



Italian Wine Podcast
Ph. +39.045.8101447

info@italianwinepodcast.com
www.italianwinepodcast.com

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Ministry of Foreign Affairs
and International Cooperation



Press Release
For immediate release

15 February 2023

Italian Wine Podcast flies to ProWein with ITA – Italian Trade Agency

Thanks to a new partnership with ITA – Italian Trade Agency, the Italian Wine Podcast will travel to Düsseldorf for the 2023 edition of ProWein (19-21 March). While ITA will host nine exclusive master classes on Italian Wine, the Italian Wine Podcast will be interviewing some of the producers whose wines will be featured.



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VINI D'ITALIA

*More than 1,300
Italian winemakers
at Prowein 2023
visit the halls 15, 16, 17*

DISCOVER OUR MASTERCLASSES AND FREE TASTINGS AT ITA INFOPOINT - 17, C39

The Italian Wine Podcast and [ITA – Italian Trade Agency](http://www.italianwinepodcast.com) share a common goal: promoting Italian wine abroad and asserting the excellence of Made in Italy around the world. On March 2023, they will work

together towards that same objective at ProWein, one of the most important international trade fairs for wines and spirits in the world.

Their shared passion for Italian wine and familiarity with Italian wine producers led to the organization of six master classes on 19 and 20 March that will explore the entire Italian peninsula through some of its most representative wines. ITA – Trade Agency will then host other three master classes on 21 March. The tastings will be led by Eros Teboni, Certified Sommelier from the Court of Master Sommeliers of London, and “Best Sommelier of the World” 2018. Registration for the masterclasses can be done on site or in advance by filling out the [form](https://bit.ly/3xoMdta) (<https://bit.ly/3xoMdta>). Here is the program:

19 March, 2023

- 11 am: Top wines from Italy: Meininger tasting TOP 100
- 2 pm: Volcanic wines from Italy
- 4 pm: Bordolaise blends in Italy

20 March, 2023

- 10 am: Italian sparkling wine
- 12 pm: The minerality of great white wine from Italy
- 2 pm: Mountain wines from Italy
- 4 pm: The elegance of Italian red wine

21 March, 2023

- 10 am: Low-priced wines from Italy: Meininger tasting TOP 100
- 12 pm: Food pairing with Italian wines

At ITA’s stand, located in Hall 17 / C39, a special recording booth will be set up for the Italian Wine Podcast, which will host some of the producers featured in the master classes. The conversation will focus on the wine tasted during the master class, their winery, and their export strategy. These interviews will then be packaged into a special series of episodes, which will be shared with the Podcast's international audience in the following months.

This collaboration between the Italian Wine Podcast and ITA – Italian Trade Agency brings together one of the wine world’s most important Governmental agencies supporting the business development of Italian wineries abroad with one of its most popular podcasts, giving listeners yet another chance to hear directly from selected iconic wine producers and spotlighting their stories for a global audience of millions.

About: The *Italian Wine Podcast: Cin Cin with Italian Wine People!* launched in 2017 as a project dedicated exclusively to the Italian wine world. The program uncovers the unique world of Italian wine in conversation with some of its key protagonists. Under the umbrella brand of Mamma Jumbo Shrimp (encompassing books, maps, and videos, bringing together a global community of wine, food, and travel), Italian Wine Podcast aims to inform, educate, and entertain listeners with content for wine professionals and casual listeners alike. The only daily wine podcast in the world, content includes wine business, food & travel, diversity and inclusion, wine producers, science, and marketing and communication. Italian Wine Podcast is available on SoundCloud, iTunes, Spotify, Stitcher, XimalayaFM (for China), and on the official website. It now boasts almost 1300 recorded episodes with a growing online following of over 4 million listens. Donations to the show

are welcomed and help fund a portion of the show's equipment, production, and publication costs. To advertise on the show, please request a prospectus and/or customized advertising plan from info@italianwinepodcast.com. Cin Cin!