



5 April - Palazzo della Gran Guardia

THE GREAT BEAUTY OF OPERAWINE 2014 CELEBRATES THE 100 BEST ITALIAN LABELS

Maurizio Martina, Minister of Agricultural, Food and Forestry Policies, at the inaugural ceremony, scheduled at 16.00.

Verona 4 April 2014. "The great beauty of OperaWine" is the title of the long-awaited and exclusive première event of the 48th Vinality on 5 April at the Palazzo della Gran Guardia in Verona.

The third annual Grand Tasting - "Finest Italian Wines, 100 Great Producers" - will spotlight the best 100 Italian labels selected by authoritative American magazine Wine Spectator.

The inaugural ceremony will be attended by **Maurizio Martina, Minister of Agricultural, Food and Forestry Policies**. The ribbon-cutting ceremony will also be attended by **Flavio Tosi**, Mayor of Verona.

The setting of OperaWine 2014 will invoke a Hollywood-like atmosphere, recalling the Oscar won recently by Italian cinema and in honour of the tradition of culture and performance that has always distinguished the City of Opera.

The "Red Carpet" welcoming the lucky few invited guests will enter the evocative setting of the Palazzo della Gran Guardia as the home to an exclusive tasting guided by the producers themselves and then the announcement the top-voted wine among the 100 chosen for the #BestOperaWine competition launched on Twitter.

This year's list includes labels by six new producers from six different regions – Lombardy, Marches, Sardinia, Basilicata, Calabria and Puglia – all examples of production excellence in the Italian wine scene (<http://www.operawine.it/producers/edition2014>)

From Hollywood to Verona - the Great Beauty of Italian wine will then embrace the audience of Vinality with the inauguration on 6 April and many appointments over following days until 9 April.

Ettore Riello, President of VeronaFiere, says: "As an Ambassador of Italian wine, it is an honour for Vinality to welcome six new producers sharing the same vision as OperaWine in promoting awareness of Italian wines. The activities of Vinality International seek to promote the excellence of Italian wines abroad and, at the same time, develop an effective network supporting distribution by generating contacts for our producers."

"Important initiatives such as OperaWine and the appointments organised by Vinality at shows throughout the world accompany producers towards internationalisation and consolidation of positions in a sector as dynamic and expanding such as wine," adds **Giovanni Mantovani**, CEO of Veronafiere.

"This year, communication by OperaWine will be more extensive and widespread than ever; it will be possible to follow the event live through our social media channels, which will publish content including videos, images and interviews, thereby allowing sector enthusiasts from all over the world – including 100,000 followers of Vinality – to share their passion with our producers and their extraordinary wines," concludes **Stevie Kim**, Managing Director of Vinality International.

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