ArtVerona** (Wednesday 15 April, 10:30-12:00) concludes the in-depth analysis of the second thematic hub at Vinitaly Tourism 2026. Analysis of the data from the first national research project into the interrelationship between wine culture and contemporary arts launched in 2025 from a collaboration between Verona University and BAM! Cultural Strategies. Reports by: **Monica Molteni** (Verona University), **Luca Bochicchio** (Verona University), **Costanza Vilizzi** (Verona University), **Judith Vegro** (BAM! Strategie Culturali), **Nemo Monti** (Nemo Monti Communication), **Alessio Planeta** (Planeta), **Olimpia Eberspacher** (Frescobaldi), **Susanna Gristina** (Iter Vitis) and **Camillo Privitera** (Italian Sommelier Association).

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Press Release

## VINITALY AND THE CITY BRINGS VERONA TO LIFE:

### THREE DAYS OF EVENTS FOR WINE LOVERS IN THE HEART OF THE CITY

#### SPOTLIGHTS ON WINE TOURISM WITH A DIRECT LINE FROM THE ARENA TO THE VALPOLICELLA WINE ROUTE

**Verona, 12-15 April 2026** The rhythm of wine will beat again in the heart of **Verona** that will take on a new look **10-12 April** with **Vinality and The City** - the off-show event specifically for wine enthusiasts from all over Italy that every year accompanies the start of Vinality with initiatives and events promoting products, regions and, above all, the culture of wine. With a mosaic of events ranging from tastings to master classes, guided tours, literary events, talks and dance evenings, the three-day event is a unique opportunity to discover - through the lens of a wine glass - the wonders of this UNESCO World Heritage city and much more.

*"Alongside everything going on in the exhibition centre itself, Vinality and The City this year is also giving major emphasis to **wine tourism**,"* said the President of Veronafiere, **Federico Bricolo**. *"We have upgraded the city's offering, starting with the experiences we set in motion, while also expanding our reach with initiatives moving beyond the event to involve numerous local wineries. A **pilot initiative** confirming a constantly evolving format, which we have already successfully exported to Sibari and now ready to double up with Reggio Calabria, while other new regions are being investigated."*

While the now long-awaited marathon of approximately **70 appointments** is confirmed, with wine talks, tastings, guided tours and literary events, the tasting and experience **tokens** will change gear this year by opening – among other initiatives – even the gates of the Arena and then launch a journey of discovery along the **Valpolicella Wine Route**, with a programme of tastings in 16 wineries scheduled 13 April-3 May.

The **inauguration** is planned on **Friday 10 April** at 18:00, raising a glass of **Pinot Grigio DOC Veneto**, the *official wine* for the 2026 edition signalling the official opening of stands in the city centre. Once again, the event focuses on the triangle between Piazza dei Signori, Cortile del Tribunale and Cortile Mercato Vecchio. In the shadow of the statue of Dante, the Loggia di Fra' Giocondo in Piazza dei Signori is home to the **Great Wine Point** of **Consorzio Tutela Vini DOC Delle Venezie**, while the Loggia Antica will welcome the magic of **Mixology** with the today's top bartenders, in collaboration with **Bartenders Group Italia** and brands such as Molinari, Italian Wine Brand, Martini, Campari, Galvanina, Richard Pernod (Malfy), 9diDante, Serena Wines, and Spirito delle Dolomiti. The stage set up in the Loggia di Fra Giocondo to host talks is dedicated this year to **L'Aquila, the 2026 Italian Capital of Culture**. The centre of the square welcomes the stand of the **Fiera del Riso** from Isola della Scala and the **Passadore Bank Lounge** open to the general public: an experiential space combining art and wine, surrounded by the evocative architecture of what was once the Court of the Scaliger lordship. Cortile Mercato Vecchio hosts the Fondazione Cammino Minerario di Santa Barbara while also being transformed into an embassy for the wines of **Calabria** and **Sardinia**. The food and wine tour continues in Cortile del Tribunale with **Abruzzo, Campania** (the *Campania Wine* project), **Molise** (Palazzo del Capitano) and the **PRO.VI.DI** and **VI.TE.SI** associations from Sicily (Palazzo del Capitano), in addition to locations for **Esselunga** and the **Gambero Rosso** wine selection. The appointment with the music of Calabria and Rai Radio2 in the City is back, which this year also brings to Verona the **DJ set by Ema Stokholma** (Sat. 11/04 at around 21:30, Banca Passadore Lounge). The picture-postcard toasts equally return to the 84-metre-high terrace of the **Lamberti Tower**, this year signed by the **Abruzzo Wine Consortium**.

