



Official opening on Saturday 23 May by Agriculture Minister Martina

**EXPO 2015 - "VINO - A TASTE OF ITALY":
AMBASSADORS, MINISTERS AND ENTREPRENEURS GET TOGETHER
AT THE FIRST PAVILION EVER DEDICATED TO WINE
IN THE HISTORY OF THE UNIVERSAL EXPOSITION**

The Italian Wine Experience Pavilion coordinated by the Scientific Committee of the Ministry of Agriculture chaired by Riccardo Cotarella, designed by Architect Italo Rota, art director of the installation, and developed by Veronafiere-Vinitaly, opened on the 1st of May and has already become a cult meeting place: John Robert Phillips, US Ambassador in Italy, Ministers Maurizio Martina and Pier Paolo Padoan, the President of the Veneto Region, Luca Zaia, wine entrepreneurs Marilisa Allegrini, Josè Rallo, Leonardo de' Frescobaldi and Domenico Zonin, President of the Italian Wine Union, as well as Aurelio De Laurentiis, well-known cinema entrepreneur and President of Naples FC.

Verona, 4 May 2015 – From the Ambassador of the United States of America in Italy, John Robert Phillips, to the Minister of Economy, Pier Carlo Padoan, the President of the Veneto Region, Luca Zaia, and the Chairman of the Scientific Committee of the Wine Pavilion and Assoenologi, Riccardo Cotarella. Not to mention well-known wine entrepreneurs Marilisa Allegrini, Josè Rallo and Leonardo de' Frescobaldi, together with Domenico Zonin, President of the Italian Wine Union, as well as film producer and President of Naples FC, Aurelio De Laurentiis.

And of course, the host of the event, the Minister of Agriculture, Maurizio Martina, who from the outset supported this emblematic project of Italian production and entrusted its implementation – jointly with Padiglione Italia – to Veronafiere-Vinitaly and the Scientific Committee.

A few hours before the inauguration of Expo 2015, "VINO - A Taste of ITALY" - the Italian Wine Experience Pavilion (which will be officially inaugurated on Saturday 23 May by Minister Martina) coordinated by the Ministry of Agriculture Scientific Committee, designed by Architect Italo Rota, art director of the installation, and developed by Veronafiere-Vinitaly – became the cult place for ambassadors, ministers, businessmen and national and international media, such as the official Beijing TV station which recorded a special report yesterday.

"The Wine Pavilion is a marvellous sign of Italy's capacity to produce absolutely top-level and high-quality initiatives. Congratulations for your excellent work," said Minister of the Economy, Pier Carlo Padoan, during a private visit last Saturday (2 May) to the Wine Pavilion for the inaugural raising of glasses. *"Wine is great, wine is pleasure,"* added the Minister, accompanied by Giuseppe Sala, CEO of Expo 2015.

And international visitors are precisely the audience targeted by the Pavilion to attract the attention of people who already love wine and others keen to learn more about one of the symbols of Made in Italy in the world.

"I've never seen so many labels in a single place," – said US Ambassador to Italy Phillips during his surprise visit during the opening day – *Italian wine is highly appreciated and widely enjoyed in the United States of America: personally, I love wines from Friuli because my maternal grandparents came from that region.*"

In the run up to official inauguration on Saturday 23 May, the Minister of Agriculture, Maurizio Martina, visited the Wine Pavilion on the second day of Expo opening and, after congratulating everyone who made the first Wine Pavilion in the history of the Universal Exposition possible, added: *"Congratulations, you have done really a fine job,"* before leaving a sticker near the statue of Juliet in which he mentioned a phrase by Mario Soldati *"wine is the poetry of the Earth"*.

Download the press kit using this link. **General snapshots and images of institutional visits to the Wine Pavilion on 1 - 2 May 2015 are also available:**

<http://www.vino2015.com/it/area-press/>

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