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Vinitaly International has a new home, wine2digital

The third edition of wine2wine opened today, as per tradition, with a tasting panel organized by Vinitaly International Academy (VIA), and held for the very first time at wine2digital, Vinitaly International’s brand new space. Protagonist of the tasting session, once again, Italian wine with two vertical tastings, the first held with one of the most important realities of biological and biodynamic wine in Italy, Emidio Pepe with vintages of his Montepulciano d’Abruzzo that go back to 1979, and the second with one of the most prestigious wineries of Bolgheri, Tenuta dell’Ornellaia.

It was then the turn of Alice Feiring, who presented the 2016 winning wines of the new Vinitaly International event named “Wine Without Walls”, dedicated to natural wines, which preceded a walk around tasting with 30 labels from Alto Adige.

The Tasting acts as the opening event to wine2wine, the Forum dedicated to the business of wine, that is to take place in Verona from the 6th to the 7th December and is in its third edition with a program of 42 seminars and over a 100 speakers.

“While wine2wine was purposely conceived as as a business forum, the day before is instead a moment for members of the international community of Vinitaly International to come together and share their passion for wine”, affirms Stevie Kim, Managing Director of Vinitaly International. “This year, this day is even more interesting and symbolic because these tastings took place within our new wine2digital area that will also be the new office for WSET. Seeing as WSET is the gold standard for education at an international level, we are working until the Vinitaly International Academy (VIA) becomes the gold standard for Italian wine education.“

Affirming this objective, Ian D’Agata, Scientific Director of the Vinitaly International Academy underlines the importance of the focus of today’s tastings. “It is important for VIA to focus on all aspects, especially that of Italy’s native grape varietals and terroirs.” This is the reason why the first two vertical tastings of the day focused on two famous, yet very different, varietals: with Montepulciano d’Abruzzo and Emidio Pepe an older grape varietal was tasted with vintages going back to 1979, whereas a newer varietal was seen with the super tuscan of Ornellaia. “It is important to show what Italy does very well: that is being able to use different grapes and different techniques to create world class wines.”

The other protagonist of the day, Alice Feiring, directly after the tasting with Sofia Pepe, spoke about the future of natural wines and the importance that Wine Without Walls plays in this role: “the criteria that were developed for the Wine Without Walls judging, such as evolution in the glass and liveliness, are important to guarantee to the questioning market that there is a space for natural wine.”

This is exactly what will be discussed over these next two days during wine2wine: the wine market. To see the full program and speakers go to the following link [www.wine2wine.net](http://www.wine2wine.net/).

About:

Veronafiere is the leading organizer of trade shows in Italy including Vinitaly (www.vinitaly.com), the largest wine and spirits fair in the world. During its 50th edition Vinitaly counted more than 4,100 exhibitors on a 100,000+ square meter area and 130,000 visitors from 140 different countries. The next edition of the fair will take place on 9 - 12 April 2017. The premier event to Vinitaly, OperaWine (www.operawine.it) “Finest Italian Wines: 100 Great Producers,” will unite international wine professionals on April 8th in the heart of Verona, offering them the unique opportunity to discover and taste the wines of the 100 Best Italian Producers, as selected by Wine Spectator. Since 1998 Vinitaly International travels to several countries such as Russia, China, USA and Hong Kong thanks to its strategic arm abroad, Vinitaly International. In February 2014 Vinitaly International launched an educational project, the Vinitaly International Academy (VIA) with the aim of divulging and broadcasting the excellence and diversity of Italian wine around the globe. VIA this year launched the second edition of its Certification Course and today counts 54 Italian Wine Ambassadors and 3 Italian Wine Experts.

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