



vinitaly
INTERNATIONAL WINE & SPIRITS EXHIBITION

2016 Press Folder

mipaaf
ministero delle
politiche agricole
alimentari e forestali



ITA
ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane
1926 **90** 2016

REGIONE DEL VENETO

provincia
Verona

**Comune
di Verona**

VERONAFIERE



From "Giornate del Vino" in the 1967 to the visit of the President of the Republic Giorgio Napolitano in 2010

September 22 and 23 saw the Italian Wine Days event, marking the official birth of Vinitaly

The fair became Vinitaly – Itarnational Wine-Growing Show, an authentic commercial exhibition

1967

1968

1969

1970

1971

1972

1973

Founded when there was not yet a business event for wine, Vinitaly is renowned for maintaining international leadership for 50 years thanks to its

10 - 13 April 2016

WINE BUSINESS AT VINITALY

EIGHT MILLION EUROS INVESTED FOR INCOMING, FACILITIES AND SERVICES

BUYERS IN THE EXHIBITION CENTRE. OFF-SHOW EVENT IN THE CITY FOR WINE LOVERS

The 50th edition saw increased investments for incoming activities, facilities and company services; trade operators expected from more than 140 countries. More exhibitors, more b2b meetings and tastings to promote business; exclusive tastings and haute cuisine to promote the culture of wine. Sol&Agrifood and Enolitech exhibitions held alongside Vinitaly: a unique synergy within the international exhibition scene. For wine lovers who want to experience the magic of Vinitaly in a space dedicated entirely to them, the historic centre of Verona is home 8-11 April to an intense programme of tastings and events during the off-show event Vinitaly and the City.

Fifty years of Italian wine history, fifty editions of Vinitaly. From the Italian Wine Days held in the Gran Guardia in 1967 encouraging debate concerning the recent law (1963) instituting designations of origin for wines through to the Vinitaly International Academy helping to train new Italian wine experts all over the world and thereby become ambassadors and communicators in all five continents.

Today, Vinitaly is a network comprising Vinitaly International, OperaWine, Vinitaly Wine Club, VIA-Vinitaly International Academy, wine2wine, Sol&Agrifood, Enolitech and associated awards (from the new International 5 Star Wines Award to Sol d'Oro, which was split into Northern and Southern Hemisphere competitions in 2014).

INAUGURATION WITH PRESIDENT MATTARELLA. CONCLUSION WITH MINISTERS OF AGRICULTURE

The inauguration of Vinitaly 2016 is scheduled for 10 April in the presence of the President of the Republic, Sergio Mattarella. This is the first time that a Head of State speaks at the opening ceremony for the International Wine and Spirits Exhibition.

"The President of the Republic, Sergio Mattarella, will inaugurate the 50th edition of Vinitaly," announced the President of Veronafiere, Maurizio Danese. "This is gesture of considerable attention for those entrepreneurs whose skills have helped build a sector that in 5 decades has become the pride of Italy around the world, as well as to their children who today continue this work with enthusiasm and knowledge, looking to the future with passion and confidence."

The official visit by President Mattarella is not the only one highlighting the importance of Vinitaly in Italy and worldwide and this 50th anniversary edition.

A visit by Prime Minister Matteo Renzi is also scheduled on Monday 11 April.

The Minister of Agricultural, Food and Forestry Policies, Maurizio Martina, will also be in attendance from 9 April (the date of OperaWine and the Vinitaly Gala in the Arena) for four days of work during the Show, after convening the Forum of Agricultural Ministers representing 16 European wine-producing countries at Vinitaly on 13 April.

This network of relationships and activities prompted the Italian Government initially to acknowledge Vinitaly as the organiser during Expo 2015 of VINO - A Taste of ITALY, the first Pavilion ever dedicated to wine in the history of the Universal Exposition, and then as a b2b platform for the sector through inclusion in the Special Made in Italy Promotion Plan envisaging joint activities on foreign markets of interest and qualified incoming operators and buyers attending the exhibition in Italy. This activity involved direct and indirect investments totalling 8 million euros for the 2016 edition alone across incoming promotions and improvements to facilities and services.

The aim is to strengthen already significant international attendance even further (almost 55 thousand professionals from 141 countries, representing 37% of total visitors).

The 50th edition of Vinitaly (10-13 April), the International Wine and Spirits Exhibition and the held in Europe in the 1960s, will by no means merely be a celebration of the past but sets its sight firmly on the future: 2016 is not only a year for drawing up the balance sheets but also an opportunity for rising the stakes even higher.

And it is in this context that Veronafiere, as the owner of the Vinitaly trademark and organizer of the exhibition, has scheduled events and activities having the sole purpose of promoting the business of client companies in every possible

way under the mission banner of "wine business in the exhibition centre, wine festival in the city".

And the wine business is precisely the direction taken by the even stronger incoming plan targeting countries such as Germany, Austria, Switzerland, United Kingdom, Scandinavia, Poland, USA and Canada, Russia, Japan and China - as well as specific operators for natural and organic wines in markets where demand is high, such as Northern Europe, Scandinavia, Germany and Benelux.

An important innovation for the 50th edition is the new International 5 Star Wines Award: it is designed to be a genuine marketing lever for companies taking part, with an international jury made up of experts in specific production areas which will only consider wines from those areas used methods recognized by the market.

Finally, Vinitaly and the City is scheduled Friday 8 to Monday 11 April in collaboration with the Verona City Council and the Province of Verona. This edition offers four days dedicated exclusively to consumers with events and initiatives in the finest locations of the city combining food, wine, culture and music.

This is merely a "first sip" of what the 50th Vinitaly holds in store, with the firm intention of continuing to narrate the history of Italian wine for the next fifty years.

Vininternational. International attendance in the Vininternational Hall from the most important producer countries continues to expand. This year the limelight is on Spain: the Espacio España co-organized by Icx (Spanish Institute for Foreign Trade) is home to an impressive group attendance by 18 wine cellars representing all the country's wine-making territories. China is attending Vinitaly for the first time, while Australia, France, Switzerland, Portugal, Argentina and Serbia have also confirmed; there will also be wines from the United Kingdom, Georgia and Azerbaijan - all with a full programme of tastings. As usual, Croatia and Slovenia retain their locations in Hall 6. International producers are also taking part in Vinitalybio, with Spain, France and Romania, while Vivit will spotlight wines from France, Slovenia and Argentina.

Business. The focus of the show is more than ever on business - and this is why new filters have been included in the visitor registration procedure. At the same time, there will be more trade delegations selected from around 30 countries by Veronafiere to take part in the b2b meetings within the scope of Taste and buy. These delegations will be joined by buyers identified by ICE-Italian Trade Agency as part of the special plan for the promotion of Made in Italy set in motion by the Ministry for Economic Development. They will attend tastings organised conducted by Regions and Consortia.

Grand Tasting. Three great tastings this year will celebrate the 50 editions of Vinitaly. The first presents the astonishing evolution of Italian wine - as fully witnessed by Vinitaly - and comparing labels from 1967 through to today with 10 companies belonging to the Women in Wine Association. The second involves AIS in "Fifty Years of Vinitaly in Five Wines", one per decade, while the third, organised by Vinitaly itself, presents iconic wines from France and Italy united in excellence, presented by Raoul Salama, a French academician and internationally acclaimed wine writer.

