

The calendar of events on [www.vinitalyandthecity.com](http://www.vinitalyandthecity.com)

## VINITALY AND THE CITY: THE MAGIC OF VINITALY SPECIALLY FOR WINE LOVERS

### FOUR DAYS OF WINE, HISTORY AND MUSIC IN THE CENTRE OF VERONA AND SHOPS OPEN UNDER THE STARS

Vinitaly at Veronafiore 10-13 April is exclusively a trade-only event... yet 8-11 April the general public of wine lovers will be able to enjoy Vinitaly and the City in the historic heart of Verona: a full-scale off-show event wine and food tastings, music and cultural performances, dj sets and meetings focusing on wine and food topics. Shopping Night of Saturday 9 April. Big names and young singers from San Remo Festival

**Verona, 18 March 2016** – Vinitaly has opted for the historic centre of Verona to offer consumers four days dedicated to wine, food and culture. The heart of Verona, **from Friday 8 to, will be home to Vinitaly and the City** - the event dedicated specifically to **wine lovers** with a "**long night**" on Saturday 9 April that also involves local shops. The off-show event involves some of the finest historical locations in Verona with a programme of interesting tastings and events, not the least in the company of famous guests.

The virtual tour around the locations for **Vinitaly and the City** begins in one of the most elegant areas of the city, **Piazza dei Signori**, where professional sommeliers will help wine lovers discover the best Italian wines proposed by tutelage consortia and wine cellars, while *I love Italian Food* will organise mini-tastings focusing on 100% Italian excellence in the *food & wine points*. The labels highlighted during Vinitaly and the City are available after purchasing a ticket (12 euros, with an on-line promotion of 10 euros) including three wine and two food tastings.

The event continues the *Vinitaly and the City Lounge*, held in the nearby **Loggia di Fra' Giocondo**. This area is home to the cultural activities included in the initiative: there will be scheduled debates focusing on *wine and culture* topics as well as meetings with journalists and figures in the Italian art scene.

Events continue in **Cortile del Mercato Vecchio** with *Vinitaly and the City Music Lounge* and its genuine 'glam' atmosphere: tastings of wine and food line up alongside free performances by nationally known artists and dj sets as unique occasions full of flavour and entertainment. A number of San Remo Music Festival stars have already confirmed, including Irene Fornaciari and Francesco Gabbani, the winner of this year's younger performer section.

The off-show event also ensures special attention for enthusiasts of organic wine - by now developing from a niche product into trend-setting reality - in the halls of the **Austrian Arsenal** with **BIologic**, the exhibition event (ticket 10 euros for 3 tastes) where visitors can enjoy genuine organic and biodynamic wines as well as performances and artistic-cultural encounters revealing the flavours and traditions of Italy with "delicacies on wheels" thanks to the *gourmet food truck*.

The Vinitaly and the City project includes a tour-tasting as well as **guided wine and food tours** which, between historical story-telling and tastings of wines from all over Italy, will stop off in historical sites throughout the city whereby ancient archaeological sites are also joined by famous restaurants taking part in this initiative.

For more information, the programme and live news about the event: <http://www.vinitalyandthecity.com> - <http://www.vinitaly.com/it/vinitaly-and-the-city/>

Facebook: <https://www.facebook.com/events/794877283949508/>

Buying tickets: <http://www.vivaticket.it/index.php?nvpg%5btour%5d&id=1702> and [www.vinitaly.it/it/vinitaly-and-the-city](http://www.vinitaly.it/it/vinitaly-and-the-city)

WHERE

**Vinitaly and the City - Wine and Food • Music and Event (8-11 April 2016)**

Piazza di Signori - Loggia di Fra' Giocondo - Cortile del Mercato Vecchio (historic centre of Verona)

**BIologic Wine (8-11 April 2016)** - Austrian Arsenal (Piazza Arsenale)

**WHEN**

**Friday 8: 17:00 - 24:00**

**Saturday 9 & Sunday 10: 11:00 - 24.00**

**Monday 11: 17:00 - 24:00**

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