

# Chicago NAVY PIER

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WORLD WINE BUSINESS

## **WINE: AT VINITALY.USA, ITALY RESPONDS TO TARIFFS**

### **THE BUSINESS FAIR IN CHICAGO ON OCTOBER 5–6 LEADING ITALIAN WINE PLAYERS WITH €7.2 BILLION IN AGGREGATE TURNOVER AND TOP U.S. IMPORTERS IN ATTENDANCE**

**Chicago, October 5–6, 2025** – The promotion of Italian wine on the U.S. market is in full swing as Veronafiere–Vinitaly, ITA – Italian Trade Agency, Fiere Italiane and the Italian American Chamber of Commerce Midwest-Chicago join forces for the second edition of Vinitaly.USA, scheduled at Navy Pier, Chicago, on October 5 and 6. The event will host more than 250 exhibitors, including wineries and consortia, with an aggregate turnover of approximately €7.2 billion. This achievement consolidates and elevates Vinitaly.USA as the benchmark for Italian wine in the United States, showcasing both major brands and consortia at a time of delicate market and geopolitical conditions.

“We have witnessed strong motivation from many of Italy’s leading wine producers; there is a clear awareness that tariff difficulties must be met with increased presence and promotion,” said Federico Bricolo, President of Veronafiere.

In Chicago, thanks to the joint efforts of Veronafiere and ITA – Italian Trade Agency, top brands from across Italy will be present, including Antinori, Famiglia Cotarella, Frescobaldi, Ferrari, Zonin, Bellavista, Berlucchi, Planeta, Allegrini, Angelini Wines & Estates, Pasqua, Masciarelli, Feudi di San Gregorio, Varvaglione, San Polo, Tasca d’Almerita, Rocca delle Macie and Tommasi. A strong Prosecco presence is also expected, with producers such as Mionetto, Villa Sandi and Valdo Spumanti, alongside major groups and cooperatives including GIV, Nosio (Mezzacorona) and Cantine di Verona.

Participating consortia include Prosecco DOC, Conegliano Valdobbiadene Prosecco DOCG, Asti DOCG, Valpolicella, Brunello di Montalcino, Custoza, Charetto and Bardolino, Lugana, Garda, as well as Umbria Top and DOC Sicilia. Regional collectives include Veneto, Sardinia, Friuli Venezia Giulia, the Emilia-Romagna Regional Wine Board, and Lazio.

The response from U.S. importers and buyers has also been highly positive, with over 1,500 operators expected. Confirmed participants include Volio Fine Wine Imports, Vias, Terlato Wines, More Than Grapes – Wine Imports, Winebow Fine Wines & Spirits, and Eagle Eye Wines. “This is an important result,” emphasized Adolfo Rebughini, CEO of Veronafiere, “and proof of the American market’s strong interest in Italian wine. With Vinitaly.USA, we offer a stable, strategic platform capable of strengthening the presence of our producers in the United States. By joining forces among institutions, consortia, and companies, we can turn even the most challenging market phases into opportunities for growth and lasting trade relations.”

The Vinitaly.USA program includes a calendar of tastings, business matchmaking, and market-focused events, as well as the debut of wine2wine Vinitaly Business Forum, held abroad for the first time. Over two days, the agenda will feature 16 masterclasses and more than 30 events, including tastings, market analysis, and the highly anticipated announcement of the producers selected for Vinitaly OperaWine 2026 by *Wine Spectator* (October 5, Navy Pier). The program also highlights wine tourism initiatives under Vinitaly Tourism, training sessions with the Vinitaly International Academy (VIA), and olive oil tastings at the SOLExpo Oil Bar, making its U.S. debut with 13 producers from six regions (Abruzzo, Veneto, Campania, Puglia, Tuscany, Marche) presenting 21 extra virgin olive oil labels.

Following Vinitaly.USA, Veronafiere's international wine brand will continue with a series of previews: Japan (Tokyo, November 17–18), Serbia with Vinitaly @ Wine Vision by Open Balkan (Belgrade, November 22–25), and Albania (Tirana, November 26). The 2025 calendar will close with Vinitaly Preview in Thailand (Bangkok) and India (December). Looking ahead, Veronafiere's 2026 international calendar includes Vinitaly Roadshow India (Mumbai and Panaji-Goa, January 16–18, 2026), followed by previews in Poland (Warsaw, late January 2026) and Norway (Oslo, February 2026). Asia will return to the spotlight in March with Vinitaly China Chengdu (March 22–25, 2026), leading up to the 58th edition of Vinitaly in Verona (April 12–15, 2026). The third edition of Vinitaly.USA has already been confirmed for 2026.

