

VINITALY

INTERNATIONAL WINE AND SPIRITS EXHIBITION

DATA CARD - 44th EDITION

When: 8-12 April 2010

Organiser: VeronaFiere

Internet site: www.vinality.com

Statistics - 43rd edition (2009):

Area: more than 91.000 square metres net, 12 halls occupied, as well as the second floor of Palaexpo.

Exhibitors: more than 4,200 exhibitors from Oceania, America, Europe and Africa.

Visitors: more than 150,000, of which 45,000 international (43,000 in 2008) from 110 countries.

Contacts per exhibitor: 33 compared to 11-15 for other competitor exhibitions. (2006 survey).

Media: more than 2,400 accredited journalists from about 50 countries.

COMPETITIONS

International Wine Competition: the most popular and most selective Competition in the world, with only 3% of awards made on average. The 2009 edition saw entries by more than 3,500 wines from 34 countries in all five continents. Since 2007, medal winners benefit from promotional action within the scope of the exhibition in Verona itself and during the Vinality World Tour. The commercial agreement signed with the Isetan chain (Department Store) in Japan for the distribution of award-winning wines in 2007 was hugely successful and has been renewed through to 2010. The agreement with SPAZIO ITALIA has also been renewed for the area managed by Air Dolomiti/Lufthansa in Departure Area for Italy at Munich International Airport, where the company winning the Italy Section will be provided promotional space.

International Packaging Competition: specific awards for the “aesthetic packaging” of wines, spirits and liqueurs. In 2009, 224 samples were entered from eight countries. The President of the Jury was Gilda Bojardi, editor of INTERNI magazine - a monthly publication that selects and presents the best in Italian and international design. Label of the Year 2009 - Bucella Wines - Napa Valley, California.

Vinality International Award: the 2009 edition of the Award was assigned to Castello Banfi, Montalcino, famous chef Lidia Bastianich and MW Jeannie Cho Lee from China. The Vinality international award was set up by Veronafiere in recognition of Italian and international figures and companies which, thanks to their activities, have achieved a role of excellence in world wine production and distribution of culture associated with wine.

International Wine & Spirit Competition (IWSC): in collaboration with this competition, Vinality makes the “Communicator of the Year Award” to people operating in media and communication

sectors distinguished in promoting wine culture, wine growing and distillation products on an international scale. This year the award went to Olly Smith.

TASTINGS 2009

Taste Italy: launched successfully in 2007, this initiative is dedicated to international operators (8,000 buyers invited directly this year). This tasting is assisted by professional sommeliers but - thanks to an automatic distribution system - ensures free selection of wines by the best Italian companies.

Tasting ex...press: a world tour and international wines through guided tastings boasting impressive technical and cultural content in collaboration with the most important sector magazines on an international scale. This year, the "travel" started off with New Zealand by way of Germany, California and Italy and then back to the southern hemisphere to close with Australia, with a focus on Sauvignon, Pinot Noir, Riesling, Soave and Amarone.

Taste and Dream: this is the name of the initiative that every year presents major Italian wines chosen for their excellence. It is an exclusive tasting, on invitation by companies.

Trendy today, Big tomorrow: this selection by Luca Maroni presents **tasting** of wines by emerging companies capable of offering the market products with an interesting quality/price ratio. Many companies - since the introduction of this event five years ago - have developed from "newcomers" into "big players" in the sector, clearly demonstrating the validity of this innovative and high added value service.

Welcome Back Brunello with the 2004 vintage: a travel through a great vintage for an equally great wine coordinated by Gambero Rosso.

Twelve immortal white wines: tasting coordinated by Civiltà del Bere of 12 legendary Italian White Wines ideal for ageing.

Special tasting-event - **Gaja 150 Years Anniversary:** exclusive celebrations at Vinitaly with a tasting guided by Jancis Robinson, the well-known British wine writer. The celebration (on payment) was heralded as the event of the year all over the world and all proceeds were donated to charity.

Mention must also be made of the **guided tastings** by AIS and ASPI, **the Wine Lounge by Enoteca Italiana** and **Grappa & C. Tasting**, associated with the **Vinitaly Grappa Tasting Award** organised with the Tasters Study Centre.

THE GREAT RESTAURANTS OF VINITALY 2009

The meeting place between wine, food and extra-virgin olive oil offering gastronomy workshops and tastings of dishes prepared with all the ingredients of the best Italian culinary traditions.

Designer restaurants: located in PalaExpo offered tastings throughout the event of dishes prepared by some of the leading chefs in top quality Italian cuisine.

Signori Restaurant: organised by the European Association of Young Restaurateurs (JRE).

Citadel of Gastronomy: the area in the Exhibition Centre dedicated to the quality and characteristics of regional cuisine using DOP and IGP ingredients together with the best wines. Presentations by seven "lady chefs" belonging to the National Women of Wine Association.

Sol Goloso Restaurant: chefs holding workshops with extra-virgin olive oil during the Sol Show.

EVENTS IN THE CITY

Vinitaly For You: the after-show event dedicated to all wine lovers in Palazzo della Gran Guardia, in the historic heart of Verona.

ITALY AT VINITALY

This is the Vinitaly internet area dedicated to the regions in order to present - well ahead of the events themselves and for the entire following period - regional territories and related olive oil-wine produce, promotional activities and even initiatives organised on stands during Vinitaly.

This privileged showcase ensures a complete panorama of the multitude of distinctive features characterising Italian regions and their unique status in the world.

CONTACT in US

FOR MORE INFORMATION AND ACCREDITATIONS PLEASE CONTACT:

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