


57th International
Wine and Spirits Trade Show

6-9 April
2025
Verona, ITALY

VINITALY 2025

PRESS KIT

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Press Release

VINITALY 2025 4000 COMPANIES -EXHIBITION CENTRE FULLY BOOKED.

PROFESSIONALS EXPECTED FROM 140 COUNTRIES.

TOPICS AT THE 57TH EDITION: PROMOTION, INTERNATIONALIZATION AND CHANGE

BRICOLO (PRESIDENT, VERONAFIERE): EVEN STRONGER PROMOTION IN COLLABORATION WITH INSTITUTIONS TO SUPPORT SECTOR COMPETITIVENESS AGAINST A COMPLEX SCENARIO

REBUGHINI (GENERAL MANAGER, VERONAFIERE): 1200 TOP BUYERS CONFIRMED FROM 71 COUNTRIES SELECTED BY VERONAFIERE AND ICE TRADE AGENCY: A RESULT NOT TO BE TAKEN FOR GRANTED. NEW CONTENT AND FORMATS LAUNCHED: WELCOME TO VINITALY TOURISM. SPACE FOR ALCOHOL-FREE AND RAW WINE. AMPHORA REVOLUTION JOINS THE SHOW PROGRAMME.

DANESE (CEO, VERONAFIERE): VINITALY'S NEW APPROACH IS NOW STRUCTURAL, PERMANENT AND MARKS OUT VERONAFIERE'S FUTURE COMMITMENT

Verona, 6-9 April 2025 Vinitaly looks beyond sales barriers and the 57th edition at Veronafiere 6-9 April comes forward with approximately 4000 companies and a fully booked exhibition area, confirming its status as the centre of gravity and pulse of Italian wine. Professionals from Italy and 140 countries are expected to crowd the event's 18 show halls (permanent and tensile structures). In particular, the aim is to confirm attendance by 30,000 international buyers, including the United States, for the largest 'business agenda' for Made in Italy wine. This is the snapshot of the only international exhibition dedicated to Italian wine that emerged today in Rome during the Presentation Press Conference at Palazzo Montemartini.

The objectives characterising all the initiatives launched this year by Veronafiere see promotion and internationalisation consolidated, at the same time as expanding programme content, with Vinitaly evolving from an observer to an incubator of trends.

The President of Veronafiere, **Federico Bricolo**, commented: "Over the last few years we have worked intensively with institutions - ministries, embassies, ICE Trade Agency and international chambers of commerce - to expand promotion supporting competitiveness in this sector. Today, Vinitaly is the natural meeting place for Italian wine on the main target markets. We intend to further strengthen this positioning by making all our expertise available to political entities and businesses to support them in response to the challenges arising from the current complex scenario while also marking out new destination routes."

Internationalisation - always on a two-way basis direction from Verona to the world and vice versa - is still a priority of the event and the incoming plan developed by Veronafiere in collaboration with the ICE Trade Agency Vinitaly 2025. "1200 top buyers are accredited and hosted in Verona," added General Manager, **Adolfo Rebughini**. "A profiled selection of professionals from 71 countries (six more than last year) thereby improving on the record set in 2024. This outcome was far from being a foregone conclusion given current geo-political tensions." The largest delegations of super

operators selected from non-EU areas are headed by the USA and Canada, followed by China, UK and Brazil, as well as India, Singapore, Japan and South Korea. Germany, Switzerland, Northern Europe and the Balkan area lead the way for Europe.

“The turning point that began ten years ago, with the distinct separation between business in the Exhibition Centre and wine lovers in the city was further strengthened in 2023. It is now permanent and further developments will have to be found in Veronafiere's future strategic plans," explained CEO **Maurizio Danese**. "Intensifying the international calendar in the main areas of demand for wine and optimisation of investments to amplify the Italian wine trade fair brand ecosystem are the guidelines ensuring that Vinitaly will become increasingly international and focused on the needs of companies.”

From markets to trends, Vinitaly is an incubator for trends which it has always intercepted, monitored and analysed in order to improve services and content for exhibitors and the sector as a whole

“This is the direction taken," said General Manager **Adolfo Rebughini**, "by the NoLo wine project that joins the event programme for the first time in terms of exhibition within the Mixology area as well as content. The programme includes two focus events: the first deals with market expectations and the second with 0.0 technologies. There will also be space for RAW Wine and the wines involved in the Amphora Revolution, which is now part of the 57th Vinitaly. Other new features include a specific venue for wine tourism. Vinitaly Tourism makes its debut with attendance by specialist national and international tour operators from the United States, Spain and Germany. This project, in the long run, may even also be included in the schedules of the international stages of the event in Asia, South and North America.”

The Press Conference presenting the 57th Vinitaly not only saw reports by Veronafiere's top management but also by **Francesco Lollobrigida**, Minister of Agriculture, Food Sovereignty, **Alessia Rotta**, Councillor for Trade and Production Activities of Verona City Council, and **Matteo Zoppas**, President of ICE Trade Agency.

Following the report by the Head of the Uiv-Vinitaly Observatory on “Wine - focus on under-44 consumers today and tomorrow in Italy and the United States”, speakers also included **Paolo Castelletti**, Secretary General of the Italian Wine Union, **Roberta Garibaldi**, tourism expert and lecturer at the University of Bergamo, **Micaela Pallini**, President of Federvini, **Massimo Tribaldi**, Vice-President of Assoenologi, and **Marzia Varvaglione**, President of CEEV.

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Press Release

WINE: UIV-VINITALY OBSERVATORY: UNEXPECTED ASSIST FROM YOUNG PEOPLE: GEN-Z & MILLENNIALS SPEND MORE THAN GEN-X AND BOOMERS

COMMONPLACES OVERTURNED: UNDER-44S IN ITALY AND USA OFFSETTING THE DECLINE IN CONSUMPTION CONSIDERING WINE A STATUS SYMBOL. OVER-44s SLIPPING AWAY

Verona, 6-9 April 2025 - They raise glasses from table, turning wine into a status symbol. They are willing to spend on super Premium labels but do not necessarily becoming attached to brands- They uncork a bottle in company but do not want to give up cocktails. This is the snapshot of under-44 American and Italian wine consumers illustrated today in Rome by the Uiv-Vinality Observatory during the Press Conference presenting the 57th International Wine and Spirits Exhibition scheduled at Veronafiere 6-9 April.

Italian and US markets went under the lens (together equal to 60% of overall revenue for Italian wine sales): wine must be able to intercept and understand younger segments of the population in a general context of falling consumption posting the fourth consecutive year of contraction in Italy and the third in the United States. According to analysis by the Uiv-Vinality Observatory based on IWSR data which dispels many clichés about the relationship between wine and young people, Millennials (between 28 and 44 years old) and GenZ (from *legal drinking age* to 27) are the 'promised land' of a necessary and complicated a generational change, a territory that is still largely off the radar of Italian wine. The study disproves many commonplaces that consider new generations as being distant and not very interested in wine and consequently immune to its evocative power. Nothing further from the truth: under-44s spend the most and are effectively keeping above water a premium market threatened by the downturn among Boomers (61-79 years old) and GenX (45-60).

Wine as a status symbol? It is for young people!

The combination of wine and food is still important but seems to be losing its key role for *young American and Italian wine lovers*. While it is true that "wine enhances food" for the vast majority of over-44s, less than half among Millennials and GenZ agree with this statement. On the other hand, the percentage of very young Italians who see wine as a "fashion statement" is exactly double (56%) that of boomers (28%), while Millennials also stand out from GenXers by 16 percentage points (45% versus 29%). A significant trend, for which IWSR has coined a new category: "*Status Seekers*". Despite representing only 11% of regular wine consumers, his group in the United States covers 24% of volume and 35% of value generated by *regular wine drinkers*.

According to data processed by the Uiv-Vinality Observatory, approximately 31% of the overall value of wine purchases in America can be attributed to Ultra-Premium products, bought in 6 cases out of 10 by under-44 consumers. The situation is different in Italy, where high-end wines account for only 10% of purchases, although even here about half of total involve young consumers. Young Americans and Italians alike, when compared to older age groups, clearly say that they are less loyal

to specific brands: approximately one in two among the under 44s are not particularly loyal to brands, while this drops to one in three above this age threshold.

Socialising is still a fundamental aspect of the *wine experience*, especially for young Americans who, in 7 cases out of 10, have increased consumption precisely for this reason.

Consumption is holding up among under-44s but falling back among older age groups

Millennials and GenZ demonstrate an undeniable (yet also inter-generational) passion for cocktails, while also looking at wine with an interest that challenges many clichés. First of all, it is not true that “wine does not appeal to young people”. In Italy, the profile of wine consumers by age faithfully reflects the demographic distribution of the population (*legal drinking age*), with people under 44 at 35%, while in the USA Millennials and GenZ - who represent only one-third of the population - post 47% of wine consumers, denoting a higher penetration rate for wine among young people than among more mature consumers.