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## **WINE: WINE2WINE BUSINESS FORUM LANDS IN CHICAGO WITH VINITALY.USA ON OCTOBER 5–6 ITALIAN WINE BUSINESS BUILDS A UNITED FRONT IN THE U.S.**

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

**Chicago, October 5–6, 2025** – The wine2wine Business Forum joins Vinitaly.USA this year: on October 5 and 6 at Navy Pier in Chicago, a new milestone takes shape in the international growth journey of Italian wine led by Veronafiere–Vinitaly.

Launched in 2014 to foster connections, insights, and strategic vision among wine professionals, wine2wine integrates into the Vinitaly.USA format with the aim of boosting the competitiveness of Italian producers in the North American market. The program features B2B meetings, market analysis, specialized training, and tastings, with the direct involvement of the 33rd edition of the Vinitaly International Academy (VIA) and key U.S. industry players.

“With the expansion of wine2wine to Chicago,” said Adolfo Rebughini, CEO of Veronafiere, “we further consolidate Vinitaly as the global hub of Italian wine. After an excellent debut in 2024, Vinitaly.USA is confirmed as a strategic platform for Italy’s wine system. Our goal is to ensure continuity of Italian presence in the U.S. market, activating permanent tools for dialogue, education, and international business.”

Thanks to a hybrid format – with in-person sessions and live streaming – the event ensures maximum accessibility to its content for companies and professionals connecting from Italy and abroad. The agenda will tackle key topics such as positioning Italian brands in the U.S., the evolution of the direct-to-consumer channel, and U.S. consumer perceptions of Italian wine. Among the highlights: a blind tasting featuring Trento DOC and Alta Langa DOCG compared with international sparkling labels, showcasing Italian excellence in a competitive global context.

The first edition of Vinitaly.USA (October 2024) brought together 230 Italian wineries from seven regions, more than 1,650 labels, and over 1,500 accredited trade operators, including buyers, importers, distributors, and horeca professionals. With the integration of wine2wine, Vinitaly.USA strengthens its identity as a permanent reference point for the promotion and internationalization of Italian wine in the United States.

Following Vinitaly.USA, Veronafiere’s international wine brand will continue with a series of previews: Japan (Tokyo, November 17–18), Serbia with Vinitaly @ Wine Vision by Open Balkan (Belgrade, November 22–25), and Albania (Tirana, November 26). The 2025 calendar will conclude with Vinitaly Preview in Thailand (Bangkok) and India (December). Looking ahead, the 2026 international calendar includes Vinitaly Roadshow India (Mumbai and Panaji-Goa, January 16–18, 2026), followed by previews in Poland (Warsaw, late January 2026) and Norway (Oslo, February 2026). Asia will return to the spotlight in March with Vinitaly China Chengdu (March 22–25, 2026), leading up to the 58th edition of Vinitaly in Verona (April 12–15, 2026). The third edition of Vinitaly.USA is also confirmed for 2026.

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## **FROM THE FUTURE OF WINE TO THE NORTH AMERICAN MARKETS: WINE2WINE VINITALY BUSINESS FORUM BRINGS TOGETHER GLOBAL TOP PLAYERS IN CHICAGO**

**At Vinitaly's wine forum, which for its 12th edition makes its U.S. debut at Vinitaly.USA, more than 20 international speakers – including Master Sommeliers, Masters of Wine, communication experts and leaders of the global wine business – will discuss the future of Italian wine in North American markets.**

**Chicago, October 5–6, 2025.** With 20 sessions spanning blind tastings, masterclasses and talks, and more than 20 speakers including renowned journalists, Master Sommeliers (MS), Masters of Wine (MW) and leading international wine business professionals, the wine2wine Vinitaly Business Forum debuts in Chicago. For its 12th edition, the training, networking and market analysis platform by Veronafiere–Vinitaly accelerates the momentum of Vinitaly.USA (October 5–6, Navy Pier) with a packed agenda designed to outline concrete opportunities for business development. From brand positioning and promotion strategies to the impact of tariffs and the complexities of import systems across different countries, the two-day program will also include blind tasting masterclasses and insights organized around three thematic tracks: wine economy and trade, wine communication, and the North American market. The latter will be part of the ITA Track, an initiative created in collaboration with the Italian Trade Agency, with specific focus sessions on the U.S., Canada and Mexico.

