54th EDITION

vinitaly

INT'L WINE & SPIRITS EXHIBITION

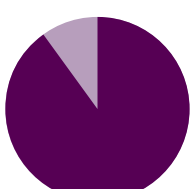
10 - 13
APRIL 2022

--> VERONA <--

PASSION IN BUSINESS

VINITALY FACTS & FIGURES

Vinitaly has accompanied growth in the wine system **for more than 50 years**, establishing itself as the largest exhibition specifically for wine business.



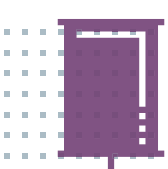
90%

of exhibiting companies view **Vinitaly** as an important **business** opportunity.

THE **2019** EDITION POSTED **RECORD-SETTING** RESULTS

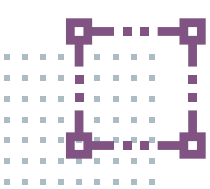
33.114

ACCREDITED INTERNATIONAL BUYERS



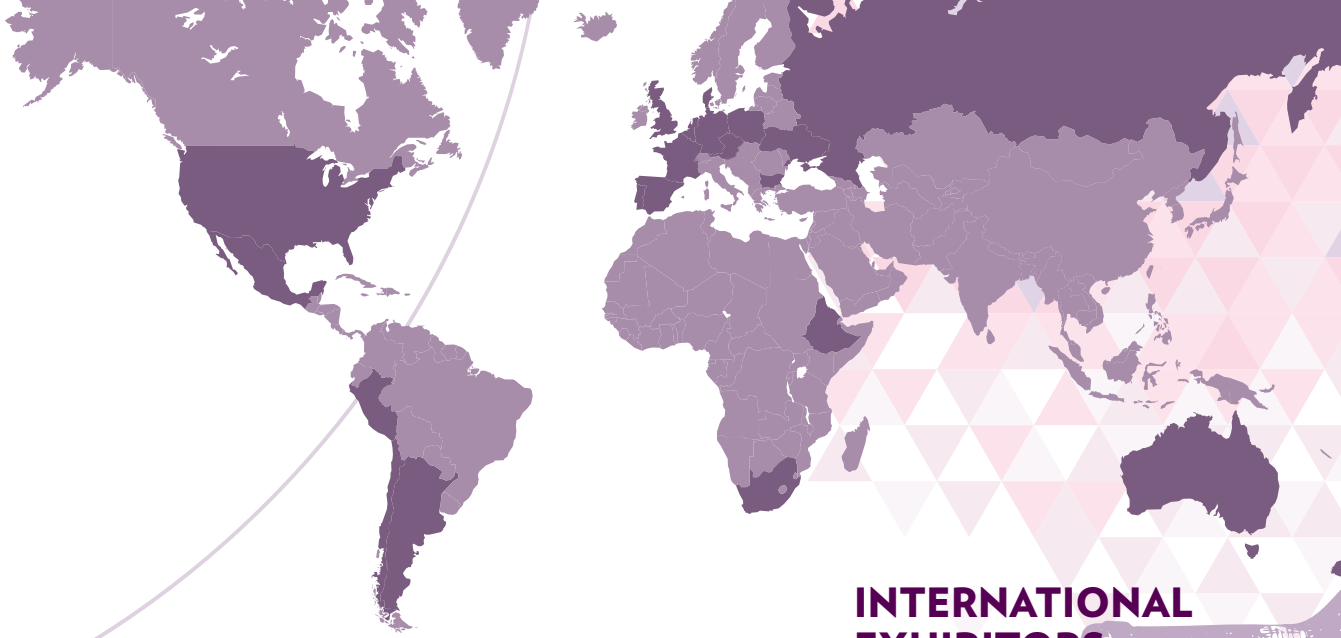
4.692

EXHIBITING COMPANIES



96.343 m^2

EXHIBITION AREA



ORIGIN OF ITALIAN EXHIBITORS

TUSCANY	725
PIEDMONT	651
VENETO	565
LOMBARDY	298
CAMPANIA	259
FRIULI VENEZIA GIULIA	220
EMILIA ROMAGNA	204
SICILY	201
TRENTINO ALTO ADIGE	190
APULIA	183
MARCHES	158
ABRUZZO	123
LATIUM	123
SARDINIA	112
CALABRIA	99
UMBRIA	94
LIGURIA	53
BASILICATA	43
MOLISE	30
AOSTA VALLEY	24