Even as regards consumption frequency and quantity, the belief that young people are more moderate and more inclined to occasional consumption is also dispelled. In both countries, the tendency (high at around 80%) to keep consumption to 2-3 times a month seems to be fairly equally distributed across the various age groups. In terms of quantity, both in the US and - with a smaller margin of difference - in Italy, the percentage of those who customarily drink two or more glasses of wine is higher among younger people than among the over-44s. The belief that "consumption is falling because of young people" is also shown not to be true. The Observatory notes in America that it is precisely mature consumers who are cutting back on consumption. Whereas, among young people under 44, there are more who have increased consumption (31%) than those who have decreased it (26%). In the older age groups, only 9% have increased wine consumption, while those who have decreased rise to 29%. The downturn in Italy seems more transversal and inter-generational and involves more than one quarter of the population (27%) in both age clusters. Even here, however, the under-44s are offsetting the decline (14% of those who have increased consumption compared to 7% in the over-44 group).

Sober curiosity...temporary non-drinking prevails

In both countries, almost half of all teetotallers belong to the Boomer generation, followed by GenX (23% in the US and 30% in Italy). GenZ and Millennials combined represent only 3 out of 10 teetotallers in the United States and 2 out of 10 in Italy. The *sober curious* trend is reversed in the case of so-called “*dry periods*”, with the under-44s in the forefront in the US, with a share willing to temporarily abstain that among the youngest people (GenZ) reaches 60% in the US and 46% in Italy. The propensity of older age groups is lower, with shares standing at around 30% in the USA and 25% in Italy.

WINE ITALY: FACTS AND FIGURES

SECTOR	QUANTITY	BASE
VALUE OF SECTOR		
ITALIAN WINE REVENUE	14.5	€bln
WINE REVENUE + ALLIED BUSINESS	31	€bln
DIRECT AND INDIRECT IMPACT	45.2	€bln
% OF ITALY'S GDP	1.1%	
INTERNATIONAL BALANCE OF TRADE	+7.5	€bln
SALES		<i>Ismea-Nielsen base</i>
RETAIL VALUES ITALY 2024	3.06 (+0.3%)	€bln
RETAIL ITALY - VOLUMES	743.4 (-1.5%)	million litres
RETAIL - RED WINES	311	mIn litres
RETAIL - WHITE WINES	283.5	mIn litres
RETAIL - ROSE WINES	43.5	mIn litres
RETAIL - SPARKLING	105	mIn litres
PRODUCTION		<i>Uiv-Ismea-Assoenologi estimates base</i>
2024 VINTAGE	41	mIn hectolitres
VENETO	11	mIn hectolitres
EMILIA-ROMAGNA	7.1	mIn hectolitres
APULIA	7	mIn hectolitres
VINEYARD ITALY	670	000s hectares
CONSUMERS (2023)		<i>ISTAT base</i>
CONSUMERS	29.4	mIn
SHARE OF POPULATION	55%	
DAILY CONSUMERS	11.7	mIn
APERITIF CONSUMERS	22	mIn
CONSUMPTION		<i>IWSR base</i>
1993-2023	2.9 vs 2.4	bln litres
TREND 1993-2023	-21%	
RED WINE CONSUMPTION (2024)	1.1	bln litres
WHITE WINE CONSUMPTION (2024)	751	mIn litres
ROSE WINE CONSUMPTION (2024)	122	mIn litres
SPARKLING WINE CONSUMPTION (2024)	347	mIn litres
EXPORTS		<i>ISTAT base</i>
WORLD EXPORTS	8.1	€bln

USA	1.9	€bn
GER	1.2	€bn
UK	850	mln euros

*Data Processing **UIV-Vinality Observatory** from various sources*



Press Release

WINE TOURISM: DEBUT FOR VINITALY TOURISM WITH 63 ITALIAN WINERIES AND 17 TOP SPECIALIST BUYERS FROM USA, GERMANY, SPAIN AND ITALY

REBUGHINI (GENERAL MANAGER, VERONAFIERE): NEW TRADE FAIR LEVERAGE TO DEVELOP WINE TOURISM. VINITALY - A CENTRE OF GRAVITY FOR NEW TRENDS - EXPANDS ITS OFFERING EVEN IN TERMS OF INTERNATIONAL CALENDAR POSITIONING

Verona, 6-9 April 2025. Wine Tourism joins the scope of the 57th International Wine and Spirits Exhibition with the debut of Vinality Tourism - the new Veronafiere project promoting experiences that can be enjoyed in wine cellars all over Italy. Scheduled on Wednesday 9 April, Vinality Tourism makes its debut with 63 wineries, 17 buyers including tour operators, traditional and online travel agencies selected by Veronafiere from the **United States, Germany, Spain and Italy with 172 b2b** speed date format matching contacts **already scheduled** (2nd floor, Palaexpo, Business Centre, Entrance A1).

"The growth of wine tourism seen in recent years in Italy provides us a snapshot of a heritage that is still largely unexpressed in terms of its overall potential," explained the General Manager of Veronafiere, **Adolfo Rebughini**. Vinality Tourism aims to be the trade fair leveraging the development of tourism in winemaking districts and, consequently, for companies throughout Italy. Vinality has always been a centre of gravity for new trends. The inclusion of this new area in the event schedule accelerates a programming plan that, in coming years, may well be included in our international events."

"We will present new research into wine tourism in Verona conducted with Data Appeal," said **Roberta Garibaldi**, tourism expert and lecturer at the University of Bergamo. Analysis of digital evidence indicates widespread appreciation of the main wine-related destinations and a tourist offering that welcomed approximately 18.5 million arrivals and 62.3 million presences. The feeling was found to be 87.8/100 for 2024, 0.6% higher than the result for Italy's entire tourist offering. Piedmont and Tuscany lead the way in this compartment. Langhe-Barolo, Chianti and Montalcino are the most highly regarded Italian wine destinations: respectively with 91.1/100, 90.4/100 and 90.3/100, values improving over 2023 results."

At the same time, there will also be a calendar of theme events focusing on the future of wine tourism between challenges and opportunities organized with the scientific coordination of Roberta Garibaldi and the technical support of Winedering. The conference will open with the report "**Wine tourism is not (just) tasting: how to build a real business**" curated by Winedering (10:10-11:40). The focus groups coordinated by Roberta Garibaldi are listed below: "**Wine tourism in Italy: data, trends and opportunities**" (11.40-12.10), "**Consortia and city council departments: strategies in synergy to promote denominations and territories**" (12.10-12.50), "**Innovation and sustainability in wine hospitality: the key role of hospitality managers**" (12.50-13.25). The Wine Tourism Movement and its President Violante Gardini Cinelli Colombini will close the sessions of Vinality Tourism by spotlighting "**Wine tourism: regional differences, new challenges and opportunities**" (1.35-2.10).

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VINITALY: A WORLD MAP WITH MORE THAN 80 TASTING EVENTS AT THE 57TH EDITION

Verona, 6-9 April 2025. A calendar of more than 80 events for a wine journey starts along the length and breadth of Italy before reaching every corner of the globe. This is how Vinitaly's tasting world map is made up which 6-9 April brings the entire variety of Italian and world wine output to Veronafiere. The programme for the 57th International Wine and Spirits Exhibition confirms the exclusive **Grand Tasting** (Palaexpo) and **Tasting Ex... Press** conducted by leading international trade magazines, from Decanter to Vinum, Revjia Vino, Gilbert&Gaillard, Meininger, The Drink Business and IWSC. The **Vinitaly Tasting – The Doctor Wine Selection** (Show Hall 10) is also back this year. This area curated by the director of the Essential Guide to Italian Wines, Daniele Cernilli, presents wine excellence to professional operators and the HoReCa sector. Master classes also find room with **MicroMega Wines** (Show Hall C) with the highest quality Italian niche products, as well as three sessions of **Young to Young** (6, 7 and 8 April, Show Hall 10), the format created by food&wine journalists Paolo Massobrio and Marco Gatti where young producers interact with young communicators. Show Hall C offers certified organic products in tastings organised in collaboration with **Federbio**. The schedule closes with a great many focus events organized by Consortia, exhibitors and associations - without forgetting the various international workshops.