Among the most anticipated speakers: Karen MacNeil, award-winning author of *The Wine Bible*, with a session on promoting wine in an evolving competitive landscape (Oct. 6); Ben Aneff, President of the U.S. Wine Trade Alliance, in discussion with Marzia Varvaglione, President of CEEV, on U.S.–EU tariff implications and strategies to support Italian producers (Oct. 6). Michaela Morris, Italian Wine Expert and WSET Diploma holder, will spotlight Canada alongside wine educator, importer, sommelier and event director Jenna Briscoe, dedicated to building a more inclusive wine culture in Canada (Oct. 5). Larissa Lawrence, co-founder of the import and distribution company Vinos Enteros, will discuss with producer Diva Maddalena Moretti Polegato the growing strategic importance of Mexico for Italian wine exports (Oct. 5). Doug Frost, one of the few worldwide to hold both MW and MS titles, will explore with author Jessica Dupuy and MS Jim Bube the value of certifications in the wine industry (Oct. 6). Felicity Carter, columnist and podcaster of *Drinks Insider*, will analyze the opportunities and risks of AI in wine communication (Oct. 6), while John Gillespie, one of the leading U.S. authorities in wine market research, will discuss the wine consumption patterns of Americans aged 21–39 (Oct. 6). Finally, on October 5, Alison Napjus, Senior Editor and Tasting Director of *Wine Spectator*, will unveil for the first time from overseas the wineries selected for Vinitaly OperaWine 2026.

With more than 250 exhibitors and an aggregate turnover of €7.2 billion, Vinitaly.USA confirms itself as the benchmark event for Italian wine in the United States. The program features over 30 sessions

including masterclasses, seminars and tastings. Alongside Italy's flagship brands and national consortia, the event also brings together leading U.S. importers and buyers for dialogue, networking and business matchmaking.

The wine2wine Vinitaly Business Forum is an international event dedicated to the wine industry, organized by Veronafiere and held annually in Verona since 2014. The latest edition, in November 2024, hosted at Veronafiere's Palaexpo, featured two days of keynotes, seminars and interactive workshops providing practical tools for business growth. Its speakers include leading Italian and international experts and some of the brightest minds in the wine world. Starting this year, the forum expands to Chicago as part of Vinitaly.USA to strengthen Italian wine's promotion in North America at a particularly sensitive market juncture.

Following Vinitaly.USA, Veronafiere's international brand dedicated to promoting Italian wine will continue with previews in Japan (Tokyo, November 17–18), Serbia with Vinitaly @ Wine Vision by Open Balkan (Belgrade, November 22–25), and Albania (Tirana, November 26). The 2025 calendar will close with Vinitaly Preview in Thailand (Bangkok) and India (December). Looking ahead, the 2026 international calendar includes Vinitaly Roadshow India (Mumbai and Panaji-Goa, January 16–18, 2026), followed by previews in Poland (Warsaw, late January 2026) and Norway (Oslo, February 2026). Asia returns to center stage in March with Vinitaly China Chengdu (March 22–25, 2026), leading up to the 58th edition of Vinitaly in Verona (April 12–15, 2026). The third edition of Vinitaly.USA is already confirmed for 2026.

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**IN CHICAGO, OCTOBER 5–6**

**WINE SPECTATOR AT VINITALY.USA TO ANNOUNCE WINERIES SELECTED FOR OPERAWINE 2026**

**Since 2012, Wine Spectator has partnered with Veronafiere–Vinitaly to present OperaWine, the only event promoted by the influential U.S. publication held outside its home country.**

**Chicago, October 5–6, 2025.** Vinitaly.USA strengthens its position as the first and only Italian wine trade fair in the U.S. and confirms its long-standing partnership with **Wine Spectator**, which will take part in the second edition of the event at Chicago's Navy Pier on October 5–6. The magazine will announce the wineries selected for **Veronafiere–Vinitaly OperaWine 2026** and contribute to international networking opportunities with buyers, importers, distributors, sommeliers, journalists, and influencers.

