

Press Release
For Immediate Release

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wine2wine Business Forum 2022 explored wine communication through 3 rooms 50+ sessions, 100+ international speakers, a Book Corner, a Podcast Marathon, B2B Meetings and so much more

The wine2wine Business Forum 2022 came to an end on November 8th, after two intense days of learning and networking activities in Verona. Back after two years with a fully in-person edition, the Forum celebrated its focus on wine communications through a rich offering of opportunities for its guests. The event programme included: 3 rooms; 50+ sessions, 100+ international speakers; 17 B2B meetings where 17 buyers met 17 Italian wineries, a Book Corner and a Podcast Marathon.



wine2wine Business Forum 2022 returned to Verona on November 7th-8th 2022.

The 9th edition of the wine2wine Business Forum took place on November 7 and 8 at Palaexpo in Verona. After two years of hybrid and virtual editions, the Forum returned to Verona with an in-person event, offering wine professionals from around the world a unique opportunity to learn about the latest trends in the wine sector. With the aim of promoting networking opportunities for our guests and speakers and encouraging them to rediscover the face-to-face conversation, wine2wine Business Forum decided to welcome all guests to Verona and offer them various opportunities to build professional bridges and connections.

In total, more than a hundred international speakers contributed to the wine2wine Business Forum 2022. They came from all over the world and brought their knowledge and experience to Verona. Speakers gave presentations on a variety of topics, from social media and international markets to new digital tools and traditional forms of communication, with two special panels covering the current state of wine journalism and wine guides for Italian wine. The sessions provided attendees with current trends and strategies to improve their wine business, offering both an overview of the sector and practical know-how they could apply immediately.

Taking a look at two representative sessions in the Forum's quest to learn and explore the numerous facets of wine communication, we spotlight speakers Erica Duecy and Amanda McCrossin. Amanda's session explored the world of TikTok and demonstrated to audiences how to use the popular social media platform as a useful marketing tool for wine companies. Erica's session covered the fragmentation of the American media landscape, with effective strategies and tactics to help brands and businesses gain the media exposure they deserve. With the support of ITA - Italian Trade Agency, various further sessions were centered on international markets, supporting the wine2wine Business Forum's ongoing efforts to expand its global outreach. These sessions included presentations on the African Market, Northern Europe and on the established market of the United States.

Of particular note were two sensory sessions held on November 8. In the first session, led by Dr. Hoby Wedler, guests were able to participate in a very special blind tasting. Blindfolded, participants were guided by Dr. Wedler, who is blind himself, to expand and explore their sensory vocabulary and understand how we perceive wines when we turn off a primary sense such as sight. In the second session, led by Joshua Green and Stephanie Johnson of Wine&Spiritis Magazine, along with top sommeliers from around the U.S., attendees experienced a guided tasting that simulated a tasting round as held at the magazine.

The Networking area of the venue hosted numerous events over the two days. Among them was a Book Corner sponsored by our Official Partner Cattolica Assicurazioni, where several authors presented their latest books during the two days. Among these were Peter Yeung, Alice Feiring, Federico Latteri and Robert Camuto. On November 7th, the Networking area was the base of 17 B2B meetings, where 17 buyers met have met 17 Italian wineries. This provided a great

opportunity for Italian producers to network and reach out to different markets, understanding the main trends and suggestions to better develop their export strategy.

The event also saw the presence of a Podcast Marathon held at the venue in a special podcast booth sponsored by WineAround. During the two days, podcast hosts Steve Raye, Polly Hammond, Chris Scott and Cynthia Chaplin IWA interviewed podcasters and guests to discuss this powerful communication tool in a series of twenty-minute sessions.

The key takeaways from each session will be posted on wine2wine Business Forum's social media pages over coming months, while all sessions will be available in video format on the Vinitaly Plus platform by the end of November. Access is free for those who attended wine2wine Business Forum 2022, but those who were unable to attend can access all the recorded sessions by purchasing a virtual ticket at a cost of 79 euros VAT excluded.

Special thanks are due to ITA - Italian Trade Agency for its unwavering support and collaboration. A big thank you also goes out to Institutional Partners AGIVI - Associazione Giovani Vignaioli Italiani, Unione Italiani Vini, FIVI - Federazione Italiana Vignaioli Indipendenti, MTV - Movimento Turismo Vino, Assoenologi, AIS Veneto; to Official Partners Cattolica Assicurazioni; to Sponsors Colangelo & Partners, WineAround, APRA, Rastal Smartglass powered by Contatto Divino; TeamSystem, our Content Collaborator WELLCOM, media partners Italian Wine Podcast, Quench Magazine, VinePair, Wine Meridian, Bevology Inc., WineJob, The Buyer, A Balanced Glass, SlowWine, Wine & Spirits, Cronache di Gusto, Civiltà del Bere, WINE & FOOD, WineCouture, Intravino; technical partners Ferrarelle Maxima, Amedei Toscana, Morato Pane, Terra & Cuore - Il gelato, Sekkei, Infermentum, Caffè Borbone; our Official Cheese Asiago DOP; our agency partners PR Comunicare il Vino, StudioCru, FruiteCom, Zedcomm, Miriade & Partners, Balzac Marketing & Communications, Nonni Strategic Marketing.

About: About: wine2wine Business Forum is a dynamic international wine industry forum organized by Veronafiere and held annually in Verona, Italy, since 2014. wine2wine Business Forum 2022 took place on November 7th and 8th at the Palaexpo in Veronafiere, Verona. The event is a key reference point for wine producers and wine professionals eager to develop and grow their wine business worldwide. wine2wine Business Forum provides unique opportunities to share ideas on the most important issues facing the rapidly evolving wine industry and to connect with wine professionals and experts. The forum takes place over two days and features keynote sessions, seminars, and interactive workshops which aim to equip participants with practical tools to improve their business. Speakers are renowned experts in their field and among the brightest minds in the wine world from Italy and abroad. Additional information is available at <http://www.wine2wine.net> or by emailing wine2wine@justdothework.it.