VIA Tastings. The appointments of Vinitaly International Academy are increasingly prestigious and unique, with executive classes organized by Scientific Director Ian D'Agata involving the best wines from all over the world: Pinot Gris Clos Saint-Urbain Rangen de Thann Zind-Humbrecht, widely regarded as the world's finest Pinot Gris, with a vertical tasting starting from the legendary 1983 vintage; plus eight great wines of the world presented by Jean-Claude Berrouet, universally acknowledged as one of the three most important oenologists of the last 50 years; from the charm of Georgia's artisan wines to the many facets of the great wines of Bordeaux and some rare French grape varieties and even Chinese wines, making their debut at Vinitaly. There is also a great deal of Italy in the V.I.A. Tastings, with a tribute to Giacomo Tachis and a tasting of wines made from rare grape varieties, four of which re-discovered recently and highlighted in tastings for the first time.

Tasting Ex... press. Organised in collaboration with the most important international magazines, Tasting Ex ... press includes presentations of Food&Wine pairings with Joe Wadsack IXSC Communicator of the Year 2016, an award sponsored by Vinitaly. The tour of the wine world this year also includes the 'boutique' of Australian wine, with wines from Tasmania, Hunter Valley, Adelaide Hills and other wine-growing regions in the country, as well as trips around the Champagne heartlands, Pinot Gris from Northern Europe and wines from Slovenia and Hungary; wine tourism is the theme for tastings dedicated to Ukraine, Georgia and Moldova. Lastly, Seminario Veronelli presents the great vineyards of Italy, while Gambero Rosso highlights the nine wines chosen as protagonists of the year after taking special awards in the 2016 edition of its Guide.

IN TRADE ONLY EXHIBITION

Incoming attendance from 30 countries, involving direct investments and funds made available through the special Made in Italy promotion plan set in motion by the Ministry for Economic Development whereby ICE-Italian Trade Agency will select trade delegations accompanied to Verona for business matching with companies, regional groupings and consortia.

Nearly one thousand buyers taking part in b2b meetings during Taste and buy, the Vinitaly initiative organised in the International Buyers Lounge (Hall 11) with Italian and foreign wine cellars and tasting specifically organized by Regions and Consortia on their own stands or in the new ICE tasting area housed in Hall 10.

Old and new markets alike are among the target countries this year, identified not the least in response to requests by exhibitors: Germany, Austria, Switzerland, United Kingdom, Scandinavia, USA and Canada, Russia, Japan, China, Hong Kong, France, Spain, Portugal, Poland, Czech Republic, Slovakia, Hungary, Balkans, Greece, Lithuania, Estonia, Azerbaijan, Kazakhstan, Uzbekistan, Brazil, Colombia, Mexico, Latin America, Argentina, Korea, Thailand, Vietnam, Singapore, Taipei, Asean countries, South Africa, Angola, Mozambique, Ethiopia, Uganda, Turkey and Israel.

Natural and organic wines will benefit from specific incoming operations in Northern Europe, Scandinavia, Germany and Benelux.

Foreign buyers will be able to take advantage of the International Buyers' Lounge, with free tasting of labels specifically selected for international markets by exhibiting companies.

The Vinitalybio wine store (Hall 8), on the other hand, is home to all the certified organic wines taking part in Vinitaly (and not just those enrolled for this specific show).

Business with major retail chains will benefit from the upgraded GDO Buyers' Club, with fourteen brands looking to select new suppliers.



market. At the outset, the event was known as "Giornate del Vino" (Italian Wine Days), with conventions discussing the legislation (Law 930) that

OFF-SHOW "VINITALY AND THE CITY" EVENT FOR WINE LOVER

While Vinitaly as such is exclusively trade-only, wine lovers will be able to enjoy - Friday 8 to Monday 11 April - a full-scale off-show event: Vinitaly and the City (<http://vinitalyandthecity.com>) will take place in the historic heart of Verona, with tastings, cultural events and live music.

Piazza dei Signori will be home to a wide selection of wines from all over Italy, with tastings offered by professional sommeliers in conjunction with gastronomic specialities.

The Vinitaly and the City Lounge, set up in the nearby Loggia di Fra' Giocondo, will host an impressive programme of activities focusing on wine and culture, while the Old Market Courtyard is the stage for Vinitaly and the City Music Lounge - a glam setting with performances and dj sets by well-known Italian artists.

For admirers of organic and biodynamic wines, the Off-Show event also proposes Biologic, set up in the halls of the Austrian Arsenal and another event boasting a full programme of music and meetings.

The Vinitaly and the City project and its taste and visit formula includes numerous guided gourmet tours which, between stories and tastings of wines from all over Italy, will stop off in historical sites throughout the city and famous restaurants taking part in this initiative.

For more information, programme and news about the event:

<http://vinitalyandthecity.com/>

Tickets are also available through www.vivaticket.it and, on exhibition days, at the info points throughout the city.

Not to be missed tasting events. Gambero Rosso is also organising a major walk around event focusing on wines earning its "Tre Bicchieri 2016" awards, while the Sicily Region presents the wines of Etna. The schedule of tastings is completed with Doctor Wine by Cernilli, Young to Young for young bloggers conceived by Paolo Massobrio and Marco Gatti and the tasting with ONAV, FISAR and AIS.

For tastings and how to take part:

<http://www.vinitaly.com/it/eventi/calendario/> (applying tastings filter).

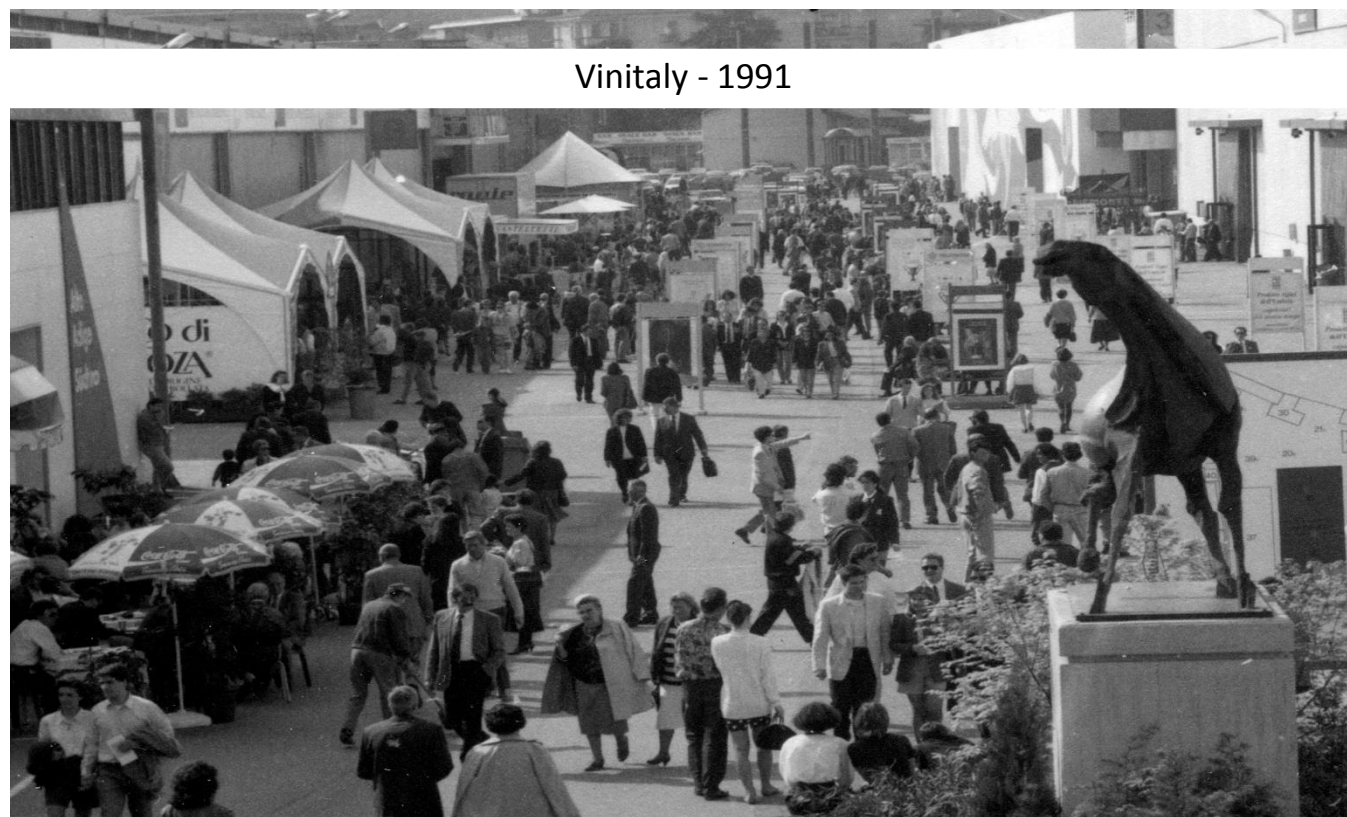
Changes to the exhibition centre layout. More space is made available to companies and new activities with the inauguration - precisely on the occasion of the 50th Vinitaly - of the extension of Hall 10 totalling 1500 square metres net.