Wine Spectator is the world's leading authority on wine, reaching around 3 million readers globally through its magazine, the most comprehensive wine website (WineSpectator.com), mobile platforms, and a series of exclusive tasting events. The prestigious U.S. publication covers the wine world from vineyard to table, exploring its role in contemporary culture and publishing expert reviews of more than 10,000 wines annually. Since 2012, it has partnered with Veronafiere–Vinitaly on OperaWine, the only Wine Spectator-branded event outside the U.S.

"With Wine Spectator in Chicago to announce the wineries that will participate in OperaWine 2026, we complete the program of an event that marks a new chapter in the international growth of Italian wine," said **Federico Bricolo, President of Veronafiere SpA**. "Vinitaly.USA is a natural extension of our mission: to stand alongside Italian producers on the world stage, offering concrete business opportunities, visibility, and direct engagement with top global wine industry players. It also serves as a platform for dialogue with institutions, trade associations, and consortia to deliver a coordinated strategy in support of Italian wine in the U.S. market."

"Vinitaly.USA is proving itself to be a credible, strategic, and long-term platform for Italian wine, designed to build an organic and sustainable dialogue with the U.S. market, which is fundamental and irreplaceable," added **Adolfo Rebughini, CEO of Veronafiere SpA**. "By providing targeted tools for training, market insights, and business development, it fosters interaction between Italian producers and the key players of the U.S. three-tier distribution system – importers, distributors, and retailers – in a market that rewards initiatives showcasing quality, origin, and the culture of Italian wine."

The first edition of Vinitaly.USA, held in October 2024 and organized by Veronafiere and Fiere Italiane in collaboration with ITA – Italian Trade Agency and the Italian American Chamber of Commerce Midwest-Chicago, welcomed 1,500 professionals including importers, distributors, restaurateurs, large-scale retailers, opinion leaders, analysts, influencers, and trade media. They explored more than 1,650 labels from 230 wineries and seven regional collectives, alongside 30 events including masterclasses, tastings, and market-focused sessions.

Following Vinitaly.USA, Veronafiere's international wine brand will continue with a series of previews: Japan (Tokyo, November 17–18), Serbia with **Vinitaly @ Wine Vision by Open Balkan** (Belgrade, November 22–25), and Albania (Tirana, November 26). The 2025 calendar will close with **Vinitaly Preview** in Thailand (Bangkok) and India (December). Looking ahead, the 2026 international calendar includes **Vinitaly Roadshow India** (Mumbai and Panaji–Goa, January 16–18, 2026), followed by previews in Poland (Warsaw, late January 2026) and Norway (Oslo, February 2026). Asia will return to the spotlight in March with **Vinitaly China Chengdu** (March 22–25, 2026), leading up to the **58th edition of Vinitaly in Verona** (April 12–15, 2026). The **third edition of Vinitaly.USA** has also been confirmed for 2026.



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## WINE, VITALITY.USA: THE PROSECCO BOOM IN THE U.S., FROM ZERO TO \$500 MILLION IN 15 YEARS

### ON ITS OWN OR MIXED, IT NOW OUTSELLS CHAMPAGNE IN BOTH VOLUME AND VALUE

### CHICAGO (OCTOBER 5–6): THE LEADING TRADE FAIR DEDICATED TO ITALIAN WINE IN THE U.S.

**Chicago, October 5–6, 2025.** Prosecco now accounts for 31% of the total value of Italian wines sold in the United States, with exceptionally high penetration across all age groups, starting with millennials (27%) and women (six out of ten consumers). It has also become the symbol of Italian mixed-wines. The love affair between Americans and Prosecco shows no sign of slowing: in the 15 years since the restructuring of its production pyramid (Conegliano Valdobbiadene Prosecco Superiore D.O.C.G., Asolo D.O.C.G., and Prosecco D.O.C.), the value of the “new” appellation has grown from zero to over \$500 million. That’s a 178% increase in just the past seven years—four times the growth rate of Italian wines overall in the U.S.—according to a focus released today by the UIV–Vitality Observatory on the occasion of Vitality.USA (Chicago, October 5–6), the leading B2B event dedicated to Italian wine in the U.S.