#### ***A marathon of events including Wine Talks and tastings***

The big news for the 2026 edition is the **Rare Wine Lounge** set up by *Il Glosario* in the Affreschi Lounge in Cortile del Tribunale, where 32 labels selected from among Italy's rare native grape varieties will be presented to wine lovers enjoying Vinality and the City with tastings guided by *Il Glosario* journalists Paolo Massobrio, Marco Gatti, and Fabio Molinari. Sissi Baratella returns to the Flover Lounge in Cortile Mercato Vecchio with her by now traditional **Wine Talk**, which will also take the public on a journey up and down Italy this year. The Flover Lounge is also home on Sunday evening (20:30) to the presentation by Fisar of *Tintilia del Molise: identity, territory and*

*interpretations*, while the stage in the Loggia Fra' Giocondo welcomes Sardegna Ricerce with *Cannonow: feel it. New grammars for a young wine*, a *Multimedia tasting* designed to speak to the **Generation Z** (21:00).

Finally, the **widespread events** hosted in venues in the city centre include *Tasting Hellas in Wine* c/o the Hellas Store (Fri 18:00-20:00, Sat and Sun 16:00-20:00), *Pigna in the City* at Trattoria La Pigna (Fri 18:30-19:30, Sat and Sun 17:30-19:00) and *Caffè Dante: a journey of taste across wine and cuisine* at Caffè Dante Bistrot (Sat and Sun 15:00-18:00).

### ***Taste experiences***

There is no shortage of ideas targeting **foodies**, such as the *pizza tasting* with the master pizza chefs of the Associazione Verace Pizza Napoletana (Sat 19:00, Casa Campania) and proposals by the Abruzzo Region *The Biodiversity of Abruzzo: historic produce, contemporary cuisine* (Friday 20:30), *The taste of roots: Abruzzo cuisine: bread, legumes, and tradition* (Sat 18:00), and *L'Aquila and cuisine based on saffron* (Sunday 20:00), all in Cortile del Tribunale.

Two events in collaboration with **SOL Expo**, the Veronafiere exhibition dedicated to the olive oil supply chain, will be held in the Banca Passadore Lounge at Vinality and the City: *SOL Expo Mixology Lab – EVO & IGP Experience. Cocktail with extra virgin olive oil and products by La Grande Bellezza Italiana* (Fri 21:00, Sat and Sun 18:30-19:00, Banca Passadore Lounge) and *SOL Expo Tasting - The green gold of the Veneto. Guided tasting of Veneto Valpolicella DOP and Garda DOP olive oils* (Sat and Sun 16:30).

### ***Literary tastings***

Pages to... taste. Vinality and the City spotlights the relationship between wine and books, and between cuisine and culture, with an increasingly broad and diversified programme of events. Things get going on Friday (20:00) with the first appointment for **Parole Di-Vino**, the series of meetings organized by Feltrinelli Librerie, which will bring the winner of the 15<sup>th</sup> edition of Masterchef Italy on stage in the Loggia Fra' Giocondo - **Matteo Canzi** will present his book *"The taste of why. Nothing is created. Nothing is destroyed. Everything can be cooked"* (Baldini Castoldi). Saturday afternoon (17:00) sees the turn of Marco Pozzali in a conversation with Roberto Cipresso discussing his *"199 extraordinary wines. A journey in search of beauty"* (Gribaudo). **Book Tastings + 11 minutes of art** by Pasqua Vini and Anna Martellato in collaboration with the Department of Culture, Verona City Council, scheduled at the Achille Forti Modern Art Gallery in Cortile Mercato Vecchio, will offer the chance to meet **Elena Pigozzi** (Sat 15:45), who will talk about *"The Seamstresses of Villarey"* (Mondadori), and **Wanda Marasco** and *"With my back to this world"*, Campiello Prize 2025 published by Neri Pozza (Sun 12, 15:45-17:00). *"In the name of bread. In the name of wine: nutrition challenges and the risks of demolition in the age of food populism"* is the title of the presentation of the thriller by **Luigi A. Chiarello** *"In the name of bread"* (Guerini & Associati), a conversation on Sunday (15:00, Loggia di Fra' Giocondo stage) involving not only the author but also nutritionist Ilenia Grieco and Pietro Paganini, economic and geopolitical analyst, Professor at Temple University of Philadelphia.