This new facility is home for the first time to settings by Table&Co - Design at Table ensuring liaison between Enolitech and Vinitaly and dedicated to horeca and contract sector professionals. Round, square, oval and rectangular - every shape and size of table creates a different relationship among the diners that must be understood and enhanced through the most suitable arrangements on offer to customers in restaurants and bars. This exhibition highlights number of tables laid with china, cutlery and glasses by the world's leading companies, in addition to the objects and furniture by selected brands. The tables will also focus on the wines taking awards in the International Packaging Competition 2016.

Hall 8 is home this year to Vinitalybio, with exhibitors and the Wine Store with all the organic wines taking part in the show, and Vivit, as well as the FIVI Italian Federation of Independent Wine-Growers group show with 110 companies.

Compared to the traditional layout, some Regions change their locations: exhibitors from Basilicata are now in Hall 11, those from Calabria move to Hall 12 and those from Umbria are now in Hall 2.

Wine & landscape: an experimental happening. The



Vinitaly - 1991

Women of Wine Association, in collaboration with Vinitaly, is promoting the "Wine&Landscape blind date" experimental happening in the Hall 10 extension area. This project, entrusted to the Crea-Vit Wine-Growing Research Centre in Conegliano (TV), seeks - through sensory, visual and taste experience - to involve wine professionals attending the four days of the exhibition and thereby collect a wealth of otherwise unimaginable information in order to understand how the landscape is perceived and rewarded by consumers. The project involves some of the most important Italian tutelage consortia and leading suppliers of technical products.

Sol&Agrifood and Enolitech. Enolitech and Sol&Agrifood are also scheduled alongside the International Wine and Spirits Exhibition.

The international exhibition of quality food (www.solagrifood.com), with the products of its exhibitors, cooking shows and the finals of the first edition of the Jam Cup, the Junior Assistant Master Trophy of the Italian Federation of Chefs - Fic, enables buyers to experience food and wine pairings they can then offer to their own customers.

The offering in the wine and olive oil sectors is completed by Enolitech - the International Exhibition of Wine-Growing and Oenology and

The first Salone dell'Oliva (Olive Exhibition) was held inside Vinitaly. It became Sol in 1998

1981 — 1982 — 1983 — 1984 — 1985 — 1986 — 1987 — 1988

in 1963 set up the denominations of origin as well as technical aspects. There were also a few dozen wineries which also offered direct sales the final

Olive-Growing and Olive Oil Technologies - that showcases the know-how ensuring Italian leadership in the production and export of wine, olive oil and all the tools and accessories for conservation and service. Hall F - where Enolitech is housed this year - is positioned line with the corridor of Hall 10 occupied by Vinitaly to ensure greater continuity between the two exhibitions.

More information about Sol&Agrifood and Enolitech is available on the following pages.

Great cuisine... between business and wine&food culture. Lunch breaks at Vinitaly can be something more than just a snack since for five decades the International Wine Exhibition promoted the exceptionally strong bond between wine and food in Italy.

Every day, the Ristorante d'Autore (1st floor, Palaexpo), under the guidance of journalists Paolo Massobrio and Marco Gatti, ensures an appointment with dishes and wines that reveal the paths taken by chefs and wine-makers over this half century. Four ways to narrate Italian culinary genius in collaboration with the IE *cucinE italianE* – Great Italian Chefs: traditional Italian regional and local cuisine, contemporary Italian cuisine, Italian haute cuisine and new Italian cuisine. This formula - specifically defined at Vinitaly - this year welcomes four "iconic" chefs and their different modes of culinary expression to the kitchens of Ristorante d'Autore: Roberto Conti of Trussardi in Milan, Cristian Magri, owner with his wife Emanuela of the Magri Restaurant in Settimo Milanese (MI), Gaetano Trovato, owner with his brother Giovanni of Arnolfo in Colle Val d'Elsa (SI), and - on the last day - Rudy Casalini of Locanda 4Ciacole in Roverchiara (VR). Their dishes will be combined with wines selected by the Movimento Turismo and sparkling wine by the Prosecco DOC Consortium.

For those with little time, the Self Service d'Autore Restaurant (1st, Signori Gallery – Halls 10-11) offers style and elegance every day with two Italian chefs (one for the seafood menu and one for meat) belonging to the Jeunes Restaurateurs d'Europe Association: Walter Bianconi of Bianconi Restaurant in Villa Rota, Ravenna, Herbert Hintner of Zur Rose Restaurant in San Michele Appiano (BZ), Giulio Coppola of La Galleria Restaurant in Gragnano (NA), Renato Rizzardi of La Locanda di Piero in Montecchio Precalcino (VI), Vinod Sookar and Antonella Ricci of Al Fornello da Ricci Restaurant in Ceglie Messapica (BR), Ombretta and Filippo Saporito of La Leggenda di Frati Restaurant in Costa San Giorgio (FI), Paolo Masieri of Paolo & Barbara Restaurant in Sanremo (IM) and Paolo Donei of Malga Panna Restaurant in Moena (TN).

The Goloso Restaurant at Sol&Agrifood (Hall C) is open every day from 11.30 with chefs belonging to the Italian Federation of Chefs - FIC who will prepare sophisticated menus comprising an hors d'oeuvre, main seafood dish, main meat dish, main vegetarian dish and many delicious desserts.

An informal atmosphere equally focusing on quality is offered by Locanda Enolitech – Terre di Maremma: an area inside Hall F for a quick meal with typical specialities of the Maremma area.

New timetable and new services. This year, Vinitaly will close half an hour earlier in the evening (9.30-18.00 instead of 18.30), with entry allowed to visitors from Sunday to Tuesday until 17.00 and Wednesdays until 16.00. The professionalization of the event is further enhanced by turning the tickets offered by exhibiting companies into personal and electronic access documents.

New services this year also include direct invitation free of charge by Vinitaly of foreign operators indicated by companies.

Small-medium exhibitors not having a space suitable for business negotiations on their stands will be able to use the Vinitaly Vip Lounge for meetings with clients (Area H). There are now more entrances and bathrooms specifically for exhibitors, while security inside the exhibition centre has been upgraded to ensure order.

Entrances will also be reserved for foreign visitors and parking areas will be optimized, with those retained for exhibitors that are not occupied by 12 noon made available to everyone. There will also be more frequent shuttle buses to and from parking areas than in the past.