INTERNATIONAL EXHIBITORS

337

FROM **41** COUNTRIES

DIGITAL TRANSFORMATION

Innovation and technology support exhibitors in every attendance stage, from registration through to meetings with buyers:

PROMOTION SERVICES

SERVICES FOR STREAMLINING STAND WORK

ORGANISATION OF EVENTS

1.000

B2B MEETINGS BETWEEN PRODUCERS AND BUYERS ARE ORGANIZED DIRECTLY BY VINITALY

A FAIR ALWAYS MORE DIGITAL

EVENT

INTERNATIONAL BUYERS

INTERNATIONAL BUYERS' LOUNGE

Home to Taste&Buy: B2B meetings organized by Vinitaly between exhibitors and buyers selected by Veronafiere.

MEETING

ITALIAN BUYERS

DISTRIBUZIONE MODERNA

Area for B2B meetings between producers and operators in large-scale retail distribution.

TASTING

HO.RE.CA. OPERATORS

VINITALY TASTING - THE DOCTORWINE SELECTION

A Vinitaly tasting-event in collaboration with wine judge Daniele Cernilli, dedicated to buyers and Ho.re.ca. operators.

CUSTOMER SATISFACTION DATA 2019

BUYERS

125.117
VISITORS

95%
of Italian and international visitors expressed satisfaction over their attendance at Vinitaly.

33.114
ACCREDITED INTERNATIONAL BUYERS FROM 145 COUNTRIES

90%
of international buyers consider Vinitaly important for their business.