Grand Tasting Vinitaly. The spotlights are on the panel of Vinitaly's super-tastings which this year set off with *"The Grammar of Tannin"*, an exploration of the texture of tannins by MW Gabriele Gorelli (Monday 7 April at 11.00, Tulipano Meeting Room, Palaexpo). Tuesday 8 April continues simultaneously with *"Differently native grapes: when science and passion rewrite the rules"* (15.00, Argento Meeting Room | Palaexpo) hosted by Riccardo Cotarella and *"Made in Italy: New, Innovative, Experimental or Rare Wines You've Never Tried Before"* (15.00, Tulipano Meeting Room | Palaexpo), an in-depth study conducted by one of the world's most expert *wine writers*, Ian D'Agata, who also leads the final Grand Tasting *"From North to South, the Finest White Wines of Italy"* (Wednesday 9 April, 11.00, Argento Room).

Walk around and seated tastings and Tasting Ex...Press. The curtain is raised the general tasting programme, in keeping with tradition, by the Tre Bicchieri 2025 *walk around tasting* organised by **Gambero Rosso** (Sunday 6 April 11.30-16.30, Argento Meeting Room | Palaexpo). Then comes **"Around the World in 60 Minutes: A Blind Tasting Around the Great Wines of the Planet"** and the appointment with wine educator Cristina Mercuri (6 April, invitation only event). We then move on to the **"Great reds from the "100 best wines and winemakers of Italy" Guide by Corriere della Sera"** the national newspaper's deputy director, Luciano Ferraro, and world-famous wine critic James Suckling (6 April, 15.00, Tulipano Meeting Room | Palaexpo). Things continue with the new entry for 2025 by **Raw Wine** on Monday 7 April (09.30-17.30, Argento Meeting Room | Palaexpo) with a selection of artisan, natural and minimal intervention wines for tasting and **AI&S** with *the walk around tasting* dedicated to **Passepartout di Vitae wines** 2025 with 100 companies involved (Wednesday 9 April 10.00-15.00, Tulipano | Meeting Room, Palaexpo - AI&S members only). Passing over to **Tasting... Ex Press** and the **international press taking part in collaboration with Vinitaly**, things start on Sunday 6 April with *"Discovering Italy's Old Vines: A Master Class with Sarah Abbott MW"* by the

International Wine & Spirit Competition(11.00, Meeting Room A, Show Hall Pavilion 10), followed by *“Top Italian reds: A taste of DWWA excellence”* by Decanter (15-00, Meeting Room A | Show Hall 10), and *“Volcanic Rhythm A Dance with Fire & Wine”* by **Vinum** (15.00, Meeting Room B Show Hall 10). Monday 7 April is the turn of *“Meininger's Mundus Vini Spring Tasting non-alcoholic wines - Best of”* by the magazine of the same name (15.00, Meeting Room A | Show Hall 10) and The Drink Business (15.00, Meeting Room B | Show Hall 10). The event closes with *“Top Welschrieslings and comparison with international varietals from Slovenia”* by **Revija Vino** (Tuesday 8 April, 11.00, Meeting Room A | Show Hall 10), *“Blancs de Blancs Champagnes”* by **Gilbert&Gaillard** (8 April, 15.00 – Meeting Room A | Show Hall 10), not to mention the customary **Seminario Veronelli** dedicated to Sole della Guida Oro - Veronelli Wines 2025 (8 April, 15.00 – Meeting Room B | Show Hall 10).

International workshops (Wine2digital venues). The seminar conducted by Attilio Scienza and MW Andrea Lonardi *“Telling the story of wine through metaphor (anguish, borders, journey)”* on Sunday 6 April (10.00, wine2digital Main Stage) inaugurates the international workshops. Then come the broadcast events by **Wine Spectator** where senior editor Bruce Sanderson presents Timorasso (6 April, 10.30, VIA Meeting Room) and Brunello di Montalcino (7 April, 14.30, VIA Meeting Room), while senior editor Alison Napjus will introduce Carmignano (6 April, 1430pm, VIA Meeting Room) and Etna Bianco (7 April, 10.30, VIA Meeting Room). A quick trip takes us to the West Coast with *“California to California”*, the event conducted by MW Lonardi and US journalist Jessica Dupuy (6 April, 15.00 wine2digital Main Stage) before returning to Italy with *“Refreshing Reds: Exploring Italy's Vibrant, Chill-Worthy Wines”* - a focus on Italian reds by **Wine Enthusiast** journalist Jeff Porter (7 April, 14.30, wine2digital Main Stage). We also take a closer look at *“Piedmont's white wines: an accelerating trend”* by wine writer David Way (8 April, 13.30, wine2digital Main Stage). Finally, the appointment with *“Iconic Women in Italian Wine”* returns in 2025 and this year focuses on Barolo (7 April, 13.00, wine2digital Main Stage).

Tastings from around the globe. The vineyards of the world come together with a series of tastings in the Orchidea and Iris Meeting Rooms (Palaexpo). From Sunday to Tuesday, experience wines from France, Albania, Serbia, Slovenia, South Africa and Hungary. There is also space for Champagne.

MicroMega Wines. Show All C is the landmark for the master classes of MicroMega Wines, the Vinitaly area designed to promote small, high-quality production. Everything starts on Sunday 6 April with *“The great native vines of Italy and their wines, part 1”* (13.30) and *“Cannonau and Grantaza di Mamojada, two local and unique grape varieties from an equally local and unique territory”* (15.30). Monday 7 April welcomes *“Terroir and technique”* (13.30), while *“North and South, the great native grapes of Italy and their wines part 2”* is the last appointment on the agenda (Tuesday 8 April, 13.15).

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Press Release

VINITALY MIXOLOGY: THE ART OF MIXING TAKES A LOOK AT ALCOHOL-FREE WINES IN HALL C WITH TWICE THE NUMBER OF EXHIBITORS

Verona, 6-9 April 2025. Mixology returns to Vinitaly with Bartenders Group Italia c/o the 57th edition of the International Wine and Spirits Exhibition (Veronafiere, 6-9 April) and inaugurates the **“Zero Alcohol Cocktail Bar”** with proposals entirely focused on alcohol-free mixing (8 companies with 14 NoLo wines). The shakers in Show Hall C will not only welcome latest trends and sector news but also 35 exhibitors (double the number compared to the 2024 edition), even from as far afield as Canada and Holland, not to mention an intense programme of master classes and workshops conducted by sector experts. Tasting at the **“Mixology Cocktail Bar”** and the **“Zero Alcohol Cocktail Bar”** included personalised recipes created with the labels of brands on display.

The programme starts off on Sunday 6 April under the banner of **“Three Cents - The science of long drinks”**, a review of how soft drinks have changed our habits and given rise to today's long drinks (12.30), followed by **“Food & Cocktail Pairings”** (14.30) with an overview of the fundamental rules for successful matches. **“Social Mixing vs Real Mixing”** is the focus in the afternoon on the first day (16.30, in collaboration with Campari) - a fact-checking event into what is true, historically reliable and important to know among the myriad notions circulating online. The schedule on Monday opens with the master class by the **“Andrea Da Ponte Distillery: the art of infusion from a new perspective”** (7/4, 11.00): a journey of discovery into a new infusion that combines the heart of the Treviso Prealps with the refined art of distillation and infusion of ingredients. Meetings continue with **“Shochu: discovering the essence of Japanese distillation currently conquering Italy”** presented by Sake Company(12.30) outlining one of the most sought-after and popular spirits of the moment- Things then move on to the distilling art of Grappa Nonino, the brand that revolutionised the world of spirits-based distillation in Italy and around the world - the protagonist of the session titled **“Mixing with Nonino: when the spirit is free. Edoardo Nono and Antonella Nonino”** (14.30). **Pernod Ricard Italia** in turn proposes an in-depth analysis of **“Terroir: from the culture of the Agave di Altos to the variety of local ingredients in 207 Amaro Locale. A journey around flavours between Mexico and Italy with Pernod Ricard”** (16.30). The cocktail-social media combination is once again at the heart of the debate on Tuesday (8/4, 11.00) with the master class organised by the Asti Docg Consortium: an in-depth analysis of **“Social media cocktails: Asti Spumante and Moscato d'Asti Docg in mixology”**. The shakers then switch over to **“Sustainability and cocktail design”** (12.30) to find out how to create zero-impact cocktails using green ingredients. The master class programme on Wednesday 9 April will close with **“Alternative infusions in catering”** by Ferri since 1905 (11.00).

The spotlights also focus on one of the most current topics - **NoLo** alcohol products, in the forefront on Tuesday afternoon (8 April) with **“The new frontier of mixology! Alcohol-free cocktails”** (14.30, organised with Zeroalcol.com and Nohadrinks.com): a “field test” that echoes institutional events by Vinitaly and the Italian Wine Union specifically for **“Zero alcohol and market expectations”** (Tuesday 8/4, 10.30, Puccini Meeting Room - Arena Congress Centre) and **“Technology 0.0: production and innovation comparisons”** (Wednesday 9/4, 10.30, Bellini Meeting Room - Arena Congress Centre). And the **“0 Alcohol Cocktail Bar”** is precisely dedicated to *sober curious mixology* as the new entry for the 2025 edition featuring 14 references by 8 companies taking part.