### ***Between art, history and territories***

Vinality and the City is home to cultural events and insights, as well as being a unique opportunity to discover the city's historic monuments and hidden corners. The guided tour programme includes a new entry this year with the **Arena Amphitheatre** (Sat and Sun 16:00 and 17.30), as well as the **Corte Sgarzerie** archaeological site (Fri 18:30 and Sat 17:00) (also as a **"by night!"** version on Friday and Saturday at 21:00), the **Palazzo Balladoro Ballroom** (Fri 18:00, Sat and Sun 16:00) and **a sip of archaeology** at the National Archaeological Museum, that will end with a wine tasting by Villa Della Torre (Sat 15:30, Sun 11:00 and 15:30).

The **Winter Games show! Winter sports**. Photographs from LIFE Archives 1936-1972 (Sat and Sun 16:00, Scavi Scaligeri International Photography Centre, Cortile Mercato Vecchio, in collaboration with the Department of

Culture, Verona City Council) will take a look at the history of the Winter Olympics, followed by a tasting of Pasqua wines. **Forbes Italy** will talk about **Unconventional Wines** (Sat 19:00, Loggia Fra' Giocondo stage), while the Santa Barbara Mining Trail Foundation will accompany wine lovers to the **Carignano Trails** along the Santa Barbara Mining Trail (Sat 15:00, Loggia Fra' Giocondo Stage). The Rivela Association presents the multimedia exhibition **Leonardo, wine and the taste of eternity** (Sun, 17:00, Loggia Fra' Giocondo Stage) in a talk exploring the connection between creative genius, symbolism, and wine culture, from the Last Supper to the Vigna di Milano (Leonardo's Vineyard).

**The wineries in the Vinality and The City programme:** *Agricola Montenigo, Boscaini Carlo Soc. Agricola, Cà Rugate, Coali – Tenuta Savoia, Corte Archi, Corte Martini, Corte Odorico, La Dama, Azienda Agricola Mizzon, Masi, Nicolis Winery, Siridia, Tedeschi, Villa San Pietro Winery, Santa Sofia, Vogadori vini.*

Links to activities accessed with the experience token:

<https://www.vinality.com/eventi/vinality-and-the-city/token-esperienza/>

**Vinality and the City is scheduled as follows: Friday 10 April 18:00-23:00, Saturday 11 April 15:00-23:00 and Sunday 12 April 15:00-23:00.** Tasting voucher booklets can be purchased online until 9 April at a cost of 18.00 euros. During the event itself, they can be purchased online and at the ticket offices in Piazza dei Signori for 22 euros.

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

Official Partners: **Generali Italia, Banca Passadore, Vip Energy, Ploom, BYD.**

Official Wine 2026: **Pinot Grigio Doc delle Venezie**

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## VINITALY 2026 - OTHER INITIATIVES AND THEME AREAS

### **VINITALY BIO (Marquee C)**

Sixty-one companies have signed up for Vinitaly Bio 2026. This venue includes a specific room for daily tastings organized by Federbio (12-15 April, 10:30-12:00) and the Vinitalybio Wine Point with certified organic wines and Equalitas certified wines offering in a single location the chance to discover wines from companies exhibiting in other show halls of the event. On Monday 13 (16:00-17:00) Equalitas will spotlight the sector with a specific focus event.

### **AMPHORA REVOLUTION (Show Hall 8 – A8/A9)**

From the most ancient tradition to the contemporary winemaking scene: Amphora Revolution, the specific area for wines made and aged in terracotta amphorae and jars, returns to Vinitaly with 15 leading companies. The project is a collaboration between Merano WineFestival, Helmut Koecher, and Veronafiere. It pays homage to a technique developed in Georgia over 8,000 years ago that has now been rediscovered and reinterpreted in the international winemaking scene.

