

*9-12 April 2017 alongside Vinitaly and Sol&Agrifood*

## **SMART CELLARS AT ENOLITECH FOR WINE-GROWING THAT LOOKS TO THE FUTURE**

### **THE 20<sup>th</sup> EDITION SEES EXHIBITORS UP BY 30% FROM 15 COUNTRIES**

**The International Exhibition of Wine-Growing and Cellar Techniques & Olive-Growing and Olive Oil Technologies expands its range of services, especially as regards information technology, to optimise production cycles while also innovating the offering for traditional technical systems and proving that sustainability is no longer just a passing trend.**

**Verona, 27 March 2017** – An increase of 30% in exhibitor numbers compared to 2016 ensures that Enolitech 2017 will be even more impressive and complete as regards its offering of technologies, technical systems and services for the wine and olive oil sectors, joined this year by craft beers. The approximately 200 exhibitors attending this year from 15 countries could only be accommodated by expanding the Hall to almost 9,000 square metres gross.

Scheduled 9-12 April ([www.enolitech.it](http://www.enolitech.it)) in conjunction with Vinitaly and Sol&Agrifood (for whose exhibitors it is a technical service event), Enolitech this year celebrates 20 editions. After accompanying the evolution of wine and oil sectors starting off from activities in the field, over time the show has expanded the service sector in keeping with the needs of companies. Innovations this year largely involve exhibitors and the products on show.

Companies taking part - including some of the most important in the sector - originate not only from Italy but also the United States, France, Italy, Austria, Great Britain, Czech Republic, Spain, Ukraine, China, Denmark, Germany, Ireland, San Marino, Serbia and Switzerland. The purpose of their attendance at Enolitech is to get in touch with operators from all around the world: there were 38,000 visitors in 2016 (21% international).

Some of the most innovative proposals include customised and turnkey solutions for wine cellars 4.0 designed as futuristic control rooms connecting machinery, people and systems to optimise production processes and improve business efficiency and profitability. Similarly, an expanding number of increasingly specialised management software packages is also available.

Even packaging is evolving and becoming increasingly important. Made using recyclable materials, designed to protect product quality during transport, easy to handle and adaptable to world-wide logistics to meet the needs of small and large companies alike.

Moving up the supply chain to vineyards and olive groves, organic fertilizers come to the fore; equally, all agricultural activities are by now increasingly environment-friendly thanks to the recovery of all processing waste, from pruning to silicon paper labels applied to bottles.

The range of resins and industrial floorings is larger than ever, with leading companies in the food industry increasingly turning their interest to wine and olive oil producers.

Technologies and technical systems see major space dedicated to filling equipment, stoppers in cork, glass or synthetic materials, and bottles - including designer proposals - ready for sublimation, with equipment to do so directly on site thereby making it possible to customise product packaging. The importance of image is confirmed by the presence of a large number of companies specialising in the production of labels, with attractive solutions that also "decorate" bottles, provide information to protect consumers and promote the product.

Enolitech provides operators in the *horeca* with the tools of the trade such as professional furnishing and utensils, as increasingly refined design for air-conditioned showcases for wine, delicatessen meats and cheese, blown and polymer glasses, corkscrews and ice buckets.

Having come massively to the fore in recent years within Sol&Agrifood, the International Quality Agro-Food Exhibition held alongside Enolitech and Vinitaly, craft beers are coming increasingly to the attention of suppliers of brewery technology, with growing attendance at the event in Verona.

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