Lastly, the *walk around tasting* on Tuesday 8 April (16.15) involves specialist international buyers selected by Veronafiere.

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VINITALY 2025: OTHER INITIATIVES AND THEME AREAS

VINITALY BIO (Marquee C)

101 companies have signed up for Vinitaly Bio 2025. This venue includes a tasting room with a calendar organised by Federbio, as well as b2b matching with international buyers profiled in this segment of the exhibition offering. The Bio Wine Showcase hosts 30 labels.

AMPHORA REVOLUTION (Show Hall 8 – A8/A9)

Amphora is the exclusive offering of wines made and refined in amphorae and terracotta jars presented at Vinitaly by 22 companies. This initiative came into being through collaboration between Merano WineFestival, The WineHunter Helmut Koecher and Veronafiere. An ancient technique that originated in Georgia around 6-8000 years ago that is now experiencing an international renaissance. There is also space for the Amphora Wine Showcase created by Gourmet's International in collaboration with Veronafiere.

RAW WINE (Argento Meeting Room, Basement, Palaexpo, 7 April 09.30-17.30).

Natural, organic and bio-dynamic. Raw Wines find a home at Vinitaly 2025 with around 140 producers from 10 countries (Italy, France, Spain, Switzerland, Austria, Czech Republic, Georgia, Germany, Japan and Slovenia) for **“Want to make great wine? Plant a forest! How quality, terroir-driven wine demands vibrantly alive soils and a bio-diverse environment”** - a full-immersion tasting led by Isabelle Legeron MW (7 April). The initiative is part of the agreement between Veronafiere and Raw Wine, the global community of natural, organic, bio-dynamic and low-intervention wine producers.

XCELLENT BEERS (Show Hall I)

25 companies will take part in this format specifically for national and international beers. The programme 6-8 April includes food & beer tastings and pairings for international buyers and sector professionals. Two conferences are also scheduled: **“New trends for low and zero alcohol products; opportunities and risks for the brewery sector (and not only)”** (Monday 7 April, 14.00) and **“Mindful Pints: a decalogue for better drinking”** curated by "Le Donne della Birra" (Tuesday 8 April, 14.30). Monday 7 April at 15.30 also sees the awards ceremony for *publicans*: pub and brewery managers awarded by Veronafiere and protagonists in the distribution and promotion of beer.

26th ENOLITECH (Show Hall F)

All technological innovations for the wine supply chain are on display at the 26th Enolitech, the international trade fair for technological innovation applied to wine-growing, beer and beverages held alongside: as Vinitaly. Around 150 exhibitors are taking part offering technical, hi-tech and digital solutions from the vineyard to the cellar. An exhibition itinerary that also takes in furnishings, accessories, tools and glass objects for wine stores, restaurants and cellars themselves.

VINITALY GOURMET EXPERIENCE

- ⇒ **Ristorante d'autore: celebrating sport by Infront** (1st floor, Palaexpo, 11.30-18.00). Wine, food and...sport. This trio characterises Veronafiere's traditional Ristorante d'autore this year. It seeks to narrate the connection between the worlds of sport and wine - an irreplaceable companion at the most important celebrations and sporting victories of top champions. Managed by Infront, a leading management company for major events, during the show Ristorante d'Autore will also host some of the leading names from the main sports Federations and Leagues as well as legends and athletes. These events also include an exhibition of works created for Vinitaly 2025 by artist Alessandro Paglia. "*Victoria*" is the name of the work - a loop video installation created by Infront to highlight all the finest sporting moments of recent seasons.
- ⇒ **Ristorante Momenti d'Autore** (1st floor, Signori Gallery between Show Halls 11-12, 12.30-15.30). This is Veronafiere's food and wine offering in collaboration with renowned Italian chefs belonging to the JRE Association – Jeunes Restaurateurs d'Europe. The chefs: **Federico Beretta**, Ristorante Feel Como (6 April), **Roberto Tonola**, Ristorante Lanterna Verde - Chiavenna (7 April), **Ruggero Doronzo**, Ristorante Bacco – Barletta (8 April) and **Fabio Mecchina**, Soul Restaurant – Legnano, Milano (9 April). Wine partner: Consorzio Tutela del Vino Conegliano Valdobbiadene Prosecco.
- ⇒ **Gourmet Street Food** (Area I – Outside Show Hall 1). One format, 4 exclusive projects and 4 cooking ideas by chef Alessandro Pipero (Pipero Restaurant - Rome - 1 Michelin Star); chef Mattia Bianchi (Ristorante Villa Amistà Byblos Art Hotel – Verona - 1 Michelin Star); and Jeunes Restaurateurs d'Europe and Bartender Italia – Cocktails & Spirit.
- ⇒ **Food Park** (Outside Area H). Regional specialities are in the forefront of the Food Park at Vinitaly 2025 with proposals from *Da Franziska* (typical South Tyrolean cuisine); *Pearà on the Road* (Veneto) and the star menu by chef Massimo Camia of Ristorante La Morra (1 Michelin Star) offering traditional Piedmont dishes.
- ⇒ **Speedy Goloso** (Outdoor area, Show Hall C), with Maremma street food, as well as organic and gluten-free dishes.

Other starred restaurant ideas at Vinitaly 2025

- ⇒ Ristorante **Al Massimo** (Show Hall 1, Emilia Romagna). Three-star chef **Massimo Bottura** brings the dishes of the Franciscana Family to Vinitaly in the Emilia Romagna Pavilion to celebrate, even in Verona, the 30 years of **Osteria Franciscana**.
- ⇒ Arsial – Latium Region (Show Area A): a celebration of flavours with the signature dishes of chef **Marco Bottega** (1 Michelin star) on 7/8/9 April. On the other hand, 6 April will welcome dishes by **Doriano Perciballi** of Locanda Dorica (Velletri) to rediscover the joy of sitting at table even during Vinitaly.

VIA: VINITALY INTERNATIONAL ACADEMY

Located by now in 50 countries around the world to spread the Word about Italian wine. Four hundred and thirty Italian wine ambassadors, including 18 Italian wine experts, have passed through the Vinitaly International Academy - the training institute founded in 2014 which was given permanent status in 2018 with the aim of completing Vinitaly's eco-system on international markets. Sixty-two candidates from 29 countries will take part in the Italian exam session prior to Vinitaly 2025 itself (27-31 March). The delegations of aspiring *VIA Ambassadors* especially include attendees from Japan (9), China (6), the United States and the United Kingdom (5).

The practical sessions will be conducted by Sarah Heller MW, while two 90-minute seminars will be held on 28 & 29 March by Professor Attilio Scienza. Overall, the “guided” sessions will involve tasting 95 wines. Lastly, eleven master-classes will be organised 27-30 March conducted by *VIA supporters* (Consorzio Vini Asolo Montello, Consorzio per la Tutela del Franciacorta, Consorzio di Tutela del Conegliano, Valdobbiadene Prosecco Docg, Consorzio Tutela Vino Custoza Doc, Consorzio per la Tutela dei Vini Valpolicella, Consorzio del vino Brunello di Montalcino, Consorzio Tutela Vini Torgiano, Consorzio Tutela Vini Montefalco, Consorzio di Tutela Vini Doc Sicilia, Consorzio Tutela Vini Collio, Consorzio Tutela Vini d’Irpinia).

5STARWINES - THE BOOK | 9th EDITION

5StaWines - The Book, the Veronafiere-Vinitaly wine selection, celebrate its 9th edition with more than 2200 wines from over 600 wineries ready to be judged by a panel of 56 expert judges from Belgium, China, France, Germany, Italy, Kazakhstan, Kenya, Spain, the Netherlands, the United States, Canada, the United Kingdom, South Africa, Hong Kong, Japan and Australia. Their task is to assess and choose the wines rewarded with a score of at least 90/100 for inclusion in the 2025 Book (selections 1-3 April and announcement of the wines listed in the publication during Vinitaly).