More toilet facilities have been installed throughout the exhibition centre and clearly signposted to improve usability.

Connectivity in the exhibition centre is improved by 30%, with a wi-fi network capable of supporting up to 12,000 simultaneous smartphone and tablet connections.

VINITALY FACTS & FIGURES

Record numbers for the 50th edition of Vinitaly, with more than 4100 exhibitors over a net area of 100,000 square metres.

In 2015, the International wine and spirits exhibition attracted 4,095 exhibitors from 23 countries, with 150,145 professional visitors, 37.05% of whom (54,934) from 141 Countries (compared to 119 in 2014) (Data certified by FKM). There were also 2,661 journalists from all over the world.

The net exhibition area in 2015 came to 96,262 square meters; 180,100 square meters gross.

2015 CUSTOMER SATISFACTION

Customer satisfaction analysis carried out every year by an independent agency suggests that exhibitors and operators identify the strength of Vinitaly in terms of the number of business contacts that can be achieved as an assurance of effective business results. The survey commissioned by Vinitaly indicated that during the four days of the exhibition, 72% of international operators placed purchase orders and 84.4% found new suppliers, while 64.5% also discovered the latest innovations on the market; the latter figure improves to 86.2% for Italian operators.

FIFTIETH ANNIVERSARY - AWARD MANED AFTER BETTI, A POSTAGE STAMP FRANKING, DIPLOMAS FOR HISTORIC EXHIBITOR COMPANIES AND EXTRAORDINARY TASTINGS



Angelo Betti receives Cangrande Benemeriti della Vitivinicoltura Award - 1990

DOC wines celebrating 50 YEARS

Vernaccia di San Gimignano
 Est! Est!! Est!!!
 Ischia
 Frascati
 Bianco di Pitigliano
 Brunello di Montalcino
 Barbaresco
 Barolo
 Aprilia
 Vino Nobile Di Montepulciano

Vinitaly celebrates the important milestone of fifty editions with an award named after its "inventor" Angelo Betti and the companies which have shared its "career" since the very first edition.

Angelo Betti - at the time director of the press officer and in charge of new projects at Veronafiere (and later on Secretary General) - is honoured this year with the naming of the Angelo Betti "Merit in Wine-Growing" Award, formerly the Cangrande Award presented since 1973 to the main figures in the Italian wine world.

The 42 wine producers who have attended every event since 1967, on the other hand, will be awarded a "50 Vinitalys Together" diploma.

For this special edition, the traditional Gala Dinner prior to the inauguration of Vinitaly has a prestigious location in the Arena, the Roman amphitheatre symbolising the city of Verona.

Three celebratory tastings are scheduled during Vinitaly. The first highlights extraordinary evolution of Italian wine-making with "Fifty Years of Wine with a Feminine Touch" (Sunday 10 April), with labels from 1967 through to today by 10 cellars belonging to the Women in Wine Association.

On Monday 11 April, Vinitaly proposes the grand tasting "France and Italy, United in excellence", led by Raoul Salama, with the very best French and Italian wines.

AIS on Tuesday 12 is organising "50 Years of Vinitaly in 5 Wines - A great wine for each decade since 1967".

There is even a celebratory postage stamp in the theme series

"Excellence in the production and economic system" issued by the Ministry of Economic Development on Monday 11 April.

AN AWARD FOR COMPANIES ATTENDING ALL FIFTY VINITALYS

Agricoltori del Chianti Geografico	Eugenio Collavini Viticoltori
Aldegheri	F.lli Tedeschi
Allegrini - Poggio al Tesoro - San Polo	Famiglia Cecchi
Antica Azienda Agricola Vitivinicola Leone de Castris	Fraccaroli
Azienda Agricola Poggi Giorgio	Giorgio Lungarotti
Barbi	Guerrieri Rizzardi
Bersano Vini Spa	Marchesi di Barolo
Bertani Domains Srl	Marchesi Frescobaldi
Bortolomiol Spa	Masi Agricola S.p.a.
Braida di Giacomo Bologna Srl	Montesor Giacomo
Candido Francesco Spa	Pasqua Vigneti e Cantine Spa
Cantina Bolla	Ruffino
Cantina Colli del Soligo	Ruggeri & C. Srl
Cantina di Castelnuovo del Garda	Terre del Barolo
Cantina di Soave	Umani Ronchi
Cantina Montelliana e dei Colli Asolani	Villadoria
Casa Vinicola Sartori	Vini Fabiano Verona
Castelli del Grevepesa	Vini La Delizia
Cavit Sc	Zardetto Spumanti
Chiarli - Modena	Zenato Azienda Vitivinicola
Donelli Vini Spa	Zonin 1821

WINE IN ITALY: FACTS AND FIGURES

2015 was a record year for Italian wine exports, worth 5.39 billion euros (+5.4% over 2014), confirming forecasts published by the Wine Observatory over the past few months. Sparkling wines are the authentic star performers in this success story, worth 985 million euros (+17%) for a trade volume of about 2.8 million hectolitres (+15%). This segment - that includes Prosecco - spearheaded demand with an increase of 30% in volume (more than 1.8 million hectolitres) and 32% in value (over 660 million euros).

The Wine Observatory, promoted by the Italian Wine Union with institutional partners (ISMEA, CREA and others) under the auspices of the Ministry for Agricultural, Food and Forestry Policies, also published data for the sector in Italy.

- Italian wine-making companies: about 310,000, 21% of all agricultural companies
- Employment: 1 million 250 thousand employees throughout the supply chain
- Production 2015: 47 million hl of wine (+12% on 2014)
- Vineyard area: 637,634 (4% of UAA, Utilised Agricultural Area) – of which 334,000 (52%) DOCG and DOC and 156,000 (24%) IGT
- Denominations of origin: 73 DOCG, 332 DOC and 118 IGT wines
- Total value of production (2014): 3.9 billion euros (1.9 DOCG and DOC - 0.8 IGT - 1.2 table wines)
- Total turnover by wine-making companies (2014): 12.4 billion euros (9.4% of revenues in the agro-food industry and 7.2% of agricultural revenue)
- Total exports in 2015 (with variations compared to 2014):
 - 5.4 billion euros (+5.4%) - a new record
 - 20.1 million hectolitres (-1.8%)
 - average unitary value: +7.3%
 - wine exports: 14.7% of total Italian agro-food exports that in 2015 came to 36.8 billion euros (+7.3%)



Vinitaly - 1977

FACTS & FIGURES - WINE WORLD-WIDE

- World production in 2015: 275.7 million hectolitres (estimate, excluding juice and must), slightly up (+2%) compared to 2014. Italy, with 48.9 million hectolitres, is once again the world's leading producer, followed by France with 47.4 million and Spain with 36.6 million hectolitres. The United States, for the second year in a row, posted high output with 22.1 million hectolitres (+0.5% compared to 2014), while in South America production fell in Argentina (13.4 million hl, -12.1%) but grew in Chile (12.87 million hectolitres). Output in Australia (12 million hl) and New Zealand (2.4 million hectolitres) was in line with averages; South Africa was stable with 11.3 million hl
- The main exporter in terms of quantity is Spain with almost 24 million hectolitres, of which over 13.96 million hectolitres of bulk wine. Italy follows, with almost 20 million hectolitres, of which more than 12 million in bottles and over 2.77 of sparkling wines, and France (14.64 million hectolitres); Chile and Australia took fourth and fifth places.
- The export value table is led by France, with more than 9 billion dollars, followed by Italy (5.94 billion dollars) and Spain (2.92 billion dollars); Chile takes fourth place, with Australia in fifth.
- The leading importer of bottled and sparkling wines is the United States. Followed, for bottled wines, by the United Kingdom, China, Germany and Canada, while the United Kingdom, Japan, Germany and Switzerland follow as regards imports of sparkling wines. As for bulk wine, the main importing countries are, in order, United Kingdom, Germany, USA, Russia and Canada.

