PRESS FOLDER VINITALY 2010
SOL - AGRIFOOD CLUB - ENOLITECH

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When: 8-12 April 2010
Organiser: VeronaFiere
Internet site: www.vinitaly.com

Statistics:
Area: more than 92,000 square metres net, 12 halls occupied, as well as the second floor of Palaexpo.
Exhibitors: 4,200 exhibitors from Oceania, America, Europe and Africa.
Contacts per exhibitor: 33 compared to 11-15 for other competitor exhibitions.
Visitors in 2009: more than 150,000, of whom 45,000 international (43,000 in 2008) from 112 countries.
Media 2009: more than 2,400 accredited journalists from about 50 countries.

INTERNATIONAL WINE COMPETITION

International Wine Competition: scheduled this year 29 March-2 April, the most popular and most selective Competition in the world. Around one hundred more samples entered for assessment compared to 2009: 3,646 from 27 countries.
As of this edition, the Special “Vinitaly Nation 2010” and “Gran Vinitaly 2010” Awards will be joined by the Special “Vinitaly Region 2010” Award. For wines winning medals, producers may ask VeronaFiere, in accordance with the modes envisaged by the Regulations, authorisation to print a corresponding number of labels or stamps with the distinction “International Wine Competition 2010” to be applied to batches of award-winning wines.
Since 2007, medal winners benefit from promotional action within the scope of the exhibition in Verona itself and during the Vinitaly World Tour. The commercial agreement signed with the Isetan chain (Department Store) in Japan for the distribution of award-winning wines in 2007 was hugely successful and has been renewed through to 2010.
Within the scope of the International Wine Competition, the Banca Popolare di Verona Award is assigned to valorise the company from the Veneto, Emilia-Romagna, Friuli Venezia Giulia or Trentino-Alto Adige ranking top on the basis of overall scores.
The results are published at www.vinitaly.com/concorsoenologico.

INTERNATIONAL PACKAGING COMPETITION

International Packaging Competition: scheduled this year on 16 March, this Award is exclusively for the “aesthetic” packaging of wines, spirits and liqueurs. President of the Jury for the 15th edition: Riccardo Facci, founder of the Facci & Pollini creative agency.
The results are published at www.vinitaly.com/concorsoenologico.

VINITALY INTERNATIONAL AWARD

Vinitaly International Award: The Vinitaly International Award was set up in 1996 by Veronafiere in recognition of Italian and international figures and companies which, thanks to their activities, have achieved a role of excellence in world wine production and distribution of culture associated with wine.

INTERNATIONAL WINE & SPIRIT COMPETITION (IWSC)

International Wine & Spirit Competition (IWSC): in collaboration with this competition, Vinitaly makes the “Communicator of the Year Award” to people operating in media and communication sectors distinguished in promoting wine culture, wine growing and distillation products on an international scale. The winners this year are Peter Richards and Susie Barrie MW (Master of Wine), husband and wife in their private lives, who - over the last 12 months - have made a significant contribution to awareness of wine culture in Great Britain and world-wide. Although young, they are already well-known TV and radio communicators - every week, they conduct the most popular BBC tv programme dealing with gastronomy and the culture of fine drinking. Together they have founded “The Winchester Wine School”.
MARKET RESEARCH AND STUDIES

Every year, Vinitaly presents market research and surveys providing the medium-long term vision necessary for companies in order to develop their strategies.

There are four research topics this year:

– Unicab-Axiter Confcommercio research (Press Hall - Second Floor, Palaexpo, 8 April, 15.00): interviews with owners and managing directors of more than 300 large, medium and small winemaking companies to outline the general scenario of companies and investments implemented to re-launch the sector;

– IRI Infoscan research into sales of wine through Large-Scale Distribution (Europa Conference Centre – Vivaldi Hall, 9 April, 10.30): Convention discussing “Large-scale distribution and producers faced by the recovery: how to promote wine on domestic and international markets”;

– Vinitaly/Partesa–Acqua Market Research (Press Hall - Second Floor, Palaexpo, Friday 9 April, 15.00) with the presentation of covering the last 4 years in the overall beverage sector and wine in particular, flanked by a qualitative survey of beverage consumption habits and wine in particular;

– Vinitaly/Bocconi-Tovato & Partners research (Press Hall - Second Floor, PalaExpo, Saturday 10 April, 11.30) into brand relevance, with analysis of how brand is perceived by wine lovers and how such consumers are seen by restaurateurs, wine store owners and wine bar managers. The objective of this research is to identify company strategies that help the final salesman communicate brand values as effectively as possible.