VINITALY'S NEXT INTERNATIONAL TOURS

Wine South America (Bento Gonçalves - Brazil, 6-8 May); **Wine to Asia** (Shenzhen, 9-11 May); **Vinitaly Kazakhstan Roadshow** (Almaty, 7 July); **Vinitaly China Roadshow** (15-17-19 September, Beijing, Wuhan and Chengdu); **Vinitaly.USA** (Chicago, 5-6 October) **and Vinitaly @ Wine Vision** (Belgrade, 22-25 November).

www.vinitaly.com

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Press Release

FOUR HUNDRED ENTRIES FOR THE VINITALY DESIGN AWARD 2025. THE WINNERS WILL BE ANNOUNCED 5 APRIL AT THE RISTORI THEATRE IN VERONA

LIFETIME ACHIEVEMENT AWARD FOR GAVINO SANNA

Verona, 6-9 April 2025 Four hundred projects were received for this year's Vinitaly Design Award, 65 more than last year. This begins the selection process which, after identifying the eight finalists in each category, will culminate with the announcement of award winners on Saturday 5 April at the Teatro Ristori in Verona.

Meanwhile, the jury has decided to present the **Lifetime Achievement Award 2025** to **Gavino Sanna**, a key figure in Italian advertising and design. After perfecting his talent in the United States, working with Andy Warhol and signing off some of the most famous advertising campaigns for brands such as Barilla, Mulino Bianco, Fiat and Giovanni Rana, Sanna returned to Italy, where he left an indelible mark on the sector. With the same passion and vision characteristic of his entire career, since 2006 he has dedicated himself to the world of wine with the Mesa winery, today part of the Herita Group. His presence at the Awards ceremony will ensure that the event is even more special by bringing the worlds of design and great communication together.

Under the artistic direction of award-winning designer **Mario DiPaolo**, the **Veronafiere** competition for packaging of wines, spirits, beers and extra virgin olive oils this year comes forward with 30 members of the Jury – 5 more than in 2024 – and the introduction of 4 new categories: Concept, Timeless Wines, Illustrated Wines and Restyling Wines. Four trophies will be awarded in each section: **Black, Gold, Silver** and **Bronze**. Eleven special prizes will also be awarded: *"Best in Show"*, *"Agency of the Year"*, *"Best use of Paper by Fedrigoni"*, *"Best use of Embellishments by Luxoro"*, *"Best use of Closures by Guala Closures"*, *"Best use of Glass by Vetreria Etrusca"*, *"Best Innovation"*, *"Best Coordinated Image"*, *"Best Retail Label"*, *"Best Illustration"*, and *"Best Use Of Colour"*.

Partners and sponsors of the Vinitaly Design Award 2025: Fedrigoni, Luxoro, Guala Closures, Vetreria Etrusca, Cartes, Pozzoli, Sanfaustino e Relegno, Atiu, F.lli Magro, Amorim and Grafiche Antiga.

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Press Release

VINITALY AND THE CITY IS BACK: THE PASSION OF WINE LOVERS BEATS IN THE HEART OF VERONA

4-6 APRIL – OVER 70 EVENTS ACROSS ART, CULTURE, TASTINGS, MASTER CLASSES AND WINE TALKS

Verona, 4-6 April 2025. Vinality and the City returns 4-6 April - the *pop* soul of the International Wine and Spirits Show. Every year, it attracts **wine lovers** and enthusiasts to Verona from all over Italy for a three-day event dedicated to fine wine. The Vinality off-show event set up in the evocative triangle comprising Piazza dei Signori (with the Loggia di Fra Giocondo and the Loggia Antica), Cortile Mercato Vecchio and Cortile del Tribunale - symbolic locations in our UNESCO World Heritage city - already boasts **more than 70 appointments** including tastings, master classes, conferences, meetings and guided tours.

An Italy of food and wine in miniature.

Vinality and the City will feature wine in all its facets, tracing an itinerary that symbolically connects all of Italy - from Verona as the capital of wine as far as the southernmost tip. The Loggia di Fra' Giocondo in Piazza dei Signori is home to the **Veneto DOC Wine Tutelage Consortium**, while the **Mixology Area** in the Loggia Antica will highlight brands such as Bartenders, Molinari, Marcati, Nespresso, Italian Wine Brands, San Pellegrino, 9 di Dante, Fiol, Martini and Campari presenting new mixology trends. The **Passadore Bank Lounge** in the centre of the square is the pulsing heart for a tasting experience immersed in art and history. The journey continues in the Cortile Mercato Vecchio with proposals by the **Calabria Region** and the **Sardinia Region**, while at the Cortile del Tribunale offers tastings not only of the selection of labels from the 2025 Italian Wine Guide by **Gambero Rosso** (many of which taking Tre Bicchieri Awards) but also wines from the **Campania Region** and the **Esselunga Wine Store**. Here, visitors will also enjoy dishes prepared by the **Fiera del Riso**, such as the traditional Riso all'Isolana and Riso all'Amarone della Valpolicella DOCG, as well as other recipes with apples from Val di Non and Prosecco DOC, not to mention Arancini di Riso. The tour not only focuses on food and wine but also on culture and is completed by the Affreschi Lounge, hosting the **Department of Sicilian Cultural Heritage and Identities** promoting Agrigento City of Culture 2026 and Sicily's archaeological parks. Lastly, the top of the Torre dei Lamberti welcomes the **Lugana DOC Tutelage Consortium**.

A marathon of events also including Wine Talks and tastings

Everything gets going on Friday 4 April with the ribbon cutting ceremony in the Loggia di Fra Giocondo (Piazza dei Signori, 18:00). The glasses for the official wine of the event will be filled with **Teàtrico Castello di Meleto Classico 1256 - Tuscan Classic Method**, a classic that nevertheless challenges conventions, as the result of refinement on yeasts for at least 4 years, made exclusively from Sangiovese grapes grown at more than 400 m above sea level in the heart of Gaiole in Chianti.

The programme includes events scheduled on Saturday include the invitation-only **master class** of the Campania Region (5 April, 15:00, Council Chamber, Palazzo Provinciale) and the Calabria Region (5 April, 18:00 and 21:00). On the contrary, the following events are held on all three days: **Wine Talk by Sissi Baratella** (Flover Lounge, Cortile Mercato Vecchio, in Italian and English), with vertical tastings with the "Calabria Region" (4 April, 18:30; 5-6 April, 16:00); "Italian wine brands - Veneto style" (4 April, 19:30); "Wine Talk - Garda DOC: in the name of the grape variety. Wines synonymous with the light, wind and water of Lake Garda (4 April, 20:30); "All you need is Gavi: a versatile, contemporary white from Piedmont" (5 April, 16:45) "Conegliano Valdobbiadene, extra-ordinary young" (5 April, 18:15); "Prosecco Superiore Valdobbiadene Canevel: Masi, in the name of Setage" (5 April, 19:30); "Marisa Cuomo: wines that tell the story of the sun, wind and rocks of the Amalfi Coast (5 April, 20:45); "Sardinia Region" (6 April, 15:00 & 18:15); "Barbanera - all the shades of Sangiovese" (6 April, 16:45); "Valpolicella +100. 100 years since the foundation of the consortium. The Veronese red wine denomination is more modern than ever (6 April, 19:30)).

Tastings include “**Hellas in Wine**” - the series of tastings scheduled at the Hellas Store held every event day (4 April, 18:00; 5-6 April, 16:00).

Saturday 5 April (15:00, Loggia di Fra' Giocondo). Preview of the winners of the **Diapason Award 2025**, with the prizes of the Bollizine 2026 Guide by Tommaso Caporale. The winners include Italy's “most in tune” sparkling wines sampled in accordance with the “Caporale method”.

Art, history and interplay

The stage set up in the Loggia di Fra' Giocondo will once again host **literary meetings** in collaboration with **Feltrinelli Librerie**, as well as events organized by Fisar, with a focus on “FISAR wine-telling - Wine tourists by chance” (5 April, 19:30), and the **Rivela** association, which this year presents “Carvings of Light, Songs of Lives: The Silent Choir of Fra Giovanni da Verona” (6 April, 15:00). The spotlights also shine on the new season of **B.E.V.I. – The Art of Winemaking** - the first and only TV series about art in the world of wine broadcast on Sky Arte and streaming on Now (6 April, 19:00, Loggia di Fra' Giocondo). Some of the most eagerly awaited evening events include the **shows** by the Sicily Region (foyer area of the Affreschi Lounge), the **pizza night** organised by the Campania Region on Saturday evening (19:00, Cortile del Tribunale), and the “**Valpolicella Vibes: discovering freshness**” party (6 April, 21:00, Cortile Mercato Vecchio, by invitation) organised by the **Young Winemakers of the Valpolicella Wine Tutelage Consortium** celebrating the Consortium's 100th anniversary. “**The Soundtruck by The Riff**” will accompany the event in the evening - a playlist specially selected by the Benny Benassi and Fabio Volo cocktail restaurant.