Source for world statistics: OIV and Wine by Numbers - Corriere Vinicolo



mention international trade professionals, to the point of attracting 55,000 in 2015 from 141 countries, thereby accounting for 37% of

SERVICE PLATFORM FOR QUALITY WINE AND FOOD

The importance of Vinitaly as an across-the-board platform of services for companies and institutions has been built over time, thanks to the ability to become:

- a business-oriented event in Verona in synergy with Enolitech (www.enolitech.it) and Sol&Agrifood (www.solagrifood.com) in order to provide specialist operators arriving from all over the world a complete overview of Italian wine-making, wine cellar and territories, as well as innovative technologies and unique food traditions;
- events abroad (all year round) promoting Made in Italy with Vinitaly International (www.vinitalyinternational.com) through promotional, marketing and training activities directly on the most interesting wine markets on behalf of individual companies as well as an operations arm implementing projects funded by EU and national institutions backed up by intensive communication and web marketing on the leading social networks;
- an international educational project with VIA -Vinitaly International Academy (<http://www.vinitalyinternational.com/it/vinitaly-international-academy>) to create a network of qualified ambassadors of Italian wine who support divulgation and knowledge of Italian wine production;
- an event presenting the most influential international journalists and foreign buyers with OperaWine (www.operawine.it) covering the 100 best Italian producers chosen in collaboration with Wine Spectator magazine;
- the business forum for the wine world with wine2wine (www.wine2wine.net) providing information, training and networking in the Italian wine sector;
- an online sales channel in Italy and certain target countries with Vinitaly Wine Club (www.vinitalyclub.com).



total visitors. Professional operators crowding the halls of Vinitaly increase year after year and consumers as such became less interesting for exhibiting

5 STAR WINES AND WINE WITHOUT WALLS - THE NEW QUALITY AWARDS FOR COMPANY MARKETING

The main news for 2016 is the creation of the 5 Star Wines Award (1-3 April), which replaces the International Wine Competition after 22 editions. After defining the competition format - designed to stimulate comparisons and quality improvements for wines from around the world - Vinality's new target is to provide award-winning companies with a marketing tool that is recognisable and easy to understand by buyers and consumers. This is the 5 Star Wines sticker indicating the score (90 and above) affixed to the label. To ensure the highest quality of this Award, juries are coordinated by Ian D'Agata (Scientific Director of Vinality International Academy) and selected for their on-the-spot knowledge of wines and terroirs. The award boasts the collaboration of Italian Oenologists and a highly prestigious panel of judges, comprising some of the most famous star sommeliers, oenologists, wine writers and journalists of world renown (for info: <http://www.vinality.com/en/exhibitor-area/vinality-international-competitions/5-Star-Wines/>).

Wine Without Walls (1 April) is another new event dedicated to wines containing no more than 40 mg/l of sulphites produced without the use of micro-oxygenation procedures, concentrators, reverse osmosis, thermo-vinification, malolactic fermentation blocking and/or irrigation. The Panel Chairman of Wine Without Walls is Alice Feiring, a world renowned expert (for info: <http://www.vinality.com/it/area-espositori/concorsi-internazionali/giurati-winewithoutwalls/>).

The International Packaging Competition celebrates twenty editions this year (March 24). The competition is dedicated to the best finished bottles for wines, spirits, liqueurs and extra virgin olive oil and has become an opportunity for comparisons of trends and innovations in graphics, design and packaging fields. The President of the Jury in 2016 is Cleto Munari, an internationally renowned designer (for info: <http://www.vinality.com/en/exhibitor-area/vinality-international-competitions/international-packaging-competition/>).

THE ITALIAN WINE EXPERTS AND AMBASSADORS OF THE VINITALY INTERNATIONAL ACADEMY

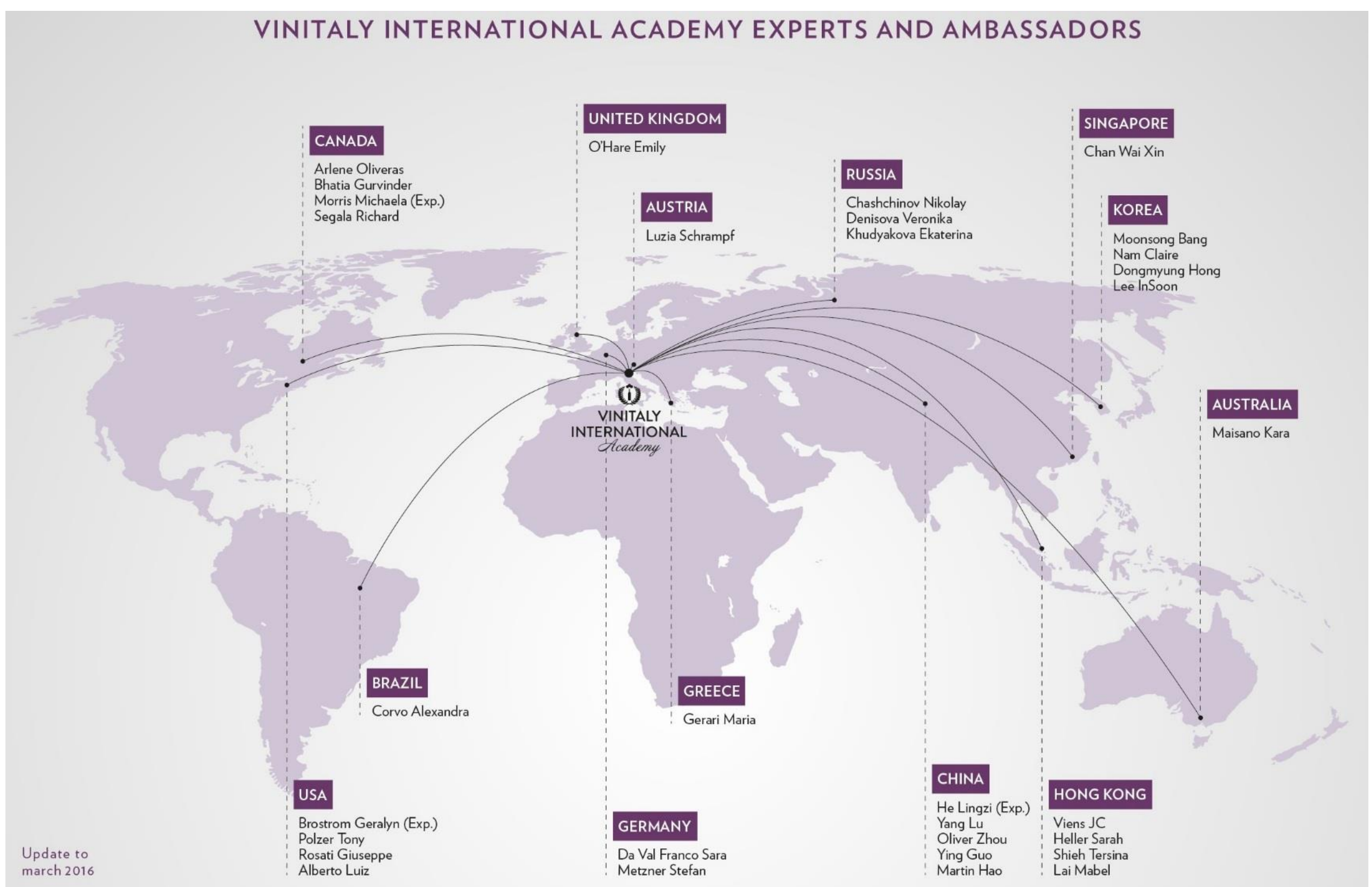
There are currently three certified Italian Wine Experts and 29 Italian Wine Ambassadors accredited by Vinality International Academy (VIA), an innovative educational project designed to create new Ambassadors of Italian wine world-wide.

