

Thursday, 2 March 2023

Candidates flock to Verona for prestigious Italian Wine Ambassadors course

The Vitaly International Academy hosts its prestigious Italian Wine Ambassadors course in Verona from 23-27 March 2023. Seventy students from 24 different countries will participate in five days of intensive seminars, tastings and masterclasses, before sitting a grueling exam that will determine who becomes the next Italian Wine Ambassador. This year, candidates from Asia are once again extremely well represented as COVID-19 restrictions are relaxed.



Vitaly International Academy, Masterclass 2022.

With just 307 qualified Italian Wine Ambassadors to date, the honor of wearing the prestigious Ambassador's lapel badge is one of the most sought-after accolades known to the international wine community. Despite a pass rate of just 25%, candidates from as far afield as Taiwan, Singapore, Malaysia, China, Japan and India will gather in Verona ahead of Vitaly 2023 to participate in the



ultimate Italian wine course where they will have the opportunity to sample upwards of 150 Italian wines, all made possible thanks to the unwavering support of the Italian Trade Agency (ICE).

The integrity of the program is maintained by a distinguished academic faculty responsible for delivering the intensive program of seminars, masterclasses and tastings. Chief Scientist, Professor Attilio Scienza, one of the world's leading experts in viticultural sciences, agronomy, physiology and vine genetics, will personally deliver two masterclasses on the subjects of climate change and mythology, while faculty members Sarah Heller MW and Henry Davar IWE will oversee the delivery of the core course content. Producers and trade bodies will also be on hand to deliver a series of in-depth masterclasses focusing on some of Italy's most important wine-producing regions. For the first time this year, these include representatives from the Consorzio Tutela Conegliano Valdobbiadene Prosecco Superiore, Istituto Marchigiano di Tutela Vini, Consorzio del vino Brunello di Montalcino and Consorzio Tutela Vini Orvieto, as well as the Consorzio per la Tutela del Franciacorta, Consorzio Tutela Vini Montefalco and Consorzio di Tutela Vini Doc Sicilia and the Italian Signature Wines Academy.

Stevie Kim, Managing Director of Vinitaly International, said: "A particular feature of the Ambassador's program is the direct involvement of the producers themselves. This year we are pleased to involve more consortia than ever, representing an important cross-section of the Italian wine-producing community. This, coupled with the oversight of a highly distinguished academic faculty, makes the Vinitaly International Academy a truly unique course in the world"

She continued: "After the difficulties associated with Covid, we are particularly thrilled this year to welcome students from every corner of the globe. Each participant brings with them a wealth of experience and expertise, and we are delighted that so many of them will extend their stay to experience Vinitaly itself, giving them the opportunity to meet even more producers and generate meaningful contacts as part of the vibrant global community of ambassadors committed to promoting the gospel of Italian wine across the world."

About: [Vinitaly International Academy](#) (VIA) aims to be the gold standard of Italian wine education. It offers a complete educational path with standardized courses that will teach professionals and educators to master the diversity of Italian wine in a rigorous and organized manner. VIA's main objective is to foster a global network of highly qualified professionals of Italian Wine Ambassadors and Italian Wine Experts who will support and promote Italian wine throughout the world. VIA was founded by Stevie Kim, Managing Director of Vinitaly International. The new VIA ecosystem is guided by the Italian trade associations Federdoc, Federvini, Vignaioli Indipendenti FIVI, and Unione Italiana Vini as members of the Institutional Advisory Board. Italian vine genetics scholar, Prof. Attilio Scienza, oversees VIA's scientific and educational direction as the Chief Scientist. VIA Faculty Sarah Heller MW and Henry Davar teach the flagship Italian Wine Ambassador course. To date, there are 307 Certified Italian Wine Ambassadors of whom 16 are also Italian Wine Experts.