“It’s undeniable that in recent years we’ve faced extraordinary challenges—ranging from Covid to declining purchasing power and consumption, as well as growing competition from other beverage categories,” said Adolfo Rebughini, CEO of Veronafiere. “But Prosecco has shown remarkable resilience, strengthened by a consistent valorization strategy and increasingly effective promotional investments. This is demonstrated by the strong presence at Vitality.USA of the Veneto region’s collective and several leading producers from all three denominations. With this spirit, Prosecco—and Italian wine as a whole—are ready to tackle the tariff challenge. It proves that when Italy combines quality with promotion, it can establish itself as a global leader: the same goal we pursue with Vitality.USA for the excellence of our entire sector.”

According to Vitality and Unione Italiana Vini, Prosecco’s share of the U.S. market outpaces the Italian wine average (27% versus 24%), with a total value of \$531 million in 2024. This record high has been renewed year after year, except for the slight pause in 2020, followed by a four-year rebound of +90%. For consumers, Prosecco has become a pop icon of sharing and accessible drinking, valued at \$2.9 billion annually, with average prices just under \$18 per 0.75-liter bottle. “In just a few years,” noted Carlo Flamini, Head of the UIV–Vitality Observatory, “Prosecco has become the Italian wine with the highest brand awareness, now at 40%. This is remarkable considering its relatively young history, and it is increasingly close to Champagne’s 52%. Where Prosecco has already surpassed French bubbles is in purchase conversion, with 31% compared to Champagne’s 24%.”

Confirmation of this retail overtaking comes from SipSource: according to the U.S. distributors’ platform, Prosecco has taken the lead not only in volume but also in consumption value among sparkling wines. In the first seven months of this year, Italian sparkling wines captured 30% of the U.S. market share, compared to



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Champagne's 28%. Breaking down spending by U.S. regions, there is still significant growth potential in the West and East North Central states, while the East Coast—from New England through the Mid and South Atlantic—already accounts for more than half of total consumption. In value terms, Prosecco represents 87% of Italian sparkling wine sales in the U.S. and 25% of all Italian wine. At the same time, it perfectly matches mixology trends, widely used in cocktails. According to IWSR, Prosecco is consumed not only as wine but also in formats such as ready-to-drink products and freshly mixed cocktails, from spritz to fruit blends, particularly popular with women and Gen Z.

Beyond tariffs, the current challenge is demographic diversification. According to UIV–Vinitaly/IWSR, traditional (Caucasian) consumers still represent a larger share compared to competing beverages such as cocktails, hard seltzers, and ready-to-drink products. The key goal now is to reach increasingly relevant multicultural communities that are also growing in demographic weight.

At Vinitaly.USA (Chicago, October 5–6), more than 250 exhibitors including wineries and consortia will be present, representing an aggregate turnover of over €7.2 billion. Attendance from importers and buyers is expected to match the strong figures recorded at the 2024 edition, confirming the event's appeal and continuity as a strategic platform for Italian wine in the U.S. The program also includes the wine2wine Vinitaly Business Forum, training sessions by the Vinitaly International Academy (VIA), dedicated initiatives on wine tourism, and tastings at the SOLExpo Oil Bar, featuring 13 Italian producers from six regions (Abruzzo, Veneto, Campania, Puglia, Tuscany, Marche) with 21 extra virgin olive oil selections.

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## **WINE, VINITALY.USA: GEN Z AND MILLENNIALS, LATINO OR AFRICAN-AMERICAN FROM THE SOUTH-EAST, THE PROFILE OF NEW U.S. CONSUMERS**

### **FROM LAMBRUSCO AND CHIANTI IN TEXAS TO AMARONE AND PRIMITIVO IN CALIFORNIA AND FLORIDA, VERDICCHIO AND SOAVE IN COLORADO, AND BRUNELLO IN ARKANSAS. THE FUTURE ROUTES OF MADE- IN-ITALY WINE**

#### **REBUGHINI (DG VERONAFIERE): “A MARKET FAR FROM MATURE, WITH NEW BUSINESS AREAS AS OUR TARGET”**

**Chicago, October 5–6, 2025.** With 345 million liters exported in 2024 and an import value of \$2.25 billion, Italy – together with France – remains the market leader for imported wines in the United States. And tariffs or not, it has no intention of relinquishing this role. Vinitaly.USA, organized by Veronafiere–Vinitaly and held at Chicago’s Navy Pier on October 5 and 6, will prove it, bringing together Italy’s top producers: a unique platform in the U.S., the largest by exhibitor numbers, combining B2B meetings with the American trade and strategic insights into the future of Italian wine.