The **guided tours revealing the city centre** – in collaboration with the **Archeonaut** association – focus on the Corte Sgarzerie archaeological area (4 April, 18:00 & 21:00; 5 April, 17:00 & 21:00), the Roman Villa of Valdonega (6 April, 11:00) and Underground Verona (6 April, 15:00). It will also be possible to visit the Palazzo Balladoro Ballroom (4 April, 18:00; 5-6 April, 16:00; 6 April, 16:00), the National Archaeological Museum (5 April, 15:00; 6 April, 11:00 and 15:00), “The squares of power between the Commune and the Scaliger Lordship” (5 April, 16:00 and 19:00).

In collaboration with **Coin**: beauty moves from the glass to make-up: it will be possible on all event days to book a session with a professional make-up artist (Coin Excelsior Verona, 4 April, 18:00, 5-6 April 11:00 to 19:00) for a “**Red Wine Make-Up**” look entirely inspired by the colours of red wine. Coin also proposes “**Wine in Art**” (Coin Excelsior Verona, 5 April, 17:30 to 20:00) - the exclusive presentation of the collection of works dyed with wine by artist Paola Blázquez in a tribute to wine as a living material, which evolves and breathes just like art.

Over the three days of the festival, the fusion soul of **I love Bistrot** offers wine lovers enjoying Vinality and the city the “I love the Orient” tasting - an unusual combination of oriental flavours and tapas (4 April, 18:00; 5-6 April, 17:4).

Vinality and the City is open as follows: Friday 4 April, 18:00-23:00, Saturday 5 and Sunday 6 April, 15:00-23:00. Tasting voucher booklets can be purchased online until 3 April at a cost of 16.50 euros. During the event itself, they can be purchased online and at the ticket offices in Piazza dei Signori for 20 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 | Cattolica, Banca Passadore, Vip Energy, Ploom, Volkswagen.**

Official wine 2025: **Teàtrico Castello di Meleto Classico 1256 - Tuscan classic method.**

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Press Release

**VINITALY OPERAWINE 2025: THE 131 WINES SELECTED FOR THE SUPER TASTING
SCHEDULED 5 APRIL C/O GALLERIE MERCATALI ANNOUNCED**

Verona, 6-9 April 2025 The 131 wines selected for the 14th edition of Vinality OperaWine super-tasting scheduled on Saturday 5 April c/o the Gallerie Mercatali in Verona (opening ceremony at 13.15, Grand Tasting 14.30-17.30) have been announced. The Vinality preview event exclusively for sector professionals and the national and international press (invitation only) will involve the 131 labels by as many winemakers as the flagships of Made in Italy wine in the United States and further afield selected by Wine Spectator, the partner of Veronafiere-Vinality in the only event organized by the influential magazine outside the USA itself.

The top three regions - Tuscany (36), Piedmont (19) and Veneto (18) - lead the parade of producers at Vinality OperaWine 2025, followed by Sicily (11) and Campania (7). The Wine Spectator list sees Barolo (16), Brunello (11), Chianti Classico and Amarone della Valpolicella (9) as the standard-bearers and trailblazers on international markets.

<https://www.vinality.com/eventi/operawine/operawine-2025/>

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OPERAWINE LIST 2025:

Abruzzo | Binomio | Montepulciano d'Abruzzo Riserva | 2019

Abruzzo | Masciarelli | Montepulciano d'Abruzzo Villa Gemma Riserva | 2019

Basilicata | d'Angelo | Aglianico del Vulture Tecum | 2017

Basilicata | Grifalco | Aglianico del Vulture Grifalco | 2022

Calabria | IPPOLITO1845 | Calabria 160 Anni | 2019

Campania | Colli di Lapio | Fiano di Avellino Romano Clelia | 2022

Campania | Feudi di San Gregorio | Taurasi Piano di Montevergine Riserva | 2016

Campania | Mastroberardino | Greco di Tufo Stilèma Riserva | 2019

Campania | Montevertrano | Colli di Salerno Montevertrano | 2021

Campania | Quintodecimo | Taurasi Grand Cru Luigi Moio Riserva | 2019

Campania | Salvatore Molettieri | Taurasi Vigna Cinque Querce | 2016

Campania | Terredora di Paolo | Taurasi Pago dei Fusi | 2015

Emilia-Romagna | Medici Ermete | Lambrusco Secco Reggiano Concerto | 2023

Friuli/Venezia-Giulia | Bastianich | Chardonnay Friuli Colli Orientali Ape Regina Riserva | 2021

Friuli/Venezia-Giulia | Borgo del Tiglio | Collio Ronco della Chiesa | 2022

Friuli/Venezia-Giulia | Jermann | Venezia-Giulia Capo Martino | 2012

Friuli/Venezia-Giulia | Livio Felluga | Sauvignon Friuli Colli Orientali Potentilla | 2020

Friuli/Venezia-Giulia | Marco Felluga - Russiz Superiore | Collio Russiz Superiore Col Disòre | 1999

Friuli/Venezia-Giulia | Vie di Romans | Sauvignon Blanc Friuli Isonzo Piere | 2022

Lazio | Famiglia Cotarella | Lazio Montiano | 2021

Liguria | Cantine Lunae | Vermentino Colli di Luni-Liguria Etichetta Nera | 2020

Lombardy | ArPePe | Valtellina Superiore Grumello Buon Consiglio Riserva | 2016

Lombardy | Bellavista | Extra Brut Franciacorta Alma Assemblage 1 | NV

Lombardy | Ca' del Bosco | Dosage Zéro Franciacorta Annamaria Clementi Riserva | 2015

Lombardy | Conte Vistarino | Pinot Nero dell'Oltrepò Pavese Bertone | 2018
Lombardy | Berlucchi | Franciacorta Franco Ziliani Riserva | 2011
Lombardy | Nino Negri | Valtellina Superiore Inferno Vigna Ca' Guicciardi | 2019
Marche | Bisci | Verdicchio di Matelica Vigneto Fogliano | 2021
Marche | Garofoli | Verdicchio dei Castelli di Jesi Classico Superiore Podium | 2020
Marche | Umani Ronchi Castelli di Jesi | Verdicchio Riserva Classico Plenio | 2016
Molise | Catabbo Tintilia del Molise | Colle Cervino | 2019
Northeast | Masottina | Brut Conegliano Valdobbiadene Superiore RDO Ponente Rive di Ogliano | 2022
Northeast | Nino Franco | Extra Brut Valdobbiadene Prosecco Superiore Nodi | 2021
Piedmont | Poderi Aldo Conterno | Barolo Bussia Romirasco | 2015
Piedmont | Cavallotto | Barolo Bricco Boschis Vigna San Giuseppe Riserva | 2018
Piedmont | Ceretto | Barolo Brunate | 2020
Piedmont | Cagno | Barolo Ravera Bricco Pernice | 2015
Piedmont | Bruno Giacosa | Barolo Falletto | 2020
Piedmont | G.B. Burlotto | Barolo Acclivi | 2018
Piedmont | G.D. Vajra | Barolo Ravera | 2016
Piedmont | Giacomo Borgogno & Figli | Barolo Liste | 2019
Piedmont | Mascarello Giuseppe e Figlio | Barolo Monprivato | 2020
Piedmont | Luciano Sandrone | Barolo Le Vigne | 2018
Piedmont | Massolino Vigna Rionda | Barolo Vigna Rionda Riserva | 2013
Piedmont | Oddero Poderi e Cantine | Barolo VignaRionda Riserva | 2018
Piedmont | Paolo Scavino | Barolo Prapò | 2016
Piedmont | Pecchenino | Barolo Bussia | 2012
Piedmont | Pio Cesare | Barbaresco | 2012
Piedmont | Produttori del Barbaresco | Barbaresco Pajè Riserva | 2015
Piedmont | Prunotto Barolo Bussia | 2019
Piedmont | Ratti Barolo Rocche dell'Annunziata | 2015
Piedmont | Roagna Barbaresco Pajè | 2019
Puglia | Gianfranco Fino | Primitivo Salento Es Red Label | 2019
Puglia | Masseria Li Veli Primitivo Salento MLV | 2019
Puglia | Tenuta Bocca di Lupo Puglia Tenuta Bocca di Lupo Arso | 2020

In collaboration with



Produced by



Sardinia | Agripunica Isola dei Nuraghi Barrua | 2010

Sardinia | Argiolas Isola dei Nuraghi Turriga | 2020

Sicily | Benanti Etna Bianco Superiore Pietra Marina | 2018

Sicily | Cusumano | Etna Rosso Alta Mora Feudo di Mezzo | 2015

Sicily | Donnafugata | Passito di Pantelleria Ben Ryé Edizione Limitata | 2017

Sicily | Francesco Tornatore | Etna Rosso Pietrarizzo | 2021

Sicily | Feudo Montoni | Sicilia Vrucara | 2019

Sicily | Graci | Etna Bianco Arcurà | 2009

Sicily | Morgante | Nero d'Avola Sicilia Don Antonio Riserva | 2020

Sicily | Pietradolce | Etna Rosso Barbagalli | 2017

Sicily | Planeta | Etna Bianco Contrada Taccione | 2022

Sicily | Tasca d'Almerita | Etna Rosso Tenuta Tascante Contrada Sciaranuova V.V. | 2019

