



VINITALY WINE CLUB & ILSOLE24ORE.COM PRESENT

www.vini24.com

On-line from Saturday 5 April - the eve of the opening of 48th Vinality,



Verona, 5 April 2014 - At precisely one year from the launch of the on-line Vinality Wine Club, the innovative e-commerce service set up as a web-based extension of promotion and support for the wine sector and the "Vinality system", the Vinality Wine Club and IlSole24Ore.com announce the debut of Vini24.com: the new wine club offers users of Food24, the IlSole24Ore.com channel dedicated to excellence and trends for Made in Italy agro-foods, direct access to better

knowledge and culture of Italian wines by guiding them through discoveries and tastings of quality labels for all needs and every budget.

Vini24.com will propose a broad initial selection of about 250 wines from 150 cellars in 20 regions all over Italy. These include the prestigious 100 best wines chosen for Opera Wine by Wine Spectator, which will be joined in turn by a selection of fine wines under 10 euros for daily enjoyment.

Giovanni Mantovani, CEO & Director General of VeronaFiere, said: *"We are honoured to share with IlSole24Ore.com and its readers the increasingly intense and positive experience of this first year of our on-line promotion channel. We believe that Vini24.com may well become an interesting and timely meeting point for lovers of Italian wine, be they experts or just enthusiasts."*

Vini24.com is much more than just another routine e-commerce platform and was created to provide an introductory and purchasing experience involving the best Italian labels from many wine-growing areas - from the most famous to lesser known jewels - with a particularly engaging and exclusive formula. Through subscriptions from 39 euros/month, the **Vini24 Club** will help wine lovers discover, understand and purchase wines on-line through a simple, interactive and flexible formula. A journey discovering Italian regions through wine, involving 3 bottles every month to begin appreciating the wines and vineyards distinguishing the best Italian production. A flexible, non-binding subscription ensuring perfect, top quality and punctual customer service.



To ensure a high-value added experience, every single label included in the **Vini24** offer is assessed by the **Vinality Wine Club** Selection Committee so that members receive a balanced range of wines of the highest quality, truly representing the excellence of every Italian wine-making area through a range of products and prices that meet the needs of key markets.

Vinality International - International Media Dept.

Tel: +39 – 045- 8101447)

media@vinalitytour.com

Web: www.vinalitytour.com

Twitter: @VinalityTour

Join the Vinality International Network on [LinkedIn](#)

Veronafiere Press Service

Tel.: + 39.045.829.82.42 - 82.85

E-mail: pressoffice@veronafiere.it

Web: www.vinality.com