### **RAW WINE (Argento Meeting Room, basement, Palaexpo - 13 April)**

Natural, organic, and biodynamic wines find a warm welcome at Vinitaly 2026: More than 100 producers from 10 countries (France, Spain, Switzerland, Austria, Slovakia, Georgia, Slovenia, Brazil, Portugal and Italy) will bring the Raw Wine universe to the Show. The programme includes a full immersion tasting (Monday 13 April 09:30–17:30, Argento Meeting Room, basement, Palaexpo) and a master class led by Isabelle Legeron, MW and founder of the Raw Wine movement, investigating “*Pinot Noir vs Nebbiolo. Do you think you can distinguish between a Pinot Noir and a Nebbiolo? Test yourself with a blind tasting*” (Sunday 12 at 16:30, Mainstage meeting room - wine2digital – basement, Palaexpo), with presentations by Nadia Curto of the Curto winery in Piedmont for the Nebbiolo team and Willy Roulendes of Clos du Moulin aux Moines in Burgundy for the Pinot Noir team.

### **MICROMEGAWINES - MICRO SIZE, MEGA QUALITY (Show Hall C)**

MicroMegaWines - Micro Size, Mega Quality is the Vinitaly area specifically for small wineries and limited-edition wines, wines made with rare grape varieties or those associated with safeguarding local territories. With 33 stands and 15 new wineries making their debut, the area offers visibility, meetings with buyers and journalists, and master classes led by Ian D'Agata. MicroMegaWines takes visitors on a journey of discovery into often little-known grape varieties to showcase biodiversity, excellence, and innovation. “Micro” quantity, “Mega” quality: A unique journey exploring Italian and international wines in all their facets.

### **XCELLENT BEERS (Marquee C)**

National and international beers are the protagonists at Xcellent Beers. Thirty exhibitors will be on hand in the area to host tastings and discussions. B2B meetings are scheduled (12-14 April) with international buyers selected by Veronafiere.

As for topics, on Monday 13 April the inaugural toast of Xcellent Beers - the new home of high-quality beers (12.00-12.30) - will see two events. “The Craft Beer Market in Italy: the retail and distribution point of view” (13:00-14:00) with reports by Hermann Muller, beer specialist of Minerlabirra (Parma), Fabrizio Ferretti CEO of the Mosto di Napoli group, and Lorenzo Dabove aka “Kuaska” taster/influencer, led by

Mauro Pellegrini of UDB and Carlo Vischi of Horeca Channel Italia. This will be followed by the presentation of the "Italian Ambassadors of Brewing Culture and the Territory" Award to pubs and restaurants distinguished for their contribution to the spread of Italian brewing and gastronomic culture (15:00-16:00).

### **INTERNATIONAL HALL (Marquee C)**

The International Wine Hall returns to Vinitaly with a new location in Marquee C. The area brings together 14 companies from several countries, confirming its status as the Show's most international space. France takes centre stage, with group attendance bringing wines to Verona from iconic regions such as Bordeaux, Champagne, and Languedoc-Roussillon. French producers will be joined by wineries from Georgia, Armenia, Lithuania, Albania, and Belgium, as well as a producer and importer from the United States and one from Germany. New arrivals include a Japanese company presenting a selection of sake, highlighting an increasingly international wine scene.

### **27<sup>th</sup> ENOLITECH (Area F)**

Vinitaly once again hosts the 28<sup>th</sup> International Exhibition of Design, Products, and Technologies for Wine and Beer Production. A true "technology & innovation hub" this year welcoming 25 new entries in tech, design and software fields; Innovative companies that embrace the evolution of the supply chain with highly technological, creative, and digital solutions. Eban, the National Bilateral Agricultural Organization, is also attending the event.

### **VINITALY GOURMET EXPERIENCE**

⇒ **Campagna Amica signature restaurant – The Home of Italian Cuisine.** From Casa Coldiretti to the heart of Vinitaly, with wine always in the forefront and now presented together with its natural companion: food. This is the origin of "Ristorante d'Autore di Campagna Amica – La Casa della Cucina Italiana" - the new format implemented by Coldiretti, Campagna Amica, and Terranostra to manage the Ristorante d'Autore/Signature Restaurant at Vinitaly, turning it into a unique place where agriculture, cuisine, and local areas come together. Coldiretti brings a clear message to Vinitaly with this project: there is no great wine without great agriculture, and there is no great cuisine without the work of farmers. Not just a pop-up restaurant but rather a celebration of Italy's UNESCO World Heritage cuisine, with local farmers at the heart of the action. A place where wine finds its natural expression in conversations with food - another essential aspect of Italian conviviality. Each course tells the story of a supply chain. Each ingredient has a face. And each food and wine pairing becomes an authentic narrative of Made in Italy. The format brings together - for the first time in a structured way - two worlds that only at first sight seem to be distant when they are actually complementary: The **starred chefs** who interpret agricultural excellence through their technique and creativity, and **Coldiretti's country chefs**, custodians of rural traditions and the memory of gastronomy in local areas. The restaurant will serve tasting menus with two sessions every day from 13:00 to 15:00.