Sicily | Tenuta delle Terre Nere | Etna Rosso San Lorenzo Vecchie Vigne | 2017

Trentino/Alto Adige | Nals Margreid Alto Adige Nama | 2020

Trentino/Alto Adige | Cantina Terlano Sauvignon Blanc Alto Adige Terlano Quarz | 2022

Trentino/Alto Adige | Elena Walch Alto Adige Bianco Beyond the Clouds Grande Cuvée | 2022

Trentino/Alto Adige | Ferrari Trento Brut Trento Perlé | 2001

Trentino/Alto Adige | J. Hofstätter Alto Adige Rosso Barthenau Vigna S. Urbano | 2012

Trentino/Alto Adige | San Leonardo Vigneti delle Dolomiti Red San Leonardo | 2010

Tuscany | Altesino | Brunello di Montalcino Montosoli | 2014

Tuscany | Marchesi Antinori | Bolgheri Superiore Guado al Tasso | 2021

Tuscany | Argiano | Brunello di Montalcino | 2019

Tuscany | Ricasoli | Chianti Classico Gaiole Colledilà Gran Selezione | 2021

Tuscany | Biondi-Santi | Tenuta Greppo Brunello di Montalcino Biondi-Santi Tenuta Greppo | 2018

Tuscany | Boscarelli | Vino Nobile di Montepulciano Il Nocio | 2020

Tuscany | Canalicchio di Sopra | Brunello di Montalcino La Casaccia | 2016

Tuscany | Caprili | Brunello di Montalcino AdAlberto Riserva | 2018

Tuscany | Carpineto | Vino Nobile di Montepulciano Riserva | 2010

Tuscany | Casanova di Neri | Brunello di Montalcino Cerretalto | 2018

Tuscany | Castellare di Castellina | Toscana I Sodi di San Niccolò | 2020

Tuscany | Banfi | Brunello di Montalcino Poggio alle Mura Riserva | 2016

In collaboration with



Produced by



Tuscany | Castello di Albola | Chianti Classico Santa Caterina Gran Selezione | 2015

Tuscany | Castello di Ama | Toscana L'Apparita | 2021

Tuscany | Castello di Monsanto | Chianti Classico Vigna Il Poggio Riserva | 2006

Tuscany | Castello di Volpaia | Toscana Rosso Coltassala | 1997

Tuscany | Fèlsina | Chianti Classico Rancia Riserva | 2015

Tuscany | Fontodi Colli della Toscana Centrale | Flaccianello | 2016

Tuscany | Il Poggione | Brunello di Montalcino Vigna Paganelli Riserva | 2016

Tuscany | Isole e Olena | Toscana Cepparello | 2015

Tuscany | Istine | Chianti Classico Vigna Casanova dell'Aia | 2018

Tuscany | Lamole di Lamole | Chianti Classico Vigneto di Campolungo Riserva | 2009

Tuscany | Le Macchiole | Toscana Messorio | 2016

Tuscany | Marchesi Frescobaldi | Costa Toscana White Gorgona | 2023

Tuscany | Mazzei | Toscana Siepi | 2019

Tuscany | Ornellaia | Bolgheri Superiore | 2015

Tuscany | Poggerino | Chianti Classico Bugialla Riserva | 2019

Tuscany | Rocca delle Macie Famiglia Zingarelli | Chianti Classico Sergio Zingarelli Gran Selezione | 2011

Tuscany | Rocca di Montegrossi | Chianti Classico Vigneto San Marcellino Gran Selezione | 2019

Tuscany | San Filippo | Brunello di Montalcino Le Lucère Riserva | 2018

Tuscany | San Giusto a Rentennano | Sangiovese Toscana Percarlo | 2013

Tuscany | Siro Pacenti | Brunello di Montalcino Vecchie Vigne | 2019

Tuscany | Tenuta di Trinoro | Toscana Rosso | 2016

Tuscany | Tenuta San Guido | Vino da Tavola di Toscana - Sassicaia | 1993

Tuscany | Tenuta Sette Ponti | Toscana Oreno | 2015

Tuscany | Valdicava | Brunello di Montalcino Madonna del Piano Riserva 1995

Umbria | Arnaldo Caprai | Montefalco Sagrantino 25 Anni 2010

Umbria | Lungarotti Torgiano | Rubesco Vigna Monticchio Riserva 2001

Umbria | Scacciadiavoli | Montefalco Sagrantino 2016

Umbria | Tabarrini | Montefalco Sagrantino Il Bisbetico Domato 2019

Valle d'Aosta | Les Crêtes | Chardonnay Valle d'Aosta Cuvée Bois 2019

Veneto | Allegrini | Amarone della Valpolicella Classico Fieramonte Riserva | 2013

Veneto | Bertani | Amarone della Valpolicella Classico | 2015

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Veneto | Gerardo Cesari | Amarone della Valpolicella Classico Bosan Riserva | 2010

Veneto | Gini | Soave Classico La Frosca | 2015

Veneto | Pieropan | Soave Classico La Rocca | 2017

Veneto | Masi | Amarone della Valpolicella Classico Mazzano | 2003

Veneto | Monte del Frà | Custoza Superiore Cà del Magro | 2021

Veneto | Prà | Soave Classico Colle Sant'Antonio | 2012

Veneto | Anselmi | Veneto White Capitel Croce | 2022

Veneto | Dal Forno Romano | Amarone della Valpolicella | 2016

Veneto | Suavia | Soave Classico Monte Carbonare | 2018

Veneto | Tedeschi | Amarone della Valpolicella Classico La Fabriseria Riserva | 2015

Veneto | Tommasi | Amarone della Valpolicella Classico Ca' Florian Riserva | 2015

Veneto | Bussola Tommaso | Amarone della Valpolicella Classico Riserva | 2013

Veneto | Zenato | Amarone della Valpolicella Classico Sergio Zenato Riserva | 2011

Veneto | Zymè | Veneto Harlequin | 2003

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March 27, 2025

New Volkswagen Tayron premieres at Vinitaly 2025

- Volkswagen Italia once again Automotive Partner of the International Wine and Spirits Exhibition, at Veronafiere from 6 to 9 April
- The Volkswagen SUV with up to 7 seats welcomes the specialized operators of OperaWine and the public at the fair at the Cangrande entrance
- Tayron displayed in Piazza dei Signori for the Vinitaly and the City fuorisalone, from 4 to 6 April, and hero of maxi-billboards throughout the city

Verona – Also in 2025, Volkswagen Italia participates as Automotive Partner in the 57th edition of Vinitaly (6-9 April, Veronafiere), the International Wine and Spirits Exhibition in Verona. The hero of this year is the new Tayron, the large Volkswagen SUV with 5 or 7 seats. This new model stands out for its authentic design, top comfort levels, advanced technologies and the sustainability of its hybrid range, including plug-ins with more than 100 km of electric range. Professionals and enthusiasts can meet the Tayron, which will be exhibited both at Veronafiere and in the heart of Verona, on the occasion of the Vinitaly and the City fuorisalone (4-6 April) which involves the all the city center.



New Volkswagen Tayron premieres at Vinitaly 2025

Passion for quality and respect for the environment, these are the elements at the heart of the consolidated partnership between Volkswagen and the Vinitaly International Wine and Spirits Show, which is renewed once again in 2025 in the name of excellence and sustainable mobility. For four days, the main area of the Verona exhibition center will become the international center of the wine business for 4,000 wineries. Alongside Made in Italy wine and 140 nations, at the 57th edition of Vinitaly scheduled at Veronafiere from 6 to 9 April there will also be the new Tayron, the brand-new Volkswagen SUV with up to seven seats that will welcome the public at the Cangrande entrance and will also be exhibited in the food area and in the galleries between the pavilions.

The Volkswagen Tayron will also be the protagonist at the entrance to the Gallerie Mercatali for OperaWine, the premiere event that opens Vinitaly and offers specialized operators from all over the world the opportunity to get to know the best Italian wines. The ranking is drawn up by the experts of Wine Spectator, a magazine that is an internationally recognized authority in the wine sector.

