

Wine Spectator & Vinality present

FINEST ITALIAN WINES,

100 GREAT PRODUCERS

**Divine OperaWine – Producer’s View on Vinality 2012’s Premiere**

Verona, April 1<sup>st</sup>, 2012 From 24<sup>th</sup> – 28<sup>th</sup> of March Verona became the centre of the wine world as the 46<sup>th</sup> edition of **Vinality**, the world’s largest wine fair, got underway. The premier event **OperaWine ‘Finest Italian Wines, 100 Great Producers’** on Saturday, 24<sup>th</sup> of March united the very best of Italy’s viticulture for this grand and unique occasion. The leading wine publication **Wine Spectator** and **Vinality** presented in the very heart of Verona, at Palazzo della Ragione the 100 finest Italian winemakers and their products to a selected audience teaming with international media, wine professionals, trade and wine aficionados alike.

**Thomas Matthews** (Executive Editor Wine Spectator) believes that, *“there was a very positive spirit at OperaWine and Vinality this year. The producers and trade all seemed optimistic about the future. I felt the OperaWine tasting succeeded in showcasing the quality and diversity of Italian wine, qualities which will serve them well in a competitive worldwide market. Italian vintners have made great progress in the past generation. Now, wines are made to the highest standards of art and science, and the best examples are as distinctive, and as collectible, as objects of art, from jewelry to fashion to perfume. Wine Spectator has admired Italy’s progress, and in our own way have encouraged it, and we were very pleased to be part of this event, and this organization, which testify to the world-class, yet utterly unique, quality and character of the best Italian wines.”*

Visitors and producers alike experienced OperaWine as a truly remarkable and successful showcase of Italy’s finest wines as the following comments highlight Vinality’s and Wine Spectator’s dedication to continue their efforts to promote Italian wine to an international audience:

*“This is the best Italian event. It unites the aristocracy of Italian winemaking and so the best products and producers, the best Italian whites and reds and sparkling wines, which are the world’s best. Vinality is the capital of wine and this year we will have buyers from all over the world again, so we are honored to be here together with the world’s best producers, together with the world’s best customers.”* - **Antonio Bisol** (Bisol)

*“I truly hope that OperaWine is just the first of a worldwide series and that it may become a point of reference to promote Italian wine abroad, putting together fashion, Italian lifestyle, Italian cuisine with wine, in order to showcase Italian lifestyle as a whole and as it really is.”* - **Jacopo Biondi Santi** (Biondi-Santi)

*“We’re so pleased to have been invited to this event. It brings some fresh air into the industry and in fact it conveys a less formal atmosphere, which is very pleasant, very nice.”* - **Silvia Imparato** (Montevetrano)

*“We’re very happy to be here attending OperaWine, also because Wine Spectator is so renowned worldwide and to be selected by Wine Spectator is surely something important. What do we expect? We expect to get to know people coming from all around the world, namely some traders and journalists.”* - **Benedetta Poretti** (Duca di Salaparuta)

*“It is an outstanding opportunity to meet the producers directly and taste the best of the best of Italy’s wine production. It is a fantastic opportunity in order for guests to approach us, get to know our wineries, and above all our wines.”* - **Chiara Lungarotti** (Lungarotti)

*“To me, OperaWine is the final recognition given by Wine Spectator – the world leading magazine*

*about wine – to the importance of Italian wine, and to all Italian high end products.” - Emilia Nardi (Tenuta Silvio Nardi)*

*“OperaWine seeks to reunite the most representative Italian wineries. I believe that Veronafiere and Wine Spectator did a great job... this is the best way to start the upcoming fair with optimism, as I see many smiling producers around here, so, good luck everybody!” - Francesco Zonin (Tenuta Rocco di Montemassi)*

*“The Aosta Valley is finally put in relation to the rest of the world since Wine Spectator enjoys an international reputation. As a result, it creates a network which strengthens even little wineries like us.” - Sorelle Charrère (Les Crêtes)*

*“This is clearly a great beginning, so we are looking forward to see what the return will be at the end of this day... no question this beginning is very positive... the venue is exceptionally interesting...comfortable, as if it were a nice living room in which to meet again and talk to friends and business partners, both new and old. I'd say everything is fine for now.” - Vittorio Marzotto (Ca' del Bosco)*

*“In the US, we think we have great potential, we expect to grow further. There is a wonderful event going on here, I thought it would showcase only those wines preferred by the Americans, but in reality, walking around and tasting, it can be easily understood that the wines presented are among the finest in Italy, thus the event fully reached its purpose.” - Federico Zanuso (Ferrari)*

*“It was a surprise and a point of pride for us to be selected for OperaWine: it's definitely the best way to introduce ourselves to the upcoming Vinitaly.” - Urban Von Klebelsberg (Abbazia di Novacella)*

*“It's a meeting point, better, a point of reference to whoever might be interested in Italian wine around the world. Therefore, it's a far reaching event aimed to let foreign traders – especially American and those from Asia's fast growing countries – to get to know about the great added-value of Italian wine.” - Cristina Geminiani (Fattoria Zerbina)*

