

Vinitaly Russia 2012

Moscow, 29th-30th October 2012

Where

Ritz-Carlton Hotel, Tverskaya Street 3, Moscow

Program

MONDAY, 29th OCTOBER

- 10:30-12:00** **International Forum:** "Rules of the Game Change: Alcohol advertisement in Russia (Changes, Challenges, Implications)" - **Washington Room**
- 12:30-13:00** **Introduction to Vinitaly Interactive** - **Washington Room**
- 14:00** **Inauguration:** "VinitalyTour returns to Moscow"
- 14:00-17:30** **Walk Around Tasting B2B** - **Ballroom**
- 15:00-17:30** **Sparkling Aperitivo** (Cocktail Product Launch hosted by Cavicchioni)
- 14:30-15:15** **Master Class:** "Italian Grand Tour" (hosted by Enoteca Italiana di Siena) - **Washington Room**
- 15:00-16:00** **Master Class:** "Tuscany: Traditional Guidelines and new Directions in Tuscany" (hosted by Luding) - **Moscow I Room**
- 16:00-16:45** **Winemakers Presentation:** "Allegrini's Amarone: Understanding the Past, anticipating the Future" (hosted by Marilisa Allegrini) **Washington Room**
- 16:30-17:30** **Master Class:** "The myriad Characters of Nebbiolo" (hosted by Luding) - **Moscow I Room**
- 13:00-17:30** **Meet the Press** - **Moscow III Room**

TUESDAY, 30th OCTOBER

- 10:30-12:00** **Round Table:** "Rules Of The Game Change: Alcohol Advertisement In Russia (New Media vs. Traditional Promotion)" - **Washington Room**
- 14:00-17:30** **Walk Around Tasting B2B** - **Ballroom**
- 14:30-15:15** **Master Class:** "Bertani's Amarone: A Vertical Tasting" (hosted by United Distributors) - **Washington Room**
- 15:00-16:00** **Master Class:** "Richness and Diversity of the Italian Whites" (hosted by Luding) - **Moscow I Room**
- 16:00-16:45** **Master Class:** "Hot news from Italy" (hosted by DP-Trade) - **Washington Room**
- 16:30-17:30** **Master Class:** "What's next? Promising Italian wine Regions for the Russian Market" (hosted by Luding) - **Moscow I Room**
- 12:00-17:30** **Meet the Press** - **Moscow III Room**

To register please contact

Vinitaly Tour: staff@vinitalytour.com | www.vinitalytour.com

Draft program - subject to change

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