**12 April, Ciro Scamardella**, Ristorante Piperò: Italy's World Heritage cuisine - the cultural and agricultural value of UNESCO recognition

**13 April, Riccardo Monco, Enoteca Pinchiorri:** wine and cuisine: the pairing that tells the story of Italy. The inseparable bond between wine, territory, and gastronomic identity.

**14 April, Tortellante** - a social promotion association. From field to plate: the supply chain that creates value. Agriculture as the foundation of Italian cuisine.

**15 April, Country Chefs:** food, culture and responsibility: a day dedicated to food education and the fight against waste.

⇒ **Ristorante Momenti d'Autore** (1<sup>st</sup> floor, gallery 11-12). The talented chefs of **JRE–Jeunes Restaurateurs Italia** in the kitchen. Four chefs – one per day – will create a tasting menu featuring their signature dishes. Sunday 12 April gets going with **Giorgio Bartolucci** (Atelier Ristorante, Domodossola – VB), followed on Monday 13 by **Alfonso Caputo** (Taverna del

Capitano, Nerano – Marina del Cantone, NA). Tuesday 14 sees the turn of **Leonardo Fiorenzani** (La Sosta del Cavaliere, Sovicille – SI), while Wednesday 15 closes with **Agnese Loss** (Osteria Contemporanea, Gattinara – VC).

- ⇒ **Gourmet street food.** Gourmet street food options double up at Vinitaly 2026. The first area, created by JRE Italia (Area I, opposite Show Hall 11), will host three stations where young restaurateurs will take turns every day in a setting that also includes a mixology bar and DJ sets. Typical dishes from Roman, Venetian, and Trentino cuisines will be in the forefront of Area H (after Show Hall 5).

### **Other starred restaurant ideas at Vinitaly 2026**

- ⇒ The "**Cracco at Vinitaly**" Restaurant and "Piadineria VistaMare" are proposals from starred chefs for the Emilia-Romagna Region in Show Hall 1 (12-15 April, 2 sessions per day at 12:30 and 1:30). Haute cuisine and popular traditions paired with local wines are the ingredients of the food and wine culture interpreted by Carlo Cracco for Vinitaly 2026.
- ⇒ **AREA H:** Restaurant dedicated to **traditional dishes from Piedmont** managed by Piemonte Land with chef Davide Palluda of All'Enoteca Restaurant in Canale d'Alba.

### **VIA: VINITALY INTERNATIONAL ACADEMY**

Active in 52 countries to help spread the culture of Italian wine throughout the world: 464 Italian Wine Ambassadors belonging to the **Vinitaly International Academy** (VIA), including 22 Italian Wine Experts. A global network that, with its 34<sup>th</sup> edition at Veronafiere 15-19 April, aims to expand even further. There are approximately 60 new candidates from more than 30 countries across Asia, North America, Europe, Oceania, Africa and South America.

Founded in 2014, VIA is now recognized as one of the main international landmarks for training on Italian wine, thereby complementing Vinitaly's global ecosystem.

Participants include importers, buyers, journalists, sommeliers, educators, and wine professionals, united by the desire to deepen their knowledge of native Italian grape varieties and regional identities, under the guidance of Chief Scientist Attilio Scienza and VIA Faculty Sarah Heller MW.

### **5STARWINES - THE BOOK | 10<sup>th</sup> EDITION**

The spotlight will be on the quality of Italian wine 7-9 April with the tenth edition of **5StarWines - The Book** - the wine selection created by Veronafiere-Vinitaly in collaboration with the Italian Association of Oenologists and Wine Technicians. For three days, more than 2,000 wines from wineries all over Italy will be assessed by an international jury of around 50 experts from the United States, the United Kingdom, China, Australia, Hong Kong, Japan, Canada, France, Spain, Germany, and Kazakhstan.

They will taste and select labels achieving at least 90/100, the required threshold for inclusion in the 2026 Book.

The last edition of 5StarWines – The Book included 700 wines chosen from well over 2,200 candidate labels.

### **VINITALY'S UPCOMING INTERNATIONAL TOURS**

**Wine South America** (Rio Grande do Sul – Brazil, 12-14 May); **Wine to Asia** (Shenzhen, 14-16 May); **Vinitaly Kazakhstan Roadshow** (Almaty, 29 June); **Vinitaly @Wine Vision by Open Balkan** (Belgrade - 10-12 October); **Vinitaly.USA** (Pier 36, New York, 26-27 October) alongside the **wine2wine Business forum**. The programme also includes the **Vinitaly Asia Roadshow** in the autumn. Then **2027** will open instead with the **Vinitaly India Roadshow**.

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**Veronafiere Corporate & Products Media Area**

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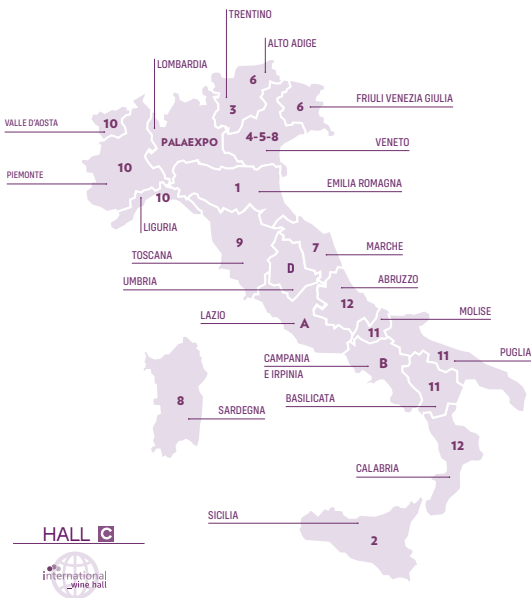
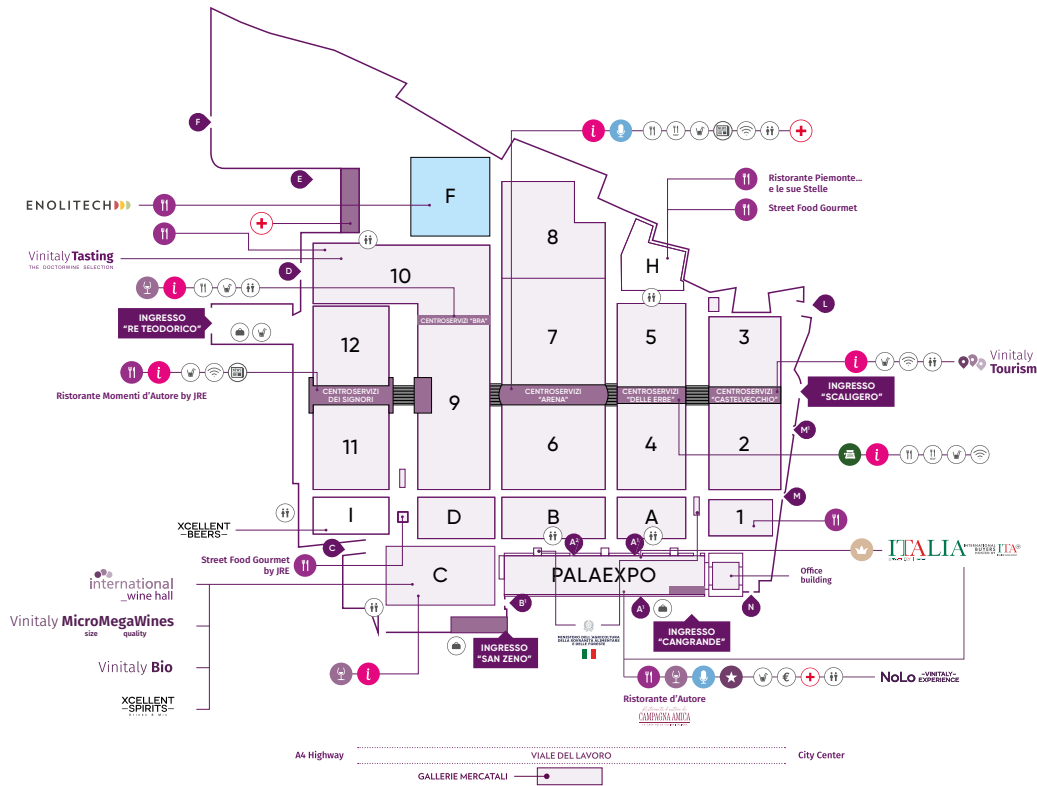
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PADIGLIONI | HALL