ACCREDITED BUYERS

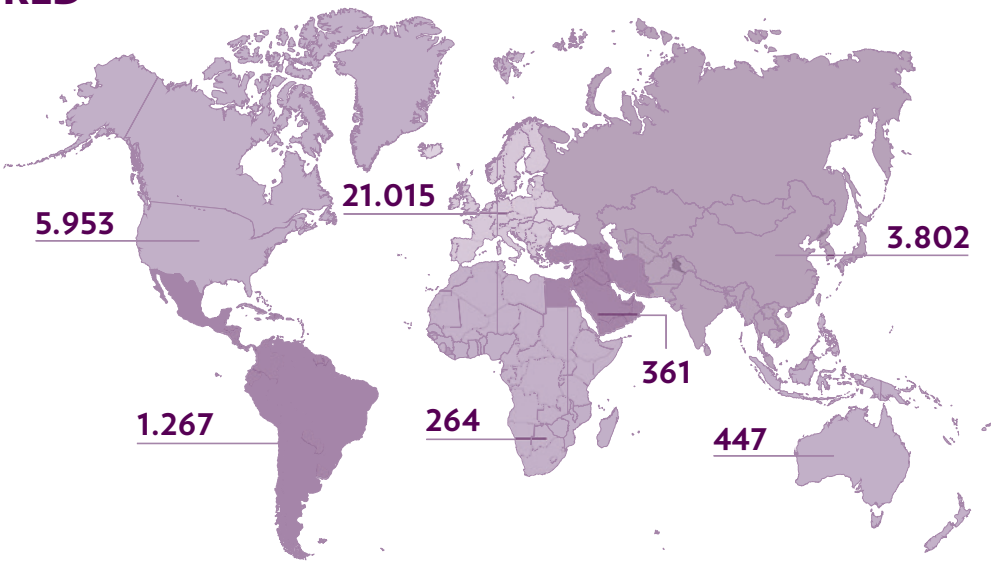
DISTRIBUTION **ITALY**

43.785
NORTH

21.116
CENTRE

9.661
SOUTH/ISLANDS

DISTRIBUTION **WORLD**



DISTRIBUTION **EUROPE - main countries**

GERMANY	3.907
SWITZERLAND	2.344
UNITED KINGDOM	2.271
FRANCE	1.100
BELGIUM	1.043
RUSSIA	980
NETHERLANDS	804
DENMARK	755
AUSTRIA	744
SWEDEN	703
CZECH REPUBLIC	611
POLAND	547
SPAIN	541
NORWAY	451
SLOVENIA	430
RUMANIA	382
UKRAINE	346
HUNGARY	304
CROATIA	249
BULGARIA	225
ESTONIA	222
FINLAND	209
ALBANIA	204
MALTA	165
SLOVAKIA	156
SERBIA	155
IRELAND	151
LUXEMBOURG	134
PORTUGAL	107
LITHUANIA	91

vinitalyPlus

JOIN THE TOP **PROFESSIONAL WINE** COMMUNITY

Vinitaly Plus is the new multilingual online venue, active all year round, designed and built by Vinitaly, where producers and trade professionals can meet by exploiting the advantages of digital and innovative tools.

FOR PRODUCERS

Producers can enter information about their companies, their wines and their events to ensure visibility, strengthen their positioning and get in touch with the international buyers registered on the platform.

FOR BUYERS

Buyers can register for free, create their own profile, search for new companies, products and events, contact directly the producers and chat with them.

- **10 LANGUAGES 365 DAYS A YEAR**
- **SEARCH ENGINE**
- **EVENTS CALENDAR**
- **MATCHMAKING AND LEADS**
- **CHAT**
- **AGENDA**
- **E-BUSINESS CARD EXCHANGE**

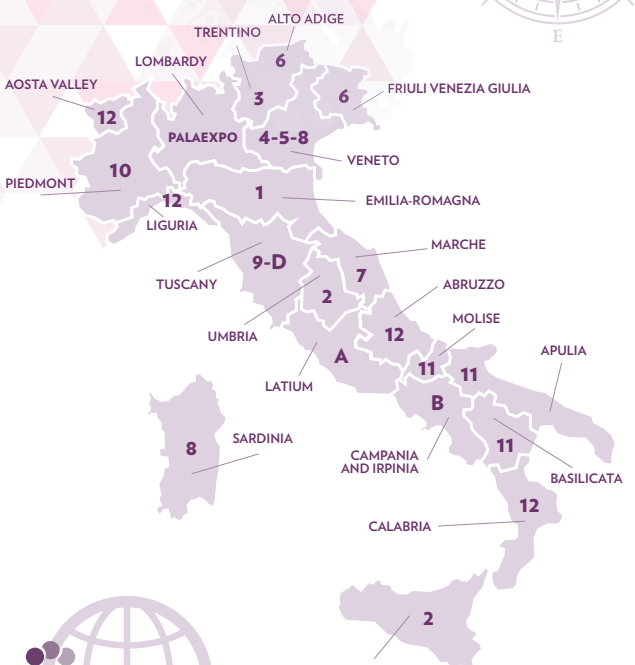
... AND MUCH MORE

During the fair, thanks to Vinitaly digital tools – Vinitaly Plus and Vinitaly App – the business is doubled.

