

Press Release
For Immediate Release

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Inspired by water - OperaWine 2023 New visuals behind the Vinitaly première event

Water, that most precious of elements, is at the heart of the graphic concept that Veronafiere and Vinitaly have chosen for the 12th edition of OperaWine – Finest Italian Wines, reflecting its importance to wine and winemaking. The event, held on Saturday 1 April 2023 at the Ex Gallerie Mercatali in Verona, will showcase the excellence of Italian wines with a line-up of 130 wines and producers selected by Wine Spectator, the influential wine magazine.



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OperaWine, Vinitaly's première event and one of the most prestigious wine tasting events in the calendar, is back in Verona for its 12th edition. On 1 April 2023, the Ex Gallerie Mercatali in Verona will welcome producers and guests to a fluid, relaxing and immersive environment, where tones of aquamarine, turquoise, and

emerald green will call to mind the gentle movement of water, offering a timely reminder of that most precious element that we too often take for granted.

OperaWine 2023 shifts from the geometric precision and primary colours of Mondrian, that characterized last year's event, to the free-flowing fluidity of water, the inspiration behind this year's event. The approach is reinforced by the use of watercolor techniques to adorn the event's fixtures and fittings, which have been decorated using a brushstroke that embraces the unpredictability of the pigments on paper to generate a unique effect every time. Since watercolor painting creates ever-changing shades with each passage of the brush, it seemed to perfectly capture the uniqueness of each Italian wine that OperaWine celebrates.

Stevie Kim, Managing Director of Vinitaly International, explained the significance of water to the OperaWine 2023 visual campaign: *'Every edition of OperaWine is different, not just the producers, but the entire visual concept, which changes every year. This year we are inspired by water, a precious resource whose scarcity is of growing concern for the wine industry in many parts of the world. We created visuals whose movement and unique patterns were created spontaneously by water, reflecting that unique journey that's behind every bottle of wine we discover.'*

OperaWine 2023 offers journalists, sommeliers and international wine professionals the opportunity to taste and get to know the best Italian wines presented by 130 of Italy's greatest producers, as selected by Wine Spectator. This American wine magazine specializes in tasting notes, industry news, and wine-personality profiles, reaching more than three million readers. The full list of Italian wine producers selected by Wine Spectator is available at: <https://vinitalyinternational.com/vincitori-operawine-2023/>.

About Vinitaly:

Vinitaly 2023 will be held from 2-5 April 2023. Vinitaly 2022 counted 88,000 visitors of which 25,000 were top international buyers from 139 different countries. The première event to Vinitaly, OperaWine *"Finest Italian Wines: Great Producers selected by Wine Spectator"* which was held on 9 April, one day prior to Vinitaly, united international wine professionals in the heart of Verona, offering them the unique opportunity to discover and taste the wines of the 130 Best Italian Producers, as selected by Wine Spectator. Since 1998 Vinitaly travels to several countries 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 21st edition of its Certification Course. To date, there are 290 Certified Italian Wine Ambassadors of which 15 are also Italian Wine Experts.

About Wine Spectator:

Wine Spectator is the world's leading authority on wine. Anchored by Wine Spectator magazine, a print publication that reaches around three million readers worldwide, the brand also encompasses the most comprehensive wine site (WineSpectator.com), mobile platforms and a series of signature events. Wine Spectator examines the world of wine from the vineyard to the table, exploring wine's role in contemporary culture and delivering expert reviews of more than 15,000 wines each year. Parent company M. Shanken Communications, Inc., also publishes Cigar Aficionado, Whisky Advocate, Market Watch, Shanken News Daily and Shanken's Impact Newsletter.