A report by the UIV-Vinitaly Observatory outlines the emerging profiles of America’s next generation of wine lovers in a market that is far from saturated. “Seventy-five percent of U.S. consumers of Italian wine,” explains Adolfo Rebughini, Director General of Veronafiere, “are concentrated in about 15 states, led by California, New York, Florida, Texas, and Illinois. Today’s Italian wine lovers are mostly Caucasian (75%), Boomers or Gen X (62%), with a significant share of women. Data confirm an average awareness of 72% and a 55% purchase conversion rate: a heritage we aim to consolidate with Vinitaly, while also opening to new targets and emerging markets. That’s why the choice of Chicago is strategic: to stand alongside Italian companies in the most critical locations for their growth in the United States.”

According to the UIV-Vinitaly Observatory analysis based on IWSR data (International Wine and Spirits Record, the global leader in beverage alcohol data and market insights), the consumer of the future is male, Gen Z or Millennial, of Latino or African-American background, and likely residing in Texas, Illinois, California, South Carolina, or Georgia—or in other areas where these demographic segments not only remain underexplored, but also show above-average wine appreciation rates state by state.

The opportunity lies both vertically—targeting fast-growing demographics such as Hispanics (now 20% of the total population, and over 50% of the younger cohorts in California and Texas), African-Americans (14%), and Asians (6%)—and horizontally, by expanding into new geographies beyond traditional markets. This means an alternative pool of some 113 million potential new consumers.

For example, states where wine consumption skews male include California, Florida, and New York; African-Americans are well above the national average in Georgia, North Carolina, and Virginia; while Hispanics are strongly concentrated in California and Texas. Gen Z over-indexes in Georgia, Illinois, the Carolinas, and Texas, while Millennials show higher-than-average representation in Texas and New York.

Looking at Italian wines specifically:

- **California and Florida:** tomorrow’s target consumer is male, Hispanic, Millennial. Suggested wines: red sparklings (Lambrusco, including semi-sweet and sweet), as well as full-bodied, soft reds like Primitivo and Amarone.
- **Georgia, Illinois, and the Carolinas:** younger, primarily African-American consumers. Target wines: Sicilian reds (Nero d’Avola, Shiraz), Moscato d’Asti, and entry-level Moscato sparklings.

- **Texas:** young Latino audience, with demand for Lambrusco and Chianti.
- **New York and Washington:** Millennials as the core target, with whites beyond Pinot Grigio—emerging varietals such as Vermentino and Ribolla.
- **Ohio:** Gen Z consumers.
- **Virginia:** African-American consumers with strong potential for Italian wines.

Other opportunities exist in states with interesting penetration rates but below-average awareness of Italian wines: Arizona, Colorado, Louisiana, New Mexico, Arkansas, and Indiana.

- **Arizona:** the emerging profile is women over 40, including Asian consumers, with a preference for structured reds like Montepulciano d'Abruzzo.
- **Arkansas:** Millennials, both Caucasian and African-American, open to territorially distinctive sparkling wines and entry-level reds like Brunello and Tuscan IGT Merlot.
- **Louisiana and Indiana:** African-American consumers above national averages—male in Louisiana (both young and older), and primarily Gen X women in Indiana.
- **New Mexico:** male, Hispanic Millennials, ideal for approachable reds.
- **Colorado:** Caucasian Gen X men, with potential for long-lived whites such as Soave and Verdicchio.

At **Vinitaly.USA (Chicago, October 5–6)**, 250 exhibitors including wineries and consortia will be present, with an aggregate turnover exceeding €7.2 billion. Importers and buyers are expected in line with the strong results of the 2024 edition, confirming the event's appeal and consistency for Italian wine in the U.S. market. Running in parallel are the wine2wine Vinitaly Business Forum, training sessions of the Vinitaly International Academy (VIA), Vinitaly Tourism, and the SOLExpo Oil Bar with tastings of extra virgin olive oil from six Italian regions.

After Chicago, the international Vinitaly brand continues abroad with a **Preview in Japan (Tokyo, November 17–18)**, followed by **Serbia (Belgrade, November 22–25)**, **Albania (Tirana, November 26)**, **Thailand (Bangkok, December)**, and **India (December)**. For 2026, the calendar already includes the **Vinitaly Roadshow in India (Mumbai and Goa, January 16–18)**, **Previews in Poland (Warsaw, late January)** and **Norway (Oslo, February)**, before returning to Asia with **Vinitaly China Chengdu (March 22–25, 2026)**, leading up to the 58th edition of Vinitaly in Verona (April 12–15, 2026). The **third edition of Vinitaly.USA** is also confirmed for 2026.