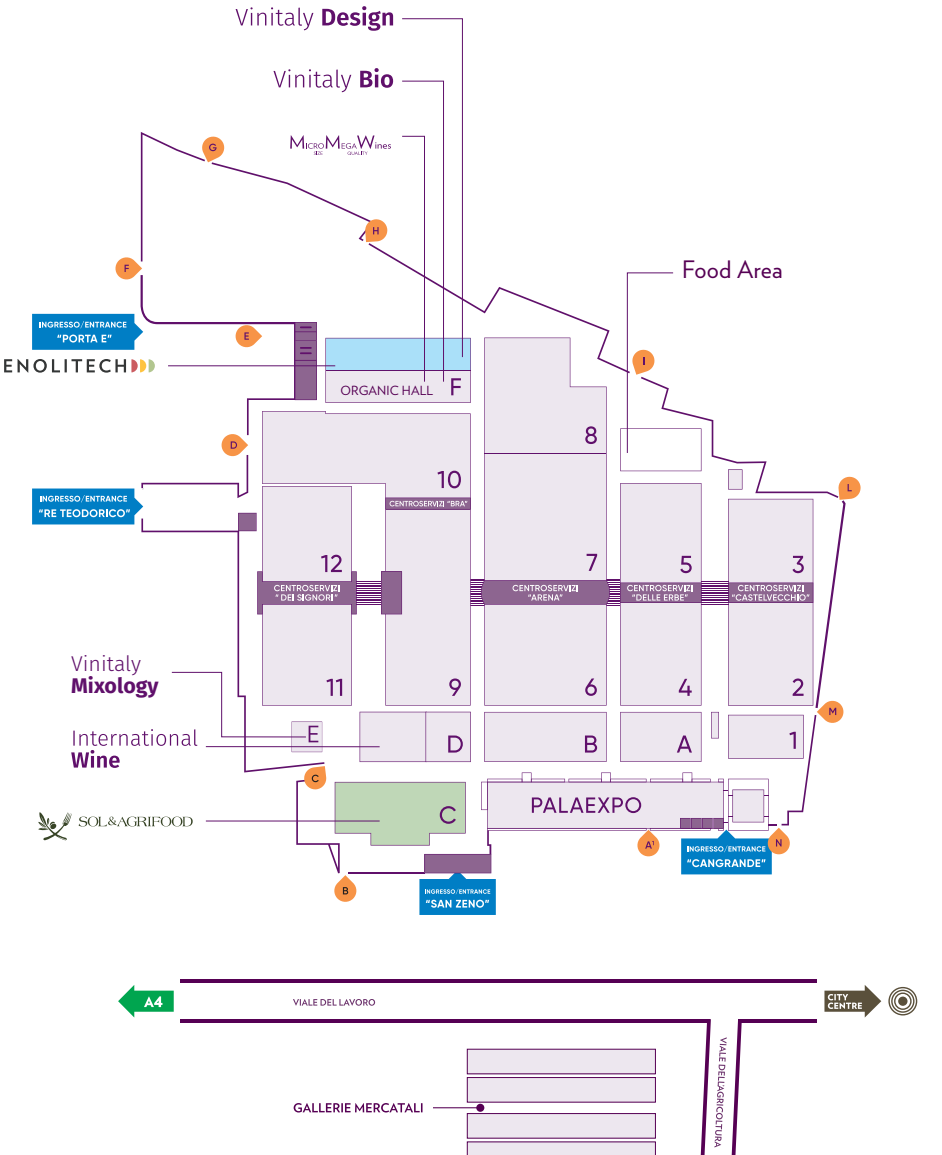
www.vinitalyplus.com

VINITALY **PLUS**

THE MAP AND THE REGIONAL HALLS



international wine



HALLS

1 EMILIA ROMAGNA

2 SICILY and UMBRIA

3 TRENTINO and other place

4 VENETO

5 VENETO

6 ALTO ADIGE, FRIULI VENEZIA GIULIA, SLOVENIA and other place

7 MARCHE, SLOVENIA and other place

8 SARDINIA, VENETO and other place

9 TUSCANY

10 PIEDMONT

11 BASILICATA, MOLISE and APULIA

12 ABRUZZO, CALABRIA, LIGURIA and AOSTA VALLEY

A LATIUM

B CAMPANIA and IRPINIA

C SOL&AGRIFOOD
Xcellent Beers

D TUSCANY
INTERNATIONAL
Business point:
Taste & Buy and Distribuzione Moderna

E VINITALY MIXOLOGY

F ENOLITECH
Vinitaly **design**
Vinitaly **bio**
Micro Mega Wines

H FOOD AREA

PALAEXPO
LOMBARDY

SERVICE CENTRE

PALAEXPO
D'Autore Restaurants
Yellow Meeting Room
wine2digital
Tasting Rooms
Iris - Tulipano - Orchidea - Argento
EUROPA CONFERENCE CENTRE:
Salieri - Vivaldi - Respighi - Mozart
Verdi Auditorium