Conceived by Vinality International (www.vinalityinternational.com), VIA aims to make the complexity of Italian wine more accessible through promotion, explanation and divulgation of the country's varieties and terroirs, working at every level of knowledge and with special attention to every single consumer market in order to create an expert community active throughout the world.

The Scientific Director is Ian D'Agata, a very well-known and highly regarded wine expert.

In addition to the Executive Wine Seminars held abroad (USA, China, Korea, Australia, Germany, Switzerland, Austria, Hong Kong, Russia and Canada), VIA also organizes certification courses for ambassadors and experts in the week prior to Vinality in Verona.

The second certification course is scheduled this year 4-8 April.



companies: wine was no longer sold in bottles during the show: work now involved distributors, buyers and importers - even travelling around the

WINE SPECTATOR & VINITALY PRESENT

OperaWine

FINEST ITALIAN WINES

100 GREAT PRODUCERS

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VERONA, SATURDAY APRIL 9TH, 2016

PALAZZO DELLA GRAN GUARDIA

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FINEST ITALIAN WINES - 100 Great Producers

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Avignonesi
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Carpineto
Casanova di Neri
Castellare di Castellina

Castello d'Albola
Castello di Ama
Castello di Fonterutoli
Castello di Volpaia
Fèlsina
Fontodi
Frescobaldi
Le Macchiole
Marchesi Antinori
Mastrojanni
Ornellaia
Petrolo
San Felice
Siro Pacenti
Tenuta di Nozzole
Tenuta Il Palagio
Tenuta Il Poggione
Tenuta San Guido
Tenuta Sette Ponti
Valdicava

TRENTINO ALTO ADIGE

Cantina Terlano
Elena Walch
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Arnaldo Caprai
Lungarotti
Tabarrini

VALLE D'AOSTA

Maison Anselmet

VENETO

Allegrini
Bellenda
Bertani
Bisot Viticoltori
in Valdobbiadene
Cesari
Fratelli Tedeschi
Graziano Prà
Masi
Pieropan Leonildo
Suavia
Tommasi Family Estates
Zenato Azienda Vitivinicola

FROM "GIORNATE DEL VINO" TO "EXPO 2015", FROM ASIA TO AMERICA: VINITALY'S 50 YEARS OF HISTORY

Having reached the landmark of 50 editions (the event was founded as "Wine Days" in 1967), Vinitaly the event that more than any other has marked the evolution of the national and international wine system, helping to make wine one of the most exciting and dynamic realities in the primary sector.

After earning international status in 1978, in 1998 Vinitaly launched its promotional activities abroad, starting with China and then other countries in South-East Asia (India, Japan, Korea), the United States, Canada and Australia. This was in turn flanked by training activities in 2014 with VIA - Vinitaly International Academy, the latest initiative supporting the ambassadors of Italian wine around the world.

In 1987, Vinitaly hosted the first Olive Exhibition, which a year later became Sol. Agrifood Club was launched in 2008 as the Quality Agro-Food Exhibition; it was merged in 2013 with Sol to give life to Sol&Agrifood.

The first edition of Enolitech was held in 1998 - International Exhibition of Technology for Wine-Growing, Oenology/Olive-Growing and Olive Oil Production.

In 2010, for the first time in the history of the Exhibition, Vinitaly was officially visited by the President of the Republic (Giorgio Napolitano); 2014 was the turn for Prime Minister Matteo Renzi.



In 2012, the number of event days was reduced from 5 to 4; the schedule during the week was also changed, from Thursday-Monday to Sunday-Wednesday.

OperaWine also came into being as the event on the eve of Vinitaly presenting the 100 best Italian wine cellars chosen in collaboration with Wine Spectator magazine.

For the first time, Vinitaly also hosted a specific show for organic and biodynamic wines, with ViViT – Vineyards, Winegrowers and Terroirs.

In 2014, Vinitaly inaugurated two new shows: Vininternational – ensuring strong impact for attendance by international exhibitors - and Vinitalybio for certified organic wines, while VIVIT remains the showcase for "craft" wines.

During the 2014 Edition, Vinitaly - given its role of leadership in the internationalization of Italian wine companies, was appointed by the Ministry of Agricultural, Food and Forestry Policies with the task of implementing and managing VINO - A Taste of Italy - the Wine Pavilion at Expo Milan 2015.

The Pavilion - the first ever dedicated to wine in the history of the Universal Exposition - put forward a cultural and tasting route involving 3,600 labels, 150,000 bottles and about 800,000 tastings and was visited by 2.1 million people, with 20% from abroad (especially China).

Success was highlighted by the Class Expo Pavilion Heritage Award for the best Pavilion focusing on a single food-sector product.

In 2015, to complete the range of services offered by Vinitaly, Veronafiore promoted wine2wine, the new wine business forum.

The show, acknowledged as a strategic economic lever for the internationalisation of Italian wine companies, in 2016 is again part of the special Made in Italy promotion plan funded by the Ministry of Economic Development.

After an initial experience in 2002, Vinitaly "conquered" America with *Vinitaly US Tour* and participated at IFOWS, the Italian Food and Wine Show in Mumbai, India

The *Vinitaly brand* was expended directly, for the first time after six years, in China, and, as an absolute first, also in Russia

First edition of *Agrifood Club*, the *Quality Agro-Foods Exhibition*

The new Pavilion 1 was inaugurated taking the trade fair gross covered surface area to 150,000 MQ. The Vinitaly World Tour went to Korea for the first time

2003

2004

2005

2006

2007

2008

2009

world thanks to Vinitaly International. In 2003 Vinitaly was flanked by a new Off-Show event in the city dedicated to wine lovers and in 2012 Vinitaly

EXCELLENCE IN AGRO-FOODS AND QUALITY EXTRA VIRGIN OLIVE OIL A TASTE FOR BUSINESS AT SOL&AGRIFOOD

An enticing trade-only show scheduled 10-13 April 2016: Sol&Agrifood (www.solagrifood.com) has become an international landmark for food sector operators seeking product niches of excellence, be they traditional or innovative proposals yet in any case capable of responding to increasingly discerning and multi-faceted market demand.

The most widely represented products are olive oil, pasta and bakery goods, craft beers, cheese, chocolate, coffee, preserves and condiments and delicatessen meats - yet Sol&Agrifood embraces all agro-food and fresh produce sectors.

Much more than just a show, the international exhibition of Agro-Foods is a place where marketing takes place by giving buyers the chance to experiment with how products are used, thanks to cooking shows, educational event and guided tastings - and even chefs attend lessons. The goal is to promote culture, in theoretical and practical terms because the differences between such excellence and mass-processed industrial products must be understood and appreciated.



Sol - 1996

Foreign buyers. Visited in 2015 by almost 15,000 foreign operators from 80 countries out of a total of more than 64,000 visitors, every year for Sol&Agrifood Veronafiere organises incoming operations focusing on international trade delegations - backed up this year by ICE-Italian Trade Agency thanks to funds provided through the special Made in Italy promotion plan implemented by the Ministry of Economic Development. Foreign buyers will be invited to b2b meetings with exhibitors in the Multi-Functional Meeting Room and to attend cooking shows and product tastings in the Forum area.