#### Area Media Corporate e Prodotto

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Concurrent events



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In allegato 5-6 slide

Event name: Vinitaly - Wine & Spirits Trade Show

Type: B2B

Frequency: annuale

Dates 58th edition: 12-15 aprile 2026

Location: Veronafiere (Verona)

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

Sector/product categories: vini, distillati, liquori, servizi

### General description of Vinitaly

**Vinitaly** è la bussola per il business del vino italiano nel mondo. Incubatore di idee, tendenze e trasformazioni, il salone internazionale dei vini e dei distillati di Veronafiere coinvolge l'intera filiera vinicola. Un appuntamento imperdibile che si pone l'obiettivo di rafforzare il networking del settore su scala globale, grazie alla presenza di 4.000 espositori e 97.000 operatori professionali, di cui 32mila esteri (33%), da 130 nazioni (*dati 2025*). A Vinitaly sono 18 i padiglioni da visitare, con focus regionali o tematici per scoprire le ultime novità del settore enologico. Il calendario di Vinitaly offre un ricco programma di appuntamenti: incontri B2B, convegni e degustazioni d'eccezione, walk around tasting e workshop. A completare l'offerta i due saloni che si svolgono in contemporanea: **Enolitech**, dedicato alla filiera tecnologica applicata alla vitivinicoltura e al beverage, e **Xcellent Beers**, che valorizza le birre artigianali d'eccellenza.

Vinitaly pensa non solo agli operatori, ma anche agli appassionati con **Vinitaly and The City** (10-12 aprile 2026), il fuori salone per i wine lover, con degustazioni ed eventi, wine talk, masterclass e percorsi enogastronomici alla scoperta delle eccellenze del vino nel cuore storico di Verona. Un format che è stato esportato nel 2024 e 2025 anche in Calabria, al Parco archeologico di Sibari e che oggi guarda ad altre regioni italiane.

### Thematic areas

- *Vinitaly Bio* è il salone dedicato al vino biologico certificato prodotto in Italia e all'estero che permette a buyer nazionali ed esteri di degustare le etichette presentate da sommelier professionisti.
- *Vinitaly Tourism* è l'evento pensato per creare e condividere valore e connettere i produttori di vino, birre e spirits con buyer turistici altamente profilati.
- *International Wine Hall* celebra la produzione vinicola internazionale, offrendo un'esperienza di degustazione per esplorare e apprezzare la diversità del panorama vinicolo mondiale.
- *Enoteca NoLo* è l'area che presenta i vini No-Low alcohol.
- *Raw wine* è l'evento che celebra i vini naturali, organici e biodinamici con una giornata di tasting full immersion.
- *Micro Mega Wines* offre una selezione di piccole cantine che rappresentano la straordinaria biodiversità dei terroirs e delle cultivar italiani, curata da Ian D'Agata, uno dei massimi esperti e divulgatori del vino italiano nel mondo.
- *Vinitaly Mixology* celebra l'arte di combinare vini, liquori e distillati attraverso masterclass con bartenders di fama e laboratori di alto livello per la creazione di nuovi cocktail.
- *Vinitaly Tasting* è lo spazio di degustazione organizzato da Vinitaly in collaborazione con DoctorWine di Daniele Cernilli, dove l'eccellenza delle etichette italiane viene presentata agli operatori internazionali del canale Ho.re.ca.
- *Vinitaly's Gourmet Experience* offre eccellenze della cucina italiana, selezione di piatti regionali e street-food interpretati da famosi chef.

### Other initiatives of the Vinitaly universe

- *Vinitaly PLUS* è la più grande community professionale digitale dedicata al vino, per aggiornarsi e fare business 365 giorni l'anno. Produttori e operatori del settore possono incontrarsi virtualmente sulla piattaforma o fissare un'agenda di incontri in fiera al Buyers Club.
- *Vinitaly OperaWine* (11 aprile 2026) è la super degustazione dei vini italiani più iconici e rappresentativi di tutte le regioni, secondo Wine Spectator.
- *Vinitaly Design Award* (3-4 aprile 2026) è il concorso che premia il miglior packaging del vino, dei distillati, dei liquori, delle birre e dell'olio extra vergine d'oliva.
- *5StarWines – the Book* (7-9 aprile 2026) è la selezione enologica di Veronafiere e Assoenologi per la realizzazione di una guida vini riconosciuta a livello internazionale.
- *Vinitaly International Academy* offre un percorso educativo completo per formare una rete globale di professionisti altamente qualificati come Ambasciatori ed Esperti del Vino Italiano.