DELLE ERBE
Press Room
Trade Press Area

ARENA
ARENA CONVENTION CENTRE:
Bellini - Puccini - Rossini

BRA
Tasting Rooms
A - B - C

DEI SIGNORI
Trade Press Area
Restaurant Self Service d'Autore

CASTELVECCHIO
Trade Press Area / Services

EVENTS

An important role in promoting contacts between operators and producers is played by the numerous events that Vinitaly organizes within the scope of the trade fair, as well as in Verona city centre and around the world, such as theme-based pavilions, guided tastings, walk-around tastings, focus analysis of the main markets, conferences and gala dinners.

400

EVENTS
OVER 4 SHOW DAYS

Vinitaly **Design**

Objects for tasting and serving, furnishings for wine cellars, wine shops and restaurants, customised packaging and gifts.

24° INT.L PACKAGING COMPETITION

vinitalydesign

24 March 2022

Rewarding the efforts of companies that invest in creativity to improve their image.

Vinitaly **Bio**

Exhibition of certified organic wine made in Italy and abroad.
This show will host guided tasting sessions and an organic vinoteque.

ENOLITECH

International exhibition of innovative technologies applied to the wine, beer and olive oil supply chain.

International **Wine**

Exhibition of international wine production. The tasting area will host a great many guided tastings organised by companies or national institutions to reveal wines and spirits from five continents.

Vinitaly **Mixology**

Exhibition Area dedicated to *mixology* with producers specializing in products for the world of cocktail and master classes where trend-setting bartenders will talk about products and trends.

Vinitaly EVENTS

MicroMegaWines
SIZE QUALITY

10-13 April 2022

The event specifically for companies with small production of extremely high quality wines from native and international grape varieties alike.

5 StarWines
Wine Without Walls

1-3 April 2022

5 StarWines - The Book
Wine Without Walls
Rewarding companies that invest in continuous product quality improvements.

wine2wine

November 2022

The Vinitaly wine business forum: a two-day event with updates, workshops and networking opportunities for Italian wine-makers and sector professionals. A social occasion that has helped launch the Italian wine community.

vinitaly AND THE city
VERONA IN WINE

8-11 April 2022

During Vinitaly, the squares in the historic centre of Verona come alive with Vinitaly and The City: the Vinitaly Off-Show event for all wine lovers. Meetings, musical performances, master classes and especially many wine tastings.

OperaWine

9 April 2022

Grand Tasting by Vinitaly: an exclusive event offering specialist operators from around the world the chance to meet Italian wine-makers selected by the Wine Spectator, leading American magazine.

VINITALY INTERNATIONAL Academy

Italian Wine Expert and Italian Wine Ambassador certification courses.

98% of people attending Vinitaly satisfied with the tasting programme published on vinitaly.com

