

OperaWine (June 19) and Vinality Preview (June 20): promotion and business return to presence

At Veronafiere the great tasting signed Wine Spectator and not only. With over 300 national and international operators from 13 countries



Glasses with the best of Italian wine to enrich with colors and scents the toast to the restart of the great events dedicated to promotion and business, strictly in presence, even with all the security measures that these times impose. The time is approaching for OperaWine (June 19) and Vinality Preview (June 20) at Veronafiere. The great tasting of Vinality and Wine Spectator will be the first step towards the return of buyers and operators in our country.

On June 19, in fact, on the day of the premiere in the Arena of Verona, at OperaWine the 186 flagship producers of Italian wine in the world, selected by the most influential American magazine in the sector on international markets for the tenth anniversary of the initiative, will come face to face with more than 300 operators and national and international buyers from 13 countries: this is the first important incoming campaign, organized by Veronafiere and Ice Agency, after the forced block of the last 15 months. An anthological and extraordinary edition that will be staged at the Gallerie Mercatali of Verona, the historical-industrial infrastructure in front of the fairgrounds, which, for the occasion expands the team of the Top 100 of Italy with the all timers, ie producers chosen one or more times in ten years of OperaWine. The inauguration of the event, scheduled for Saturday, June 19 at 2.15 pm, will be attended by the Undersecretary of the Ministry of Foreign Affairs, Manlio Di Stefano, and the president of Ice-Agenzia, Carlo Maria Ferro.

"In a phase of great change such as the current one, the return of the trade in attendance at Vinality-OperaWine and Vinality Preview is the response to the challenges the sector is facing on the markets. The map of demand for Italian wine on international markets", emphasized Giovanni Mantovani, CEO of VeronaFiere, "is in great ferment and registers signs of awakening in a patchy manner. The 22% growth in Italian imports to Asia recorded by the Vinality Nomisma Wine Monitor Observatory in the first four months of the year is counterbalanced by the US market which, in the same period, despite halving the loss in the first two months of the year, recorded a drop of 12%. Intercepting the recovery, and with it new positioning shares, is a priority. And in this scenario, Vinality is the brand-instrument for restarting the promotion of Italian wine in target countries".

Reserved for trade members and the press (by invitation only, from 2pm to 7pm), the grand tasting of Italian wine sees Tuscany leading the regional classification with 47 producers, followed by Veneto (23) and Piedmont (20), the three regions which together represent over 68% of Italian exports. In Wine Spectator's evaluations for OperaWine 2021, red wines triumphed, with 134 labels being tasted in Verona, where once again Tuscany excelled, led by, among others, 19 IGT and 17 Brunello di Montalcino, followed by Barolo (16). White wines include 32 labels, while the selection is completed by bubbles (17) and passito wines (3). From North to South, passing through the islands and heroic territories such as Valle d'Aosta or the slopes of Etna, the excellence of the Italian vineyard returns to OperaWine with a format that complies with all the safety standards required both by current regulations and by Veronafiere's protocol. The exhibition layout provides a predefined path between the wine regions represented in alphabetical order and by type of wine: starting with sparkling wines, then white wines, then reds and finally passito wines.

The measures adopted to guarantee the safety of exhibitors and visitors are completed by those related to the management of the entrances divided in two shifts, with digital access ticket and previous temperature measurement, according to a maximum quota allowed on the area of 7,000 square meters. Moreover, each accredited person will have a personal tasting kit (goblet and spittoon); in the area there will also be health units and sanitary equipment for the whole duration of the event.

On Sunday June 20th, and again at the Market Galleries, OperaWine will pass the baton to Vinitaly Preview, another event that will see almost 70 wineries, five consortia (Consorzio di tutela Lambrusco doc, Consorzio di tutela vino Lessini Durello doc, Consorzio di tutela Prosecco Doc, Consorzio di tutela Vini del Trentino, Consorzio di tutela Vini Doc Sicilia) and the Famiglie Storiche association engaged in two sessions of walkaround tasting (10.30/14.30 and 14.30/18) and meetings with national and foreign demand present in Verona. For a two-day event that will be a real relaunch.

Focus - All the wineries and wines for tasting at "Opera Wine" 2021

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Rocca di Montemassi | *Maremma Toscana 2010*

San Felice | *Toscana Vigorello 2001*

San Filippo | *Brunello di Montalcino Le Lucère Riserva 2013*

Silvio Nardi | *Brunello di Montalcino DOCG Vigneto Manachiara 2016*

Siro Pacenti | *Brunello di Montalcino PS Riserva 2010*

Tenuta Argentiera | *Bolgheri Superiore 2015*

Tenuta di Biserno | *Toscana Lodovico 2016*

Tenuta di Trinoro | *Toscana 2015*

Tenuta San Guido | *Bolgheri-Sassicaia Sassicaia 2001*

Tenuta Sette Ponti | *Toscana Oreno 2008*

Terenzuola | *Vermentino Colli di Luni-Tuscany Superiore Fosso di Corsano 2013*

Valdicava | *Brunello di Montalcino Madonna del Piano Riserva 1990*

Abbazia di Novacella | *Kerner Alto Adige Valle Isarco Praepositus 2019*

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