

Press Release
For Immediate Release

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wine2digital: The Best Kept Secret at Vinitaly – Hosting Choice Events for the True Wine Devotee

The international wine community will soon arrive to Verona, Italy, for Vinitaly 2019 which takes place from Sunday April 7 to Wednesday April 10. Every year Vinitaly offers more than just the grand wine expositions in the pavilions. Within Veronafiere's PalaExpo building, the wine2digital space will become home to some of the most interesting wine events that the Vinitaly expo has to offer, ranging from digital marketing to new technologies.

Creating inspiring experiences and encouraging people to get involved in a deeper exploration of the wine world will become apparent to attendees of scheduled events at wine2digital. It is here that they will find a community of international wine professionals, experts, and wine lovers alike who are motivated by a free exchange of ideas and the latest trends in the wine market. Within the sea of wine professionals attending Vinitaly, the size and design of the wine2digital space is perfectly suited to holding events as well as providing a more intimate setting for people to better liaison and network.

There are 14 scheduled events taking place in the wine2digital space during Vinitaly. Each event was carefully chosen to share new ideas and build connections within the international wine community. Included in the selection are traditional guided tastings which will focus on Burgundy wines and Italian volcanic white wines, as well as educational seminars like those provided by the Native Grape Odyssey program, with speakers of the caliber of Prof. Attilio Scienza (Vine Genetics Scholar and Chief Scientist of the Vinitaly International Academy) and American wine educator Henry Davar (also Faculty member of the Vinitaly International Academy), among others. Additional events include thought-provoking seminars geared towards the import of wines to the Japanese and Chinese markets. The program at wine2digital has also scheduled more unconventional affairs like "Fermati e Respira (Stop and Breathe): A Mindful Aperitivo Hour with a Balanced Glass," an avant-garde gathering where attendees will focus on breathing, mindfulness, meditation and movement, to maintain their stamina during the whole Vinitaly experience.



One of the most innovative events to be held at wine2digital combines wine tasting and digital gaming technology in an immersive experience of iconic Italian wineries. On Tuesday, April 9, leading American

wine importer LUX Wines will be presenting a very special seminar entitled “Transporting You into their Worlds: A Virtual Reality Exploration of Jermann, Ratti and Allegrini.” In this futuristic seminar, the world of VR meets the wine market. The Virtual Reality trend which is starting to make its way into the wine sector will offer an enhanced experience of wine tasting. Participants will have the opportunity to taste Italian wines whilst experiencing the region that it came from through specialized virtual reality head gear, also known as oculus.



In the later morning of Sunday April 7, if food, wine and candid conversation are more to people's tastes, Joe Bastianich (television personality, restaurateur and winemaker) and Aram Mnatsakanov (restaurateur and host of Hell's Kitchen Ukraine) will be giving an interactive talk show and pairing demonstration. They will be discussing the Russian wine market while 5 budding student-chefs from the Manfredini d'Este Cooking School will demonstrate how to pair raw scampi with one of Bastianich's signature wines out of the Friuli Venezia-Giulia region.



On the final day of Vinitaly (Wednesday April 10, 2019) wine2digital will feature “#HIREMEINFLUENCER, Free for a day!”. This is a fun and useful business speed-dating session, where wine influencers and wineries are given the opportunity to make fruitful connections. The idea behind this event is to create a space where people in the industry can start a conversation, enabling digital communicators to network with wine professionals working in wineries, and laying the foundations to create lasting business relationships or identify a fit for a role these companies are seeking to fill either now or in the future.

Those interested in learning more about the events going on in the wine2digital space during Vinitaly will find the complete program on the [wine2digital website](#). Only Vinitaly 2019 ticket holders will be permitted to sign up and attend the events held at wine2digital. Updates on these the wine2digital events are also available on the wine2digital Facebook page and on [Vinitaly International](#) social media channels.

About:

The grand Vinitaly 2019 will be held from April 7th to the 10th. Every year, Vinitaly counts more than 4,000 exhibitors on a 100,000+ square meter area and 130,000 visitors from over 140 different countries with more than 30,000 top international buyers. The premier event to Vinitaly, OperaWine “Finest Italian Wines: 100 Great Producers,” which will be held on the 6th of April, one day prior to Vinitaly will unite international wine professionals 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 fourteenth edition of its Certification Course and today counts 190 Italian Wine Ambassadors and 14 Italian Wine Experts.