SOL & AGRIFOOD

SOME **FACTS & FIGURES**

4.772 m²

EXHIBITION AREA

280

EXHIBITORS

58.000

VISITORS
15.500 international

SOL&AGRIFOOD
TASTE OF BUSINESS

10-13 April 2022

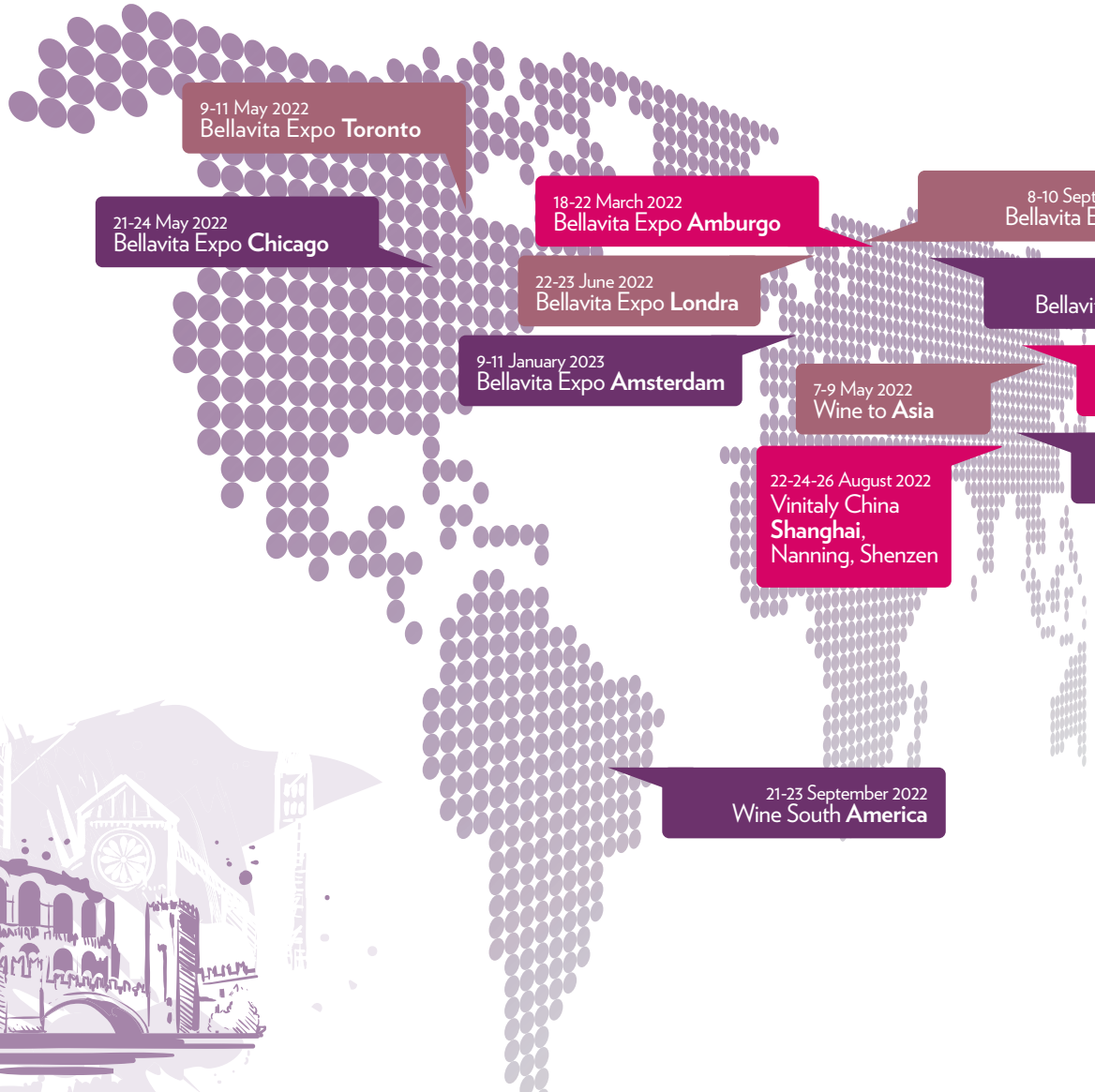
International Exhibition of Quality Agro-Foods - B2B trade fair highlighting product excellence extra virgin olive oil, food and craft beer.