### Vinitaly Awards

- Premio Angelo Betti-Benemeriti della vitivinicoltura.

- Premio Internazionale Vinitaly-Italia.
- Premio Internazionale Vinitaly-Estero.
- Premio Vinitaly, Cent'Anni d'Eccellenza.
- Communicator of the Year (IWSC).
- Premio Vinitaly, Ristorazione d'Eccellenza.
- Premio Vinitaly alla Carriera.

## Wine Observatory

L'Osservatorio del vino Uiv-Vinitaly è lo strumento di market intelligence per le aziende realizzato in collaborazione con Unione Italiana Vini e Nomisma per fornire dati sempre aggiornati e focus specifici sul settore.

## Vinitaly Around the World

Vinitaly porta la propria esperienza in giro per il mondo, creando un ponte tra produttori e professionisti internazionali del vino, attraverso un intenso programma di eventi fieristici (Vinitaly.USA, Wine South America e Wine to Asia) presentazioni e roadshow all'estero. Le iniziative in calendario sono pensate per affiancare le aziende nel loro percorso di internazionalizzazione, generando occasioni di business nei principali mercati della domanda, fidelizzando il rapporto con i top-buyer internazionali e il legame con giornalisti e stampa di settore. A questi appuntamenti si aggiungono le tappe di **Vinitaly Preview**, il format di presentazione all'estero delle nuove edizioni di Vinitaly per il reclutamento di operatori professionali del settore wine&spirits nei mercati strategici della domanda di vino italiano.

**Vinitaly.USA** è la manifestazione dedicata alla promozione del vino italiano negli Stati Uniti. Si svolge a Chicago, al Navy Pier, il 5 e 6 ottobre 2025. L'evento è organizzato da Veronafiere-Vinitaly con ITA-Italian Trade Agency, Fiere Italiane e la Camera di Commercio italiana americana del Midwest. A questa seconda edizione sono attesi circa 250 espositori tra cantine, con i principali brand italiani, e consorzi territoriali. Dal lato americano partecipano top importer, con un programma che prevede, oltre agli incontri B2B, degustazioni, masterclass e focus di mercato. Per la prima volta, debutta a Vinitaly.USA anche wine2wine business forum, per la prima volta all'estero. Spazio, inoltre, all'enoturismo con Vinitaly Tourism e alla formazione della Vinitaly International Academy. Con Vinitaly.USA, Veronafiere vuole offrire una piattaforma stabile e strategica per rafforzare la presenza delle imprese vitivinicole italiane negli Stati Uniti, facendo sistema con le istituzioni e tutti i principali protagonisti della filiera.

Oltre a Vinitaly.USA, il calendario estero 2025 e 2026 (in aggiornamento) prevede:

- Vinitaly Preview Giappone (Tokyo, 17 novembre 2025)
- Vinitaly Roadshow Giappone (Tokyo, 18 novembre 2025)
- Vinitaly @WineVision Belgrado (Belgrado, 22-25 novembre 2025)
- Vinitaly Preview Albania (Tirana, 26 novembre)
- Vinitaly Preview Thailandia (Bangkok, dicembre 2025)
- Vinitaly Roadshow India (Mumbai, 16 gennaio 2026)
- Vinitaly Roadshow India (Panaji-Goa, 18 gennaio 2026)
- Vinitaly Preview Polonia (Varsavia, fine gennaio 2026)
- Vinitaly Preview Norvegia (Oslo, febbraio 2026)
- Vinitaly China Chengdu (Chengdu, 22-25 marzo 2026)
- Wine South America (Bento Gonçalves, 12-14 maggio 2026)
- Wine to Asia (Shenzhen, 14-16 maggio 2026)

## Vinitaly Social networks:

Fb <https://www.facebook.com/vinitalyofficial>

IG <https://www.instagram.com/vinitalyofficial/>

YT <https://www.youtube.com/channel/UCDuuDadVIYlqjJcnEa9yYgg>

In <https://www.linkedin.com/company/vinitaly>

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

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