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ACCELERATE
DIGITAL: ENERGIZED

Media Information



With a length of around 4.8 m, the Tayron features a distinctive SUV design. The clear lines underline the quality, a feeling that also characterizes the interior: here, the design is dominated by surfaces that are pleasant to the touch and, depending on the trim level, elegant materials such as ArtVelours Eco (microfiber) and authentic open-pore wood, as well as illuminated decorative finishes.

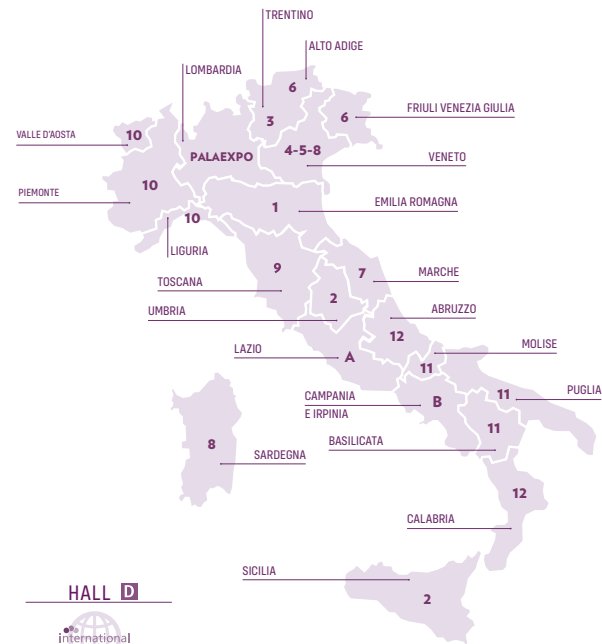
The space available is generous: inside the Tayron, five passengers can take advantage of 885 liters for luggage. The Italian range offers five efficient engines (one mild hybrid turbo petrol, two turbodiesels and two plug-in hybrid turbo petrol) and five trim levels.

The next generation eHybrid plug-in hybrid versions of the Tayron can achieve a WLTP electric range of 121 km and be recharged in DC with powers of up to 50 kW. Thanks to a new hybrid strategy and the combination of advanced technologies, the Tayron eHybrid are in fact all-electric cars for everyday use. At the same time, they can achieve a total range of over 800 km for longer journeys, thus combining all the advantages of electric and hybrid in a single car, without any limits.

The new Tayron will also be present at Vinitaly and the City, the fuorisalone dedicated to the public and enthusiasts scheduled from 4 to 6 April that will stud the historic center of Verona with many events in the name of wine excellence. The new Volkswagen SUV will be exhibited in Piazza dei Signori, in the heart of the Unesco heritage city, and will also be the hero of dedicated maxi-billboards in several points of Verona.

Further details on the new Tayron are available on the official Volkswagen Italia website www.volkswagen.it

The Volkswagen brand has a global presence and manufactures vehicles at 28 locations in 12 countries. In 2024, Volkswagen delivered around 4.8 million cars. These include bestsellers such as the Polo, T-Roc, T-Cross, Golf, Tiguan and Passat, as well as successful models from the all-electric ID. family. Currently, around 170,000 people work at Volkswagen worldwide. With its ACCELERATE strategy, the company is advancing its transformation into the most desirable brand for sustainable mobility.



VINITALY: SERVIZI | SERVICES

- Degustazioni**
Tastings
- Centro Congressi**
Convention Centre
- ITA Buyers' Lounge**
- Ristorante**
Restaurant
- Sala Stampa**
Press Room
- Business Point**
- Vinitaly Around The World**
- Info Point Sate: Servizio Assistenza**
Espositori, Vendita catalogo
Exhibitor Info Point, Catalogue sales

VERONAFIERE: SERVIZI | SERVICES

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

PADIGLIONI | HALL

1	EMILIA ROMAGNA EMILIA ROMAGNA
2	SICILIA e UMBRIA SICILY and UMBRIA
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 Vinitaly Tasting
11	BASILICATA, MOLISE e PUGLIA BASILICATA, MOLISE and APULIA
12	ABRUZZO, CALABRIA e altra provenienza ABRUZZO, CALABRIA and other locations
PALAEXPO	LOMBARDIA LOMBARDY Ristorante d'Autore: Celebrating Sport By Infront D'Autore Restaurant: Celebrating Sport By Infront Sale Degustazioni Tasting Rooms: Iris - Tulipano - Orchidea - Argento wine digital CENTRO CONGRESSI PALAEXPO: CONVENTION CENTRE PALAEXPO: Auditorium Verdi, Vivaldi, Salieri, Respighi e Mozart Business Point: Taste & Buy
A	LAZIO LATIUM
B	CAMPANIA e IRPINIA CAMPANIA and IRPINIA

C	Vinitaly Bio Vinitaly MicroMegaWines size quality Vinitaly Mixology
D	international _wine hall Vini internazionali International wines
F	ENOLITECH TECHNOLOGY & INNOVATION Agribio Bistrot
H	Food Court
I	XCELLENT BEERS

CENTRO SERVIZI | SERVICE CENTRE

"CASTELVECCHIO"
Area Stampa Tecnica Trade Press Area
"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
vinitaly AROUND THE WORLD
"BRA"
Sale Degustazioni A - B - C Tasting Rooms A - B - C
"DEI SIGNORI"
Ristorante Momenti d'Autore Momenti d'Autore Restaurant

RISTORAZIONE CATERING

Ristorante d'Arte d'Autore

1° piano Palaexpo
1st floor Palaexpo
+39 045 8298728

Food Court

Area H (Area Esterna Pad. 5 - 8)
(Outdoor Area Hall 5 - 8)

Goloso Restaurant

Take Away by FIC (Federazione Italiana Cuochi)
Pad.Sol
Hall Sol
+39 045 8298803

Club 89

Galleria delle Erbe (Pad. 4-5)
Delle Erbe Gallery (Halls 4-5)

Momenti d'Autore

1° piano Galleria dei Signori (Pad. 11-12)
1st floor Signori Gallery (Halls 11-12)
+39 045 8298703

Sala Otello

Galleria Arena (Pad. 6-7)
Area Gallery (Halls 6-7)

Agribio Bistrot

Pad. Enolitech
Hall Enolitech

Self Service Rigoletto

Galleria Arena (Pad. 6-7)
Area Gallery (Halls 6-7)

Street Food Gourmet

Area I (Area Esterna - Fronte Pad. 11)
(Outdoor Area - In front Hall 11)

Speedy Goloso

Area Esterna Pad. C
Outside Hall C

DEPOSITO BAGAGLI STORAGE-LUGGAGE

9.00 - 19.00 / 9.00 am 7.00 pm
Ingresso | Entrance Cangrande Piccola
+39 045 8298027
Ingresso | Entrance Re Teodorico
Ingresso | Entrance San Zeno

BANCHE BANKS

Banca Intesa - Palaexpo
Banco BPM - Palaexpo "Arena" gallery

POLIZIA DI STATO POLICE

Palaexpo - +39 045 8298011

PRONTO SOCCORSO FIRST AID

Palaexpo - +39 045 8298014

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Piazza Bra > Corso Porta Nuova > Veronafiere, Via Scopoli
lato muro di cinta VF
Frequenza ogni 20 minuti

Linea G

Parcheggio Genovesa > Veronafiere, Via Belgio
Frequenza ogni 15 minuti

Linea B

Stazione Porta Nuova > Viale Piave > Veronafiere, Viale
dell'Agricoltura lato nord uncredit
Frequenza ogni 15 minuti

Linea Aerobus

Aeroporto Valerio Catullo > Veronafiere, Via Scopoli lato
nord pensilina ATV
Frequenza ogni 60 minuti

Linea C

Parcheggio Stadio Bentegodi > Stazione Porta Nuova >
Veronafiere, Viale dell'Agricoltura lato nord uncredit
Frequenza ogni 15 minuti

+39 045 532666

Taxi a tariffa collettiva da Veronafiere
Collective taxi fare from Veronafiere



Costo 1/3 della tariffa urbana
per minimo 3 persone solo su corse urbane nessun
addebito per bagagli
Price 1/3 of the town fare for min. 3 persons
only town fare no charge for luggage

vinality
AROUND
THE WORLD

6-8 MAY 2025
Wine South America
Bento Gonçalves

9-11 MAY 2025
Wine To Asia
Shenzen

7 JULY 2025
Vinality Kazakhstan Roadshow
Almaty

15-17-19 SEPTEMBER 2025
Vinality China Roadshow
Beijing, Wuhan, Chengdu

OCTOBER 2025
Vinality,USA
Chicago

22-25 NOVEMBER 2025
Vinality @ Wine Vision
Belgrade

VISIT US!
Arena Gallery
HALLS 6-7



vinality.com



VINALITYANDTHECITY.COM

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VERONA IN WINE



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