XCELLENT BEERS

10-13 April 2022

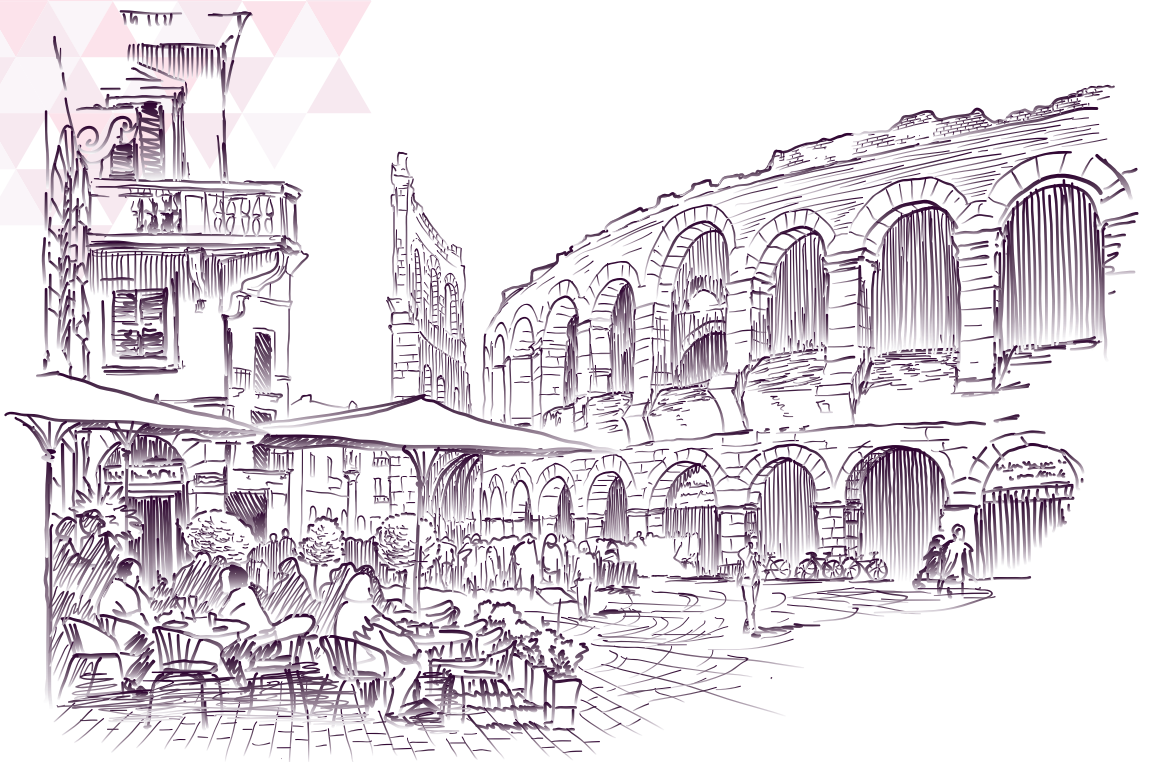
The area dedicated to craft beers, its innovative format, based on tastings, training and B2B moments allows the discovery and business of the product .

Vinitaly INTERNATIONAL events



The following calendar is subject to change, for updated information please visit the vinitaly.com site

THE CITY OF **VERONA**



Verona in a UNESCO world heritage site, a city of art, business and tourism.

The most evocative locations in Verona - such as the Arena and the Palazzo Gran Guardia - are specifically chosen by Vinitaly to host prestigious events and elegant gala evenings.

Verona is a member of the **Great Wine Capitals** initiative and is the **only Italian city among the 10 world capitals of wine**.

Great Wine Capitals
GLOBAL NETWORK | A WORLD OF EXCELLENCE

HOW TO REACH THE EXHIBITION

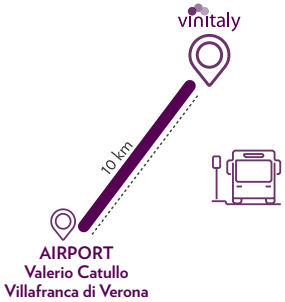
BY CAR

Verona is easily reached on the Serenissima Motorway (A4 Milan-Venice, exit for Verona Exhibition Centre: Verona Sud) or the Brennero-Modena Motorway (A22, exit: Verona Nord).

BY TRAIN

Travelling by train has always been the most convenient, fast and sustainable way to reach Vinitaly. For travelers getting off the train, a connection is active that allows them to reach Vinitaly in less than 10 minutes.

AIRPORT



There is a free shuttle service to/from the Exhibition Centre during the event.

FREE SHUTTLE BUSES

Connections with the Exhibition Centre are ensured by FREE SHUTTLE BUSES serving the routes from and to car parks, the city centre, the railway station and the airport.

CONTACTS
FOR MORE INFORMATION
www.vinitaly.com | info.vinitaly@veronafiere.com

#vinitaly2022

Organized by
veronafiere
Trade shows & events since 1898