*“OperaWine was a very very well organised event, thank you very much for everybody involved.” - Lamberto Frescobaldi (Marchesi de' Frescobaldi)*

*“It has been a pleasure for us to take part in this showcase, we have been very grateful to attend the Finest Italian Wines event. We have had many contacts following our presence and we hope to be included among the best 100 Italian Producers in the future.” - Angela Velenosi (Velenosi)*

*“It's an honour to be here, clearly this recognition by Wine Spectator is of extreme importance to our winery. Then, it's a great chance to meet influential wine people, traders, people obviously able to appreciate high-end products.” - Giancarlo Pacenti (Siro Pacenti)*

*“This is a very interesting event that opens Vinitaly as best as possible. It showcases many top wineries with their prestigious wines, as such it's a more exclusive showcase than Vinitaly, very involving though, to let the engine warm up and go.” - Piero Mastroberardino (Mastroberardino)*

*“I believe that the main goal OperaWine sets for itself is to reaffirm the excellence of the Italian wine production emphasizing its diversity and above all to educate on wine.” - Lucio Mastroberardino (Terredora)*

*“To a company like ours, in other words to smaller wineries from the more peripheral regions like Liguria for example, I believe that OperaWine is going to be even more significant than to big wineries since, all in all, I think that the great revolution Wine Spectator has been recently bringing forward is precisely to get to lesser known wine regions and find out something interesting there as well.” - Filippo Rondelli (Terre Bianche)*

*“It's a meeting point, better, a point of reference to whoever might be interested in Italian wine around the world. Therefore, it's a far reaching event aimed to let foreign traders – especially American and those from Asian fast growing countries – know further about the great added-value of Italian wine.” - Cristina Geminiani (Fattoria Zerbina)*

*"It's a great showcase of Italian wineries made possible over such prestigious organizational platform formed by the cooperation between Veronafiere and Wine Spectator that has nowadays become renowned worldwide, far beyond the US borders. Expectations are very high, it started two minutes ago, so, we look forward to seeing what happens later on."* - **Andrea Felluga** (Livio Felluga)

*"OperaWine is the opening event to Vinitaly organized by Veronafiere and Wine Spectator that selected the 100 best Italian wineries."* - **Enrico Drei Donà** (Drei Donà)

*"It's a very significant event; I think it's a showcase to make our products known all over the world, especially in those countries to we export to, so outside our native land. I have got to know plenty of important people with whom I could share my ideas. I'm new to this kind of occasion and I have to say it's an amazing experience."* - **Paolo Bosoni** (Lunae Bosoni)

*"It goes without saying that it is very important event for Italian wine. It is surely significant that*

*Wine Spectator, one of the most important wine magazine of the world, paid closer attention to what it considers the excellence of Italian wine to be. We look at it as a great achievement and most of all it's very promising that Italian wine may be so reputed and appreciated throughout the US market."* - **Andrea Pieropan** (Pieropan)

Stevie Kim (general coordinator of OperaWine and Vinitaly International) spearheaded this new opening showcase to Vinitaly with the prestigious and ideal partner Wine Spectator this year. Ms Kim captured the spirit of the moment when she assured journalists that she likes *"to call this year's edition a 'dress rehearsal' rather than the first edition. All the protagonists performed beyond call of duty when making the guests fall in love with Italian Wines. We are more than satisfied and zealous to bring you an even tougher act to follow for next years' encore. We shall fine-tune some areas and you shall be endeared by our passionate producers once more as they are the true reason for the Italian love affair, we are just the matchmakers."*



**Stevie Kim and Tom Matthews take a moment to unite many of the Great Producers for a photo before the opening of OperaWine at Palazzo della Ragione, Verona Italy on March 24<sup>th</sup> 2012.**

OperaWine would like to thank Winestories.it for the great video provided (<http://www.winestories.it/opera-wine-2012/>), which was the base for the aforementioned quotes.

**About:**

OperaWine would like to thank its sponsors: Air Dolomiti, Asiago, Bormioli, Ferrarelle and Levoni. "OperaWine" (<http://www.operawine.it>) is discovering the traditions, identity and heritage of the food and art in Italy, whilst falling in love with Italian wines. Exclusive initiatives related to Italian wine, food and culture is to encourage international operators, journalists, sommeliers, wine educators, and high profile wine aficionados alike to explore the fascinating history and context of Italian wine production.

**Wine Spectator** is the world's leading authority on wine that reaches more than 3 million readers worldwide, exploring wine's role in contemporary culture and delivering expert reviews of more than 15,000 wines each year. Wine Spectator is solely responsible for the choice of producers at the event.

**Vinitaly** is the largest wine fair in the world with over 4,500 producers and 150,000+ visitors (including 45,000 from foreign countries). The event is held every year in Verona, Italy (46th edition: Verona 25-28 March 2012).

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