

OperaWine (June 19) and Vinitaly 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 Vinitaly Preview (June 20) at Veronafiere. The great tasting of Vinitaly 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 Vinitaly-OperaWine and Vinitaly 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 Vinitaly 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, Vinitaly 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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Benanti | *Etna Serra della Contessa 2011*

Cusumano | *Etna White Alta Mora 2015*

Donnafugata | *Passito di Pantelleria Ben Ryé 2017*

Duca di Salaparuta | *Sicilia Duca Enrico 2017*

Feudi del Pisciotto | *Pinot Nero Terre Siciliane L'Eterno 2016*

Feudo Maccari | *Sicilia Mahâris 2006*

Graci | *Terre Siciliane Quota 1000 Barbabecchi 2014*

Morgante | *Nero d'Avola Sicilia Don Antonio Riserva 2015*

Passopisciaro | *Terre Siciliane Contrada R 2012*

Pietradolce | *Etna Vigna Barbagalli 2015*

Planeta | *Cerasuolo di Vittoria Classico Dorilli 2017*

Tasca d'Almerita | *Contea di Sclafani Rosso del Conte 2010*

Tenuta delle Terre Nere | *Etna San Lorenzo 2018*

Altesino | *Brunello di Montalcino Montosoli 2011*

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