Delicatessen Meats and Biodiversity. This is the new theme area this year joining Cheese Experience, A Taste of Coffee and the space dedicated to craft beers. Developed with the 5T Academy and in collaboration with the Parma City Council - the only Italian city to boast, since December 2015, UNESCO recognition as a "creative city for gastronomy" - Delicatessen Meats and Biodiversity provides a path between excellence and unusual items selected from among more than 1,000 Italian specialities -

but only those made in accordance with nature and the knowledge acquired in over the centuries from Celtic and Roman cultures through to our own days.

Many tastings are scheduled: the three winners of the Italian Salami Championships help reveal the differences between delicatessen meat "schools" in northern, central and southern Italy; then comes delicatessen game from the Bologna Apennines and, blending tradition and product innovation, genuine n'duja from Calabria, ciauscolo from the Monti Sibillini and meats cured without using saltpetre.

Beer Area. The area has been expanded this year, with a new zone dedicated to theme tastings in collaboration with Assobirra and Confcommercio; more craft breweries than ever are taking part coming not only from Italy but also Austria, Bavaria, Belgium and Malta.

Cheese Experience. Here, PDO cheese takes the stage with workshops conducted by Master Tasters of the National Cheese Tasters Association (ONAF). In addition to getting to know cheese, there are also suggestions for matching them correctly with white, red and sparkling wines, as well as craft beers.

A Taste of Coffee. This theme area set up by SCAE (Speciality Coffee Association of Europe) shows visitors how to make and taste coffee, as well as to play with the senses: taste and smell put the best coffees to the test, discovering aromas shared with tea and wine.

Extra virgin olive oil. Sol&Agrifood is the international landmark exhibition for quality extra virgin olive oil. In addition to the many Italian companies offering olive oils with a strong territorial character, there are also institutional group shows by Morocco and Croatia.

Extra virgin olive oil will be involved in many tasting and training activities, such as Find the Fake, mini-courses with comparative tasting tests between true high quality Italian extra virgin olive oils and poor quality oils organised by Unaprol.

The Evobar is home to free tastings of the olive oils taking awards in the International Sol d'Oro northern hemisphere and southern hemisphere competitions, while business meetings are being organized as walk-around events or b2b meetings in the GDO-Retail Buyer's Club.

The Mantegna Meeting Room is home to guided tastings: In addition to the Stellar Oils, the winners of the International Sol d'Oro Northern and Southern Hemisphere competitions, the best local area expressions of extra virgin olive oil take the limelight.

Sunday 10 April (16.00 - Vivaldi Meeting Room - Palaexpo, basement) welcomes the tasting "Oils of Italy 2016 - The best extra virgin olive oils from the 2015 harvest" organized by Gambero Rosso - Unaprol in collaboration with Veronafiere.

Tastings. Over the four days of the exhibition, guided tastings of products offered by the exhibitors will be held in the Forum area - the heart of Sol&Agrifood - where tasting experience and cooking shows take turns to communicate product culture among traders. The latter have the task of ensuring a link between and producers and consumers looking for quality agro-food products.

Things get going with sheep "prosciutto" and "salami" from the Veneto and then move on to more traditional delicatessen specialities, cheese, beer, extra virgin olive oils, jams and preserves.

Chefs: some take part in competitions and others go to school again. Extra virgin olive oils, especially those receiving special mentions in the Sol d'Oro competition, are the protagonists - together with young chefs belonging to the Italian Chefs Federation (FIC), of the Jam Cup finals, the first Junior Assistant Master Trophy organised by FIC. 16 contestants selected during heats held in previous months will battle it out in cooking shows. They have the task of preparing dishes suited to the type of fruity olive oil made available to them. The judges are the FIC master chefs attending Sol&Agrifood also in the role of chefs of the Goloso Restaurant.

Learning how to cook correctly with extra virgin olive oil sees Sol&Agrifood - in collaboration with Aipo (Interregional Olive Oil Producers Association-Verona) - offer full-scale training for professional chefs conducted by Marcantonio Sagramoso, an award-winning chef with in-depth knowledge of this product.

Conventions: focus on product safeguards and consumer protection. "Agro-piracy: When Italy knows how to defend itself" is the title of the Conference that on Monday 11 April (10.30 – Multipurpose Meeting Room) inaugurates Sol&Agrifood. An appointment that seeks to focus on the risks and opportunities of international markets and fight against the "Italian sounding" phenomenon to win new market shares. Speakers include Giancarlo Caselli, a magistrate who is now Chairman of the Scientific Committee of the Observatory on Crime in the agriculture and agro-food system. The debate will be animated by Colomba Mongiello, Vice-President of the Parliamentary Commission of Inquiry into counterfeiting, piracy and illegal trade. Case histories include the successful international protection experiences of the Parmigiano-Reggiano Consortium.

Tuesday 12 February (10.30 – Multi-purpose meeting room) sees a discussion about labels during the Conference "Reading quality extra virgin olive oil: what information is needed to protect consumers and producers?" organised with the Guide published by Slow Food Editore.

Wednesday 12 June (11.30 – Multi-purpose meeting room) compares experiences with "Increasingly demanding international consumers: is good, clean and fair enough?" The Conference organised in collaboration with Teatro Naturale will be attended by representatives of the main European consumer magazines.

Golosario Award. This award is now at its 7th edition and was set up in collaboration with food and wine critics Paolo Massobrio and Marco Gatti to reward emerging excellence in the agro-food sector on show during Sol&Agrifood. A special and strictly incognito jury tastes products on display and draws up a ranking. The winners will be announced on the last day of the exhibition and are included in the Golosario Guide.

Giorgione: testimonial at Sol&Agrifood. The colourful scenario of characters dedicated to cuisine to be seen on every TV screen don't include very many who make careful use of extra virgin olive oil. Often, if not always, a mere "dash" or "trickle" of "olive oil" is used without ever going into specific details.

Giorgio "Giorgione" Barchesi, as ever, goes his own way. He is a testimonial for Sol&Agrifood 2015 & 2016 and is familiar face on Gambero Rosso Channel - as well as author of the bestseller "Giorgione: vegetable plot and cuisine".

There will be a half-hour conversation with operators and the press on date Tuesday 12 April at 17.00 in the Multi-purpose meeting room.

Quality lunch break. Sol&Agrifood is also home to the Goloso Restaurant. Every day, chefs belonging to the Italian Federation of Chefs (FIC) will prepare menus comprising an appetizer, main seafood or meat or vegetarian dish and many delicious desserts.

For those in a hurry but still keen to enjoy a quality snack there is Speedy Goloso, the catering point serving sandwiches and finger food prepared using products supplied by exhibitors.

OLIVE OIL IN ITALY: FACTS AND FIGURES

- Olive farms: about 900,000
- Hectares of olive groves: over 1.1 million hectares
- 2015 production (estimate): 302,000 tonnes of oil
- Olive sector turnover (industrial stage): 3 billion euros, equal to 3% of total turnover in the agro-food industry
- PDO and PGI products: out of recognised quality olive oils in the EU, almost 40% are Italian brands with 43 products (42 PDO and 1 PGI). Greece and Spain follow with 29 recognitions each.
The Italian PDO and PGI olive oil sector achieves turnover of more than 84 million euros, of which almost 54 from exports. Certified olive oil production comes to no more than 2-3% of total but 6% in terms of value. Italian production of PDO/PGI certified olive oil in 2014 came close to 11 thousand tonnes
- Italy and the world:
 - 2nd olive oil producer after Spain
 - 1st importer
 - 2nd exporter, with over 321,000 tonnes in 2015 worth more than 1.44 billion euros. Three-quarters of sales abroad is represented by fine oils (virgin and extra virgin)

(Source Ministry of Agriculture, Ismea, Istat)

INNOVATION IN THE WINE AND OLIVE OIL VALUE CHAIN PASSES THROUGH ENOLITECH 2016 EDITION: BIGGER AND MORE INTERNATIONALITY

New technologies and innovations, logistics, packaging and computer management programs: Enolitech during Vinitaly 2016 will showcase all the tools needed for modern cellars and 2.0 oil mills. Now at its 19th edition, the international exhibition dedicated to Wine-Growing and Cellar Techniques and Olive-Growing and Olive Oil Technologies - the only annual event among the leading international shows in the sector - returns to Veronafiere 10-13 April (www.enolitech.it).

