

Thursday, 7 March 2023

Italian Wine Academy welcomes top consortia for ambassador masterclasses

The Vinitaly International Academy hosts the prestigious Italian Wine Ambassadors course in Verona from 23-27 March 2023. This year's event has the support of eight top producer organizations who will deliver in-depth masterclasses, giving participants an unparalleled insight into the diversity of Italian wine.



Vinitaly International Academy, Masterclass 2022.

Seventy participants will gather from across the globe to participate in five days of tastings, masterclasses, and seminars as they prepare for the grueling exam to become a certified Italian Wine Ambassador. As well as a distinguished academic faculty, led by Chief Scientist Professor Attilio Scienza, a selection of top wine consortia 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, the program includes 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. In addition, the Consorzio per la Tutela del



Franciacorta, Consorzio Tutela Vini Montefalco, and Consorzio di Tutela Vini Doc Sicilia, as well as the Italian Signature Wines Academy, will return to support the event this year.

Stevie Kim, Managing Director of Vinitaly International, said: *"The role of the Italian Wine Ambassador is to promote Italian wine on an international stage, so these producer-led masterclasses are invaluable, giving candidates the kind of detailed and in-depth knowledge and understanding they need to fulfill their role."* She continued: *"The opportunity to hear directly from producers themselves about the challenges and opportunities currently facing the Italian wine sector is what distinguishes the Italian Wine Ambassador program from other comparable courses."*

Giulia Di Cosimo, Vice-President of the Consorzio vini di Orvieto, said: *"With our Masterclass we want to focus attention on the multitude of terroirs that characterize our appellation. For example, the diversity of soils has a significant impact on the wines, which are also very different, each with unique specificities and characteristics. Rather than talking about 'the wine' of Orvieto DOC, it would be more accurate to talk about 'the wines' of Orvieto DOC. This is the message we hope the VIA Ambassadors will take around the world with them."*

President of the Consorzio del vino Brunello di Montalcino, said: *"Training is increasingly important, both at the company and consortium level, but not only. Nowadays training also plays a key role in the field of promotion and communication. Brunello, like Italian wine in general, requires well-trained and professional individuals to promote our products, especially on the international stage, to offer an enhanced service to local companies. That's why we are delighted to be a supporter of the Vinitaly International Academy."*

Full list of participating consortia

1. Consorzio Tutela Conegliano Valdobbiadene Prosecco Superiore
2. Istituto Marchigiano di Tutela Vini
3. Consorzio del vino Brunello di Montalcino
4. Consorzio Tutela Vini Orvieto
5. Consorzio per la Tutela del Franciacorta
6. Consorzio Tutela Vini Montefalco
7. Consorzio di Tutela Vini Doc Sicilia
8. Italian Signature Wines Academy

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.