TASTINGS

Taste Italy: launched with great success in 2007, this initiative is dedicated to international traders. This tasting is assisted by professional sommeliers but - thanks to an automatic distribution system - ensures free selection of wines by the best Italian companies.

Tasting ex…press: a tour of the world and wines through guided tastings boasting impressive technical and cultural content in collaboration with the most important sector magazines on an international scale. Original itineraries this year:

– First Prize Wines (tasting of a selection of wines taking awards at IWSC - International Wine and Spirit Competition in 2009 to analyse the factors which make a wine worthy of receiving an award);
– The other Pinot Noir: New Zealand, north and south islands compared;
– Women and wine (presentation of some of the women producing some of the best wines in the world);
– Wines of Austria – Grüner Veltliner;
– A Terroir, a Grape - Oslavia and Ribolla Gialla;
– Amarone best vintage: excellent vintages;
– Great Rieslings from Germany;
– “Impossible” wines (guided tastings of some of the rarest and most difficult to produce wines from all over the world);
– The Wine Enthusiast 2009 ranking of the best Italian wines;
– Marsala - great vintages;
– Styles of Shiraz in Australia.

Taste and Dream: this is the name of the initiative that every year presents major Italian wines chosen for their excellence. It is an exclusive tasting, on invitation by companies. These are the 2010 tastings:

– Braida: Homage to Anna Bologna. 25 years of Bricco della Bigotta;
– Livio Felluga: 50 years of geographical maps. The pride of coming from Friuli;
– Donna Fugata - Sweet Sicily:: 20 years of emotions called Ben Ryè;
– Masciarelli: Days of wine, wines of love.

Trendy today, Big tomorrow: the Vinitaly initiative organised in collaboration with Luca Maroni that stands as an observatory/incubator of the top performing new national producers coming to market
with wines of extremely high qualitative value and impressive cost convenience. First held in 2004, this special tasting has already launched more than 230 companies.

**Solaia - the history of a great wine:** in order to represent the excellence of oenology Made in Italy, Vinitaly dedicates the “tasting-event” of this year to Marchesi Antinori and Solaia, the label most highly prized among wine enthusiasts all over the world. Solaia is presented - for the first time - in a vertical tasting of six high-level vintages: 1978, 1988, 1994, 1997, 2004 and 2007. This exclusive tasting will be conducted by Piero Antinori, with his daughters Albiera, Allegra and Alessia, as well as Renzo Cotarella, the agronomist and Director General of Marchesi Antinori.

Mention must also be made of tastings of Michele Chiarlo, with “The best loved wines of my 50 vintages”, “Blue chips of Italian wine” (wines with the highest value in terms of bottles produced and awards of excellence obtained in the wine guides) edited by Civiltà del Bere, The Three Green Glasses at Vinitaly by Gambero Rosso, Talent - classic Italian sparkling wine by the Italian Talent Institute, New Guide, New Life.... by Slow Food with a blind tasting of 8 wines from terroirs that are less famous yet offering enormous potential for growth and the guided tastings of Ais and Onav, and Enoteca Italiana.

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**THE GREAT CUISINE OF VINITALY**

The Restaurants at Vinitaly are the meeting place between wine, food and extra-virgin olive oil offering gastronomy workshops and tastings of dishes prepared with all the ingredients of the best Italian culinary traditions.

**Designer Restaurants:** located in PalaExpo and offering tastings throughout the event of dishes prepared by some of the leading chefs in top quality Italian cuisine.

**Designer Self-Service:** the chefs of the Young Restaurateurs of Europe Association (JRE) will serve dishes boasting quality, style and elegance even for people seeking to maximise their visit time to Vinitaly by dedicating little time to lunch. Every day, two different chefs will prepare elegant menus, with entrée, main dish, cheese, dessert, coffee and a huge selection of the best Italian wines.

**Citadel of Gastronomy:** the area in the Exhibition Centre dedicated to the quality and characteristics of regional cuisine using DOP and IGP ingredients together with the best wines.

**Sol Goloso Restaurant:** chefs holding workshops with extra-virgin olive oil during the Sol Show.

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**EVENTS IN THE CITY**

**Vinitaly for you:** from Thursday 8 to Sunday 11 April, Vinