**Simplifying with rigour: Vinitaly International Academy and 5 Star Wines for the first time together in Chicago**

Connecting the dots

Promozione e comunicazione sempre più articolato

Quest’anno portiamo vini di 5star a Chicago. Non pagano nulla.

5 star debutta a Chicago con VIA

prima volta che presentiamo il bollino sulle bottiglie

veramente italia ha bisogno di un nuovo concorso?

Noi solo 13,8% mentre decanter 70%

VIA quelli che insegnano a Chicago sono 2 ambasciatori

Vino italiano o ristoranti italiani a Chicago, numeri da cercare >> Questa fiera sfora un po il nostro mercato tradizionale perchè Chicago ha una tradizione diversa

Vinitaly International will be taking part for the second year in a row in the FMI Connect Chicago, to be held from the 20th to the 23rd of June. This year, the round trip to Chicago represents a unique opportunity not only to connect Italian wine with the American large-scale distribution channels, but also to connect the dots among various Vinitaly products.

FMI Connect 2016 is part of a project of the Italian Ministry of Economic Development (MISE) organized by the Italian Trade Agency (ICE) and is aimed at developing the Italian agro-industrial sector through the involvement of three major Italian fair stakeholders: Fiere di Parma (Cibus), Fiera di Milano (Tuttofood) and Veronafiere (Vinitaly).>> IN FONDO

For its part, Vinitaly will rely on its strategic arm abroad, Vinitaly International along with its educational project, Vinitaly International Academy (VIA). VIA will be contributing to the event with a new series of educational sessions designed by VIA Scientific Director, Ian D’Agata and presented by Geralyn Brostrom and Gurvinder Bhatia, respectively VIA certified Italian Wine Expert and Italian Wine Ambassador.

“The involvement in FMI Connect Chicago 2016 is example of how we are always looking for new tools to help promote Italian Wines,” says Ian D’Agata. “For the first time we will be presenting a Vinitaly International Academy Executive Wine Seminar dedicated to 5 Star Wines award winning wines.”

5 Star Wines is the name of the brand new international wine competition that replaced Vinitaly’s old Concorso Enologico that had been in place for twenty-two years. The first edition of 5 Star Wines took place this year in Verona on April 1-3 and proved a resounding success, with over 2700 wines, 13.9% of which won the 5 Star Wines Award. In order to win a 5 Star Wines award, the wine must score at least 90/100 points; any wine scoring less than 90 received no award, distinguishing 5 Star Wines neatly from all other competitions where medal winning wines are far more numerous.

According to Dr. D’Agata, “Vinitaly International Academy and 5 Star Wines are absolutely intertwined. Some of the judges at the competition were VIA Italian Wine Experts and Ambassadors. You can easily see how all the things we do go in the same way: we want to simplify the great diversity of Italian Wine, but we want to do it with the necessary rigour.”

Vinitaly International Academy and 5 Star Wines are not the only products that Vinitaly created in the past few years. “Vinitaly is not just a wine trade fair that happens only once a year. Since 2013, every year there has been the roll-out of a new product,” says Stevie Kim, Managing Director of Vinitaly International.

How to connect the dots among all these products? According to Ms Kim, “ the common goal is to promote Italian wine in a very vertical way. Vinitaly is not just a wine trade fair that happens only once a year. Starting from Vinitaly Wine Club in 2013, the first e-commerce platform entirely dedicated to Italian wine, we launched the Vinitaly International Academy in the spring of 2014 and then, in the fall, wine2wine, the only forum on the business of wine. In 2015, Vinitaly International Buyer Connect brought buyers from the USA to wine2wine, and then to Vinitaly 2016, where the American buyers scored second in terms of the numbers. Last but not least, we created 5 Star Wines. We are glad to see how all this evolves with harmony: it is always a round trip, and everything is perfectly linked together.”