Press Release

SUCCESSFUL DEBUT FOR VINITALY.USA IN NEW YORK:

3500 PROFESSIONAL VISITORS FROM 40 COUNTRIES & 20 STATES OF THE UNION

Buyers increased by 59% compared to the last edition in Chicago, with highly qualified profiles. 300 companies took part with 2500 labels. Six out of ten sector operators came from distribution and Horeca. Eight hundred top buyers were selected and invited by Veronafiere and ITA-Italian Trade Agency.

New York, October 28th, 2026. American distribution and catering are the business heart of Vinitaly.USA, which closed its debut edition in New York yesterday with more 3,500 sector professionals (+59% compared to 2025 in Chicago) from 20 states of the Union and 40 countries. 222 media operators were also accredited. In addition, there were more than 1,690 business meetings for involving 300 Italian wine companies attending the event held at Pier 36 presenting 2,500 Made in Italy labels. This result was characterised by the high-quality status of purchasing, distribution, and Horeca operators, who jointly covered 60% of accredited attendees at the third edition of the Veronafiere event. This excellent percentage of business decision-makers was achieved thanks to the efforts of Veronafiere and ITA-Italian Trade Agency, which teamed up to create an incoming plan involving nearly 800 top buyers (almost 23% of total) from many American states, Canada, and Mexico, selected, invited, and hosted in the Big Apple for Vinitaly.USA.

"We are very satisfied with the debut of Vinitaly.USA in New York and the positive feedback from exhibitors, which adds value to our work shared with institutions," said the President of Veronafiere. **Federico Bricolo**, at the end of the event. “The partnership with ITA-Italian Trade Agency, support from the Ministries of Agriculture, Foreign Affairs, and Tourism, and collaboration with sector representatives ensured that we joined to promote Italian wine and wine tourism. This convergence gave rise to a crucial project for Italy's presence on the American market capable of expressing the role of a key sector for Made in Italy. The strength of the Italian system is also measured by its ability to generate a common direction for international promotion, thereby multiplying the effectiveness of individual initiatives."

"The success of this edition of Vinitaly.USA confirms the validity of New York City as a strategic choice, not only as regards the numbers achieved but above all the quality of professional operators taking part, the intensity of business meetings and the effective opportunities created for our companies," said **Giovanni Sacripante**, General Manager of Veronafiere. “The American market is rapidly evolving yet is as crucial as ever for Italian wine. Consumers, consumption preferences and competitive dynamics are changing. Against this background, the response cannot only focus on business: We must help our companies understand the market, intercept new consumers and build value. This is the role we seek to strengthen for Vinitaly: not only as an international business platform but also a strategic tool supporting the competitiveness of Italian wine."

The 13th wine2wine Vinitaly Business Forum also took place alongside the main event: The program of more than 20 panels focused on the evolution of American demand and strategies for various US markets, as well as wine tourism coordinated by Vinitaly Tourism. New York and Verona also came together through Wine Spectator's announcement of the 150 protagonists selected for OperaWine 2027 (April 10, Mercatali Galleries).

“We can consider the challenge of taking Vinitaly to New York to achieve further grow proved to be a success. Despite the very critical moment for the wine sector, the quality turnout, including strategic buyers and landmark producers, bears witness to interest on the American market - as well as beyond the United States - in our products," said the President of ITA-Italian Trade Agency, **Matteo Zoppas**. “Everything is now in place to achieve another important step forward in quality for future editions. On the one hand, the market is working out a new post-tariff structure; on the other, we and the system must now be closer to the sector and the needs it expresses. With Veronafiere and Vinitaly, we are pursuing our strategic planning efforts to recruit buyers and operators.”

Vinitaly's international calendar continues with three dates for the Vinitaly Asia Roadshow: Hong Kong 13 & 14 November, Shanghai 4 December and Bangkok 7 December.

Exhibitors at Vinitaly.USA 2026 presenting 2500 labels included companies, regional groups, associations (Friuli Venezia Giulia, Latium, Sardinia, Umbria, the Regional Wine Centre of Emilia-Romagna, Italia del Vino, the Matelica Wine Producers Cooperative) and consortia (Asti DOCG, Brunello di Montalcino, Prosecco DOC, Vini d'Elba, DOC Sicilia, Vini Lugana DOC and Vini delle Venezie DOC).

All exhibitor comments are included in the attached file and will be published on official Vinitaly.USA social media over coming weeks.

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Produced by
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