

## **VINITALY US TOUR 2010**

### **INTRODUCES WINE TASTINGS WITH OVER 70 ITALIAN VINTNERS IN MIAMI AND PALM BEACH**

**VINITALY US TOUR 2010** has chosen Miami & Palm Beach as its venues for its 8<sup>th</sup> stop in the USA, 3<sup>rd</sup> consecutive year in Florida. **VINITALY US TOUR** will host several inspiring wine events. In autumn the tour visited Chicago, San Francisco and New York. Despite reduced imports of foreign wines into the US, the number of imported wines from Italy is growing.

**VERONAFIERE**, the organizers of **VINITALY** ([www.vinitaly.com](http://www.vinitaly.com)) -one of the world's most prestigious exhibitions of high quality products, with over 4,200 exhibitors and wine producers worldwide- has chosen Miami as one of its premier locations for the 8<sup>th</sup> annual stop in the USA on its international tour because of Miami's international appeal and it's support of the wine industry. **VINITALY US TOUR 2010** will enable wine makers and olive oil producers from Italy to bring the best of their products to trade professionals and consumers.

**VINITALY** is the landmark event for the Italian and international wine world. **The largest wine show in the world** has progressively and increasingly become a mainstay, even on an international scale, by welcoming innovations and appealing to trade professionals not only as a trade exhibition but also and especially as a full-scale reference "event". This role has been developed for over forty years of activity by accompanying the development of a sector that in turn has become the best ambassador of "Made in Italy" worldwide as the flag of excellence in the quality agro-foods system.

Because of its greatness, for 11 successful years **VINITALY** has taken its wine story on a tour around the globe, calling it **VINITALY TOUR**. For the 8<sup>th</sup> year, **VINITALY US TOUR** brings Italy's best wine and olive oil products to showcase in USA. The Miami venue has proved so successful that **VINITALY** has decided to expand its tasting and seminar format to include other events to showcase some of the finest Italian wines.

**VINITALY US TOUR 2010** special events (guided wine tastings, wine makers' dinners, private tastings, press conferences, special promotions) will accompany **VINITALY US TOUR** on each stop.

*"The main wine consumers of the future are the Millennials (or generation Y) now coming into the age when they will appreciate the wine, 70 million of them", according to experts like **Chip Cassidy** of Crown Wine and Spirits "We are in a bullet-proof business!"*

#### **Vinitaly US Tour Miami & Palm Beach 3<sup>rd</sup> edition returns to Florida in 2010:**

Miami Beach on February 8 and 9, Palm Beach on February 10, larger than ever, with almost double the number of vintners than in previous years.

#### **FOR MORE INFORMATION AND ACCREDITATIONS PLEASE CONTACT:**

I.E.E.M. Miami (International Event and Exhibition Management)  
18800 Ne 29 AVE, # 317, Aventura, FL 33180  
toll free: 1 877 217 9867 / tel: 305 937 2488 / fax 305 937 2499  
[ina.m@iem.it](mailto:ina.m@iem.it) / [www.ieemusa.com](http://www.ieemusa.com)





IEEM - International Event & Exhibition Management, LLC  
18800 NE 29th Ave, #317, Miami - Aventura, FL 33180, USA  
Tel: +1 305 937 24 88 Fax: +1 305 937 24 99 E-mail: [info@ieemusa.com](mailto:info@ieemusa.com) [www.ieemusa.com](http://www.ieemusa.com)