PALAEXPO	1	EMILIA ROMAGNA   EMILIA ROMAGNA Ristorante Cracco a Vinality Restaurant Cracco at Vinality
	2	SICILIA   SICILY
	3	TRENTINO e altra provenienza   TRENTINO and other locations
	4	VENETO   VENETO
	5	VENETO e altra provenienza   VENETO and other locations
	6	ALTO ADIGE, FRIULI VENEZIA GIULIA, SLOVENIA e altra provenienza ALTO ADIGE, FRIULI VENEZIA GIULIA, SLOVENIA and other locations
	7	MARCHE e altra provenienza   MARCHE and other locations
	8	SARDEGNA, VENETO e altra provenienza SARDINIA, VENETO and other locations Collettiva FIVI   Collective FIVI
	9	TOSCANA   TUSCANY
	10	PIEMONTE, LIGURIA e VALLE D'AOSTA PIEDMONT, LIGURIA and AOSTA VALLEY Vinality Tasting
	11	BASILICATA, MOLISE e PUGLIA BASILICATA, MOLISE and APULIA
	12	ABRUZZO, CALABRIA e altra provenienza ABRUZZO, CALABRIA and other locations
PALAEXPO	LOMBARDIA   LOMBARDY NoLo -VINITALY- EXPERIENCE Ristorante d'Autore di Campagna Amica La casa della cucina italiana   Ristorante d'Autore di Campagna Amica The home of Italian cuisine Sala Degustazioni   Tasting Rooms: Iris, Tulipano, Orchidea (A1 Piano -I) Argento (A2 Piano -I) wine digital CENTRO CONGRESSI PALAEXPO   CONVENTION CENTRE PALAEXPO: Auditorium Verdi, Vivaldi, Salieri, Respighi, Mozart Business Point: Taste&Buy   Walkaround ITA	
	A	LAZIO   LATIUM

B	CAMPANIA   CAMPANIA Vinality Bio Vinality MicroMegaWines international wine hall Vini internazionali International wines XCCELLENT -SPIRITS-
C	UMBRIA   UMBRIA
D	ENOLITECH TECHNOLOGY & INNOVATION Agribio Bistrot
F	Street Food Gourmet Ristorante Piemonte... e le sue Stelle
H	XCCELLENT -BEERS-
I	

CENTRO SERVIZI   SERVICE CENTRE	
"CASTELVECCHIO"	
Area Stampa Tecnica   Trade Press Area Vinality Tourism	
"DELLE ERBE"	
Sala Stampa   Press Room Area Stampa Tecnica   Trade Press Area	
"ARENA"	
CENTRO CONGRESSI ARENA:   CONVENTION CENTRE ARENA: Bellini - Puccini - Rossini Area Stampa Tecnica   Trade Press Area	
"BRA"	
Sala Degustazioni A - B - C   Tasting Rooms A - B - C (1° Piano)	
"DEI SIGNORI"	
Ristorante Momenti d'Autore Momenti d'Autore Restaurant	

VINITALY: SERVIZI | SERVICES

- Degustazioni Tastings
- Sala Stampa Press Room
- Centro Congressi Convention Centre
- Business Point
- INTERNATIONAL Buyers' Lounge
- Info Point Sate: Servizio Assistenza Espositori Exhibitor Info Point
- Ristorante Restaurant

VERONAFIERE: SERVIZI | SERVICES

- Bar Café
- Polizia di Stato State Police
- Self Service
- Edicola Newsagents
- Ristorante Restaurant
- Free Wifi
- Toilette
- Deposito bagagli Left Luggage Office
- Pronto Soccorso First Aid
- Bancomat ATMs