

VINITALY US TOUR MIAMI 2010
Miami, February 8&9 – Palm Beach, February 10
Miami, 8 & 9 febbraio - Palm Beach, 10 febbraio

PROGRAM / PROGRAMMA

FEBRUARY 8, MIAMI
8 FEBBRAIO, MIAMI

The Fontainebleau
4441 Collins Avenue
Miami Beach, FL 33140
Tel: (+1) 305 5382000

- 10:30am **Visitor Registration**
Registrazione dei visitatori e check-in
- 11:00am **Official opening of Vinitaly US Tour Miami** followed by a **presentation of Vinitaly 2010**
Speakers:
Giovanni Mantovani, General Director Veronafiere
Franz J Mitterrutzner, General Director Buonitalia
Marco Rocca, General Consul of Italy in Miami
- 11.00 *Inaugurazione ufficiale di Vinitaly US Tour Miami seguita dalla presentazione di Vinitaly 2010:*
Giovanni Mantovani, Veronafiere General Director /Direttore Generale
Franz J Mitterrutzner, Buonitalia General Director /Direttore Generale
Marco Rocca, Console Generale Miami
- Followed by **Presentation of FEDERDOC:**
Speaker: Riccardo Ricci Curbastro, President Federdoc
- A seguire* *Presentazione Federdoc:*
Relatore: Riccardo Ricci Curbastro, Presidente Federdoc
- Followed by **Guided Wine tasting*: Consorzio Friuli Grave and Consorzio Castel del Monte**
Speaker: Lyn Farmer, Senior Editor, The Wine News
- A seguire* *Degustazione guidata presentata da: Consorzio Friuli Grave e Consorzio Castel del Monte*
Relatore: Lyn Farmer, The Wine News

- 12:30pm **Guided wine tasting***: “Wines of the Marche Region” – a selection of wines from the Marche Region - in collaboration with Istituto Marchigiano di Tutela Vini.
Speakers:
Lyn Farmer, Senior Editor, The Wine News
Alberto Mazzoni, Director, IMTV
Giuseppe Cristini, Sommelier, IMTV
- 12.30 **Degustazione guidata: “ I vini delle Marche”** in collaborazione con l’Istituto Marchigiano di Tutela Vini.
Relatori:
Lyn Farmer, The Wine News
Alberto Mazzoni, Direttore IMTV
Giuseppe Cristini, Sommelier IMTV
- 2:30pm **Guided E.V.O.O. tasting**: I.O.O.% Italian Quality “Portfoil”*. *Presentation of the high quality characteristics of Italian Extra Virgin Olive oil hosted by UNAPROL, Consortium of Italian Olive Oil producers.*
Speakers: Michele Bungaro, UNAPROL
- Degustazione guidata: I.O.O.% Qualità’ Italiana “Portfoil” : Il salotto di qualità dell’olio extravergine di oliva italiano”** In collaborazione con Unaprol, Consorzio Olivicolo italiano
Relatore: Michele Bungaro, UNAPROL
- *pre-registration is recommended as seats are limited
**La pre registrazione è consigliata in quanto i posti sono limitati*
- 2:00pm – 7:00pm **Walk around wine tasting and olive oil tasting open to trade representatives and members of press only**
Winery representatives will meet importers, distributors, retailers, press, opinion leaders and those in the restaurant business from local markets as well as Central, South America and the Caribbean.
- 4:30pm Announcement of the winner “Win a trip to Italy” (reserved for trade and press)
Workshop riservato agli operatori del settore. *Le aziende incontreranno i principali importatori, distributori, retailer, ristoratori, rappresentanti della stampa e opinion leader della zona, coinvolgendo anche operatori del mercato caraibico e del centro sud America.*
- 5:00pm – 7:00pm Doors open - **Access to walk around tasting for wine lovers**
Wine lovers will be able to sample wines and olive oil and interact with wine producers.
Light hors d’oeuvre will be served.
Porte aperte ai consumatori “Wine Lovers”

FEBRUARY 9, MIAMI BEACH
9 FEBBRAIO, MIAMI BEACH

W Hotel South Beach
2201 Collins Avenue
Miami Beach, FL 33139
Tel: (+1) 305 938 3000

4:00pm – 6:00pm **Educational seminar dedicated to the exhibiting Italian winery representatives**
“Wine Trends and Market Possibilities in Florida”
Speakers:
Lyn Farmer, Senior Editor, The Wine News
Chip Cassidy, Crown Wine & Spirits
Cesar Basurto, Southern Wine and Spirits

Seminario informativo dedicato ai rappresentanti delle aziende espositrici
“Wine Trend and Market Possibilities in Florida”

Relatori:
Lyn Farmer, The Wine News
Chip Cassidy, Crown Wine & Spirits
Cesar Basurto, Crown Wine and Spirits

7:00pm – 10:00pm **“VIP Cocktail Reception with Italian Wine Tasting and Italian Food Delights”**
Entrance open to invited guests, high end consumers, VIP and local opinion leader. Guests will have the opportunity to taste wines and olive oil of the exhibiting producers paired with typical Italian dishes. (by VIP invitation only)
La serata sarà aperta a high end consumers, vip, local opinion leader che avranno la possibilità di degustare i vini e olio di oliva delle aziende espositrici in abbinamento con i piatti tipici italiani. Entrata solo su invito.

FEBRUARY 10, PALM BEACH
10 FEBBRAIO, PALM BEACH

The Ritz Carlton Hotel Palm Beach
100 South Ocean Blvd.
Manalapan, FL 33462

- 1:30pm **Official opening of Vinitaly US Tour Miami** followed by a **presentation of Vinitaly 2010**
Speakers:
Giovanni Mantovani, General Director, Veronafiere
Franz J Mitterutzner, General Director Buonitalia
- 13.30 *Inaugurazione ufficiale di Vinitaly US Tour Miami seguita dalla presentazione di Vinitaly 2010*
Giovanni Mantovani, Veronafiere General Director /Direttore Generale
Franz J Mitterutzner, General Director Buonitalia /Direttore Generale
- 2:00pm – 6:00pm **Walk around wine tasting and olive oil tasting open to trade representatives and members of press only**
Winery representatives will meet importers, distributors, retailers, press, opinion leaders and those in the restaurant business from local markets as well as Central, South America and the Caribbean

Workshop riservato agli operatori del settore. Le aziende incontreranno i principali importatori, distributori, retailer, ristoratori, rappresentanti della stampa e opinion leader della zona, coinvolgendo anche operatori del mercato caraibico e del centro sud America.
- 4:00pm – 6:00pm Doors open - **Access to walk around tasting for wine lovers**
Wine lovers will be able to sample wines and olive oil and interact with wine producers.
Light hors d'oeuvre will be served.
Porte aperte ai consumatori "Wine Lovers"

ORGANISING AGENCY:

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