

Press Release
For immediate release

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Italian Wine Unplugged Grape by Grape

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Friday November 10th, 2017

Italian Biodiversity Unplugged: the *Italian Wine Unplugged* book available at FICO Eataly World

Two innovative projects centered on Italian food biodiversity meet at the soon-to-open Fabbrica Italiana Contadina FICO Eataly World in Bologna, Italy. Committed to explain Italian native grape varieties, the reference book *Italian Wine Unplugged Grape by Grape* will be available to purchase at the Bottega del Vino section of the new agri-food park FICO Eataly World starting from November 15th, 2017.

The *Bottega del Vino* area offers the perfect environment for wine lovers (and wine book readers!). Four spheric wooden structures, reminiscent of grape berries, shelve a selection of renowned Italian wines from all regions subdivided in red, white, and sparkling. The fourth structure includes wines from 52 top-notch Italian wine producers across all regions of Italy. The lounge section adjacent to the showcase area welcomes visitors with a wine bar offering wine tastings and food snacks. Visitors can also enjoy tastings and wine classes in the small amphitheatre named Bottaiia 52—the word *bottaiia* comes from *botte* which means cask—a space decorated with wine casks to host a variety of wine-related events. In the wine pavillion's outdoor area, an ethnographic exhibition of old wine-making and farming tools from Villa Smeraldi – Museo della Civiltà Contadina (Museum of Peasant Culture) in Bologna help visitors immerse fully in viticulture and wine-making. Of key interest is especially the educational vineyard, where 100 Italian native grape varieties have been planted. Showcasing over 430 Italian native grapes subdivided in must-know, lesser-known, and rare, *Italian Wine Unplugged* is therefore positioned in its habitat.



Left: Photograph of *Italian Wine Unplugged* on display at the Bottega del Vino in FICO Eataly World, Bologna, opening November 15th, 2017.

With an innovative, visually appealing, and user-friendly design, *Italian Wine Unplugged* shares FICO Eataly World's commitment to educate on the food chain, nutrition, and on Italian biodiversity in a fun way. As such, *Italian Wine Unplugged* communicates one very significant part of Italian food biodiversity: Italy's indigenous grapes. FICO agri-food park is the first of its kind to showcase both food production and food consumption with a specific educational intent. Many food companies in FICO do not only sell their finished products but also produce what they will sell on the premises. For example, while walking around FICO, visitors will be able to see people working at making cheese in their FICO-based creamery or olive oil in their FICO-based oil mill. When the agri-food park will be open, visitors will also be able to avail of educational workshops, classes, and lectures about the whole from food chain, from production to consumption.

During the Press Conference for FICO's launch to the media, Eataly World owner Oscar Farinetti commented on how FICO agri-food park showcases Italian rich and biodiverse food culture in a very simple way: "FICO strives to deal with the food theme in the most original, if banal, way, that is, from the very beginning: Agriculture, livestock farming, food transformation in factories and workshops, and then in the plate." Similarly, the new *Italian Wine Unplugged Grape by Grape* also goes back to the origins of wine-making and talks about the plant. The over 430 color-coded entries concisely explain how each grape variety is found in the vineyard and what styles of wine it yields.

After FICO Eataly World official inauguration on Wednesday November 15th, 2017, *Italian Wine Unplugged Grape by Grape* will be available to purchase at the Bottega del Vino FICO. The book is already available to pre-order through multiple channels in Europe on [Amazon.it](https://www.amazon.it) and on the [Positive Press](https://www.positivepress.com) website. Customers interested in corporate and group orders should contact the publisher at sales@italianwineunplugged.com. The book will also be available to purchase in the United States of America on Amazon.com starting from early December.

About:

Dedicated to both wine lovers and wine professionals, *Italian Wine Unplugged Grape by Grape* is a concise yet comprehensive cultural and scientific introduction to Italian wine and its hundreds of native grape varieties. The book analyzes over 430 Italian native grape varieties in accessible and easy-to-read entries. It also features color-coded grape variety flash cards and an extensive visual apparatus with photographs of grape bunches, maps of Italian wine appellations. Available to pre-order now on [Amazon.it](https://www.amazon.it) and on [Positive Press](https://www.positivepress.com) website. Release date November 20th, 2017.