This year the show is even bigger in exhibition terms, thanks to additional space of 400 square meters, as well as internationality with over 200 companies from Italy, France, China, Spain, Germany, Czech Republic, Austria, Switzerland and Ukraine. Stronger incoming activity to attract foreign buyers.

Innovations in the Exhibition Centre. To encourage the flow of visitors to Enolitech, Veronafiere has invested in infrastructural improvements in Hall F (where this show is housed) to bring it closer to the halls occupied by Vinitaly itself and integrating with the



Vinitaly - 1974

International Wine and Spirits event through new covered links with Halls 8 and 10.

Hall 10 itself is even bigger this year and is set up for the first time home to settings by Table&Co - Design at Table ensuring liaison between Enolitech and Vinitaly and dedicated to horeca and contract sector professionals. This exhibition highlights number of tables laid with china, cutlery and glasses by the world's leading companies, in addition to the objects and furniture by selected brands. The tables will also focus on the wines taking awards in the International Packaging Competition 2016.

Everything for the wine and oil values chains on show.

This event is an important showcase where specialist operators operating throughout the value chain can find all the innovations, all the latest machinery and accessories for production, bottling and transport of wine and oil. Without forgetting the furnishings for wine shops and wine bars and professional tools for sommeliers and the horeca

channel. The event targets business professionals and in 2015 attracted more than 42,000 visitors (20% international from 68 countries). These figures testify to the continuing progress achieved by this show, highlighted once again this year by the debut of Amorim Cork as an exhibitor, the world's largest producer of corks with turnover of more than 500 million euros, as well as attendance for the first time by leading companies in the field of flooring resins (Mapei) and professional glasswashers (Smeg). Historic exhibitors have also confirmed attendance, such as Della Toffola, Italesse, Albrigi and Rastal.

Even the machinery field has expanded, with new companies such as Ghidi Metalli, Clean Pack and Italdpack, together with the logistics field and the need to transport bottles of wine and oil safely, even with eco-friendly packaging made from recycled paper, such as the products displayed by LCI and Huhtamaki La Rochelle.

For vineyards, there are fertilizers and phyto-fortifiers, resistance inducers, bio-promoters of vegetal origin, trace elements and latest-generation leaf fertilizers proposed by Fertenia, a dynamic company that focuses on the needs of conventional, organic and biodynamic wine growers.

Gold Plast Group presents blown goblets and unbreakable co-polymer glasses.

Information technology on labels and in decanters. To combat fraud, Axatel offers Vintag, a chip applied under the label on bottles which allows customers to ascertain the authenticity of the product, as well as provide general information about the wine's characteristics. French company iFavine, has the intelligent iSommelier decanter which, based on the year and other features stated on bottles, reduces the oxygenation needed even for the most important wines to just a few minutes

Enolitech also has room for big-data, with the most advanced order management and inventory software developed by Kiratech.

.wine and .vin for wine ... on the internet. The Internet is increasingly crucial in the promotion strategies of wine-makers ... yet wine on the web must be protected and communicated in the right way, starting from naming.

As of January 2016 .vin and .wine web addresses are on-line. The provider Register is promoting them at Enolitech together with the

Conference. ".wine and .vin: but is wine a digital product?" (Wednesday 13 April at 10.30 – Mozart Meeting Room, 1st floor, Palaexpo) to explain risks and opportunities.

Unusual items between innovation and solidarity. Unusual items at Enolitech include the innovative Coravin system that, with a needle and capsule of argon gas, pours wine without having to open the bottle and ultrasound devices to keep wild boar and deer away from vineyards by Natech.

Carcere from Monza has wooden boxes for wines and Silboard displays its "XDONO" gift range.

Sponsors. Exhibitors include some of the official sponsors of Vinitaly, Sol&Agrifood and Enolitech: Bormioli Luigi is the supplier of all glasses used by restaurants and wine tastings, "L'officina delle idee 2.0" for furnishings of Locanda Enolitch and Scottin for the seats at Vinitalybio.

Anti-counterfeiting service. Once again this year, Veronafiore will set up its "Anti-Counterfeiting Desk", where lawyers and consultants specialising in intellectual property law provide exhibitors with free on-site assistance during the event in the case of infringement of intellectual property rights and unfair competition as well as information about how to protect trademarks, patents and brands.

Catering. Exhibitors and buyers who prefer to remain in the Enolitech Hall can enjoy a lunch break at Locanda Enolitech – Terre di Maremma: an area for a quick but quality meal with typical specialities of the Maremma area.



and growth with a single goal: provide exhibitors and operators with more opportunities for knowledge and presence on markets around the world.

AGENDA OF EVENTS AFTER VINITALY 2016

30 May
Taste of Hope, Metropolitan Pavilion New York – USA

20 - 23 June
VIA @ PMI Connect, McCormick Place, Chicago – USA

20 - 28 June
VIA @ Summer Fancy Food New York – USA

23 - 25 September
Vinitaly China, Shanghai Wine&Dine Festival

October
Vinitaly Russia, Mosca

10 - 12 November
Vinitaly Hong Kong, International Wine&Spirits Fair

6 - 7 December
Wine2wine, Verona – Italy



WINE2WINE – CONTENT AND OPERATIONAL TOOLS FOR BUSINESS IN THE WINE SECTOR

wine2wine is the Veronafiore/Vinitaly Forum dedicated to the wine business designed as a meeting platform for various operators in the supply chain (www.wine2wine.net).

This unique event combines professional training with the creation of contacts for business development through meetings, workshops and networking opportunities for Italian wine cellars and trade operators.

An opportunity for comparisons between players in the supply chain in a context focusing on updates, innovation, investment and improvement of performance.

Read more on the blog: <http://www.wine2wine.net/blog>

Photo gallery 2015: <http://www.wine2wine.net/fotogallery>

Video gallery 2015: <http://www.wine2wine.net/video>

Vinality 2016 opening streaming : <http://www.vinality.com/it>

VINITALY REAL TIME

FACEBOOK: <https://facebook.com/veronafiere>
<https://www.facebook.com/vinality/>
<https://www.facebook.com/solagrifood/>
<https://www.facebook.com/vinalityinternational>

TWITTER: @pressVRfiere | @VinalityTasting | @SolAgrifood | @VinalityTour | @MyOperaWine

HASHTAG: #Veronafiere | #Vinality2016 | #SolAgrifood2016 | #OperaWine2016

YOUTUBE: <https://www.youtube.com/user/Vinality2012>

PRESS INFORMATIONS



press kit: <http://www.vinality.com/en/press-area/press-kit/>



photo gallery: www.fotoveronafiere.com
Username: photogallery
Password: vin5016



conferences agenda: <http://www.vinality.com/en/events/calendar/>



free WiFi Area:

- Press Room (1st floor, gallery between 4/5 pavilion)
- Blogger Area (Area H)
- Galleries between the halls

Service: SalaStampa
Password: PressServices

VERONA 10-13 APRIL 2016

