



*Exhibition scheduled alongside Vinitaly and Sol&Agrifood at Veronafiere 6-9 April*

**ENERGY FROM MARCS, ANTI-COUNTERFEITING LABELS  
AND MADE-TO-MEASURE OIL MILLS:  
INNOVATION IN THE WORLD OF WINE AND OLIVE OIL PASSES  
THROUGH ENOLITECH**

Since 1998, Enolitech has been the most comprehensive international showcase for machinery, equipment and accessories for production, bottling, transport, storage and tasting of wine and olive oil. There is a strong focus on professional tools for sommeliers, the *horeca* channel and wine lovers. Two hundred exhibitors taking part: with growth in international attendance compared to 2013 from France, Germany, Spain, Czech Republic, Great Britain, United States and Denmark.

**Verona, 20 March 2014.** The latest technological solutions and accessories for wine and olive oil are again in the forefront at Enolitech ([www.enolitech.com](http://www.enolitech.com)). The 17th edition of the International Exhibition of Wine-Growing and Cellar Techniques & Olive-Growing and Olive Oil Technologies returns from 6-9 April alongside with Vinitaly and Sol&Agrifood at Veronafiere.

Enolitech is a preferential meeting point between companies and specialist operators who can rely on the most complete showcase of machinery, equipment and accessories for the production, bottling, transport, storage and tasting of wine and olive oil. The offering ranges from machinery for vineyards and olive groves, to bottles and bottling machines, corks, corkscrews, glasses and small-scale wine cellars, through to furnishing accessories for wine shops and wine bars and professional tools for sommeliers and the *horeca* channel which equally become sought-after objects for wine lovers.

The event, with nearly 200 exhibitors, is the direct expression of the creative, design and construction excellence wherein "Made in Italy" production has historically enjoyed a leading position. Yet there is always interesting attendance by international companies - up again this year - with exhibitors from France, Germany, Spain, Czech Republic, Great Britain, United States and Denmark.

The exhibition offering this year is enhanced by the attendance for the first time of Tetra Pak, the world leader in food and beverage processing and packaging, and CSF srl with its multifunctional tool-carrier vehicles: these are two important names in the international panorama, joining other top companies such as Della Toffola, Kosme from Austria, Garbellotto, Italesse, Rastal and Scotton.

Major realities also taking part in the 2014 edition include TLA-Tecnologie Liquide Alimentari representing 9 wine-making and bottling machine sector companies at Enolitech.

The green economy and efficiency in the supply chain are the keywords for Herz, showing in Verona its boilers and plant producing energy from biomass from wine-making process residues, such as stalks and marcs.

The direction of sustainability and attention to the environment is also taken by the furnishings provided by L'Officina delle Idee 3.0 for the new "Brasserie Enolitech" catering service in the Hall itself: counter, tables and chairs are all made of recycled cardboard, with Kubedesign's famous style and technology.

Exhibitors at Enolitech could hardly not include the technical sponsors of Vinitaly: Zafferano for glasses, Electrolux for glass washers and kitchen materials, Pulltex for all material used in Vinitaly's official tastings.

Even details such as sophisticated packaging or design accessories can make all the difference in an increasingly specialised market: this is the direction taken by the solutions from Ponente, including the customised aerator with a gift at Vinitaly 2014.

And not only wine: the other half of Enolitech focuses on olive-growing and can rely on the co-presence of Sol&Agrifood - the Veronafiere exhibition dedicated to olive oil and quality agro-food products. In addition to tools for the olive harvest, with the latest innovations in the vibration system field, there are even the made-to-measure mills by Tuscan Company Enologica Mori, built to meet the needs of small and large producers.

Lastly, in areas where research and innovation are essential added values, significant attention is always given to the fight against counterfeiting, where Italian-sounding copies also affect technology. In addition to the anti-counterfeiting service activated by Veronafiere, solutions to the problem are even coming from exhibitors such as Sixtrue, making its debut at Enolitech with a special label with pigments that uniquely identify the product origin and can be controlled thanks to a simple smartphone and a specific app.

There is also a broad representation of service providers, such as apps for the sector, graphics and design, e-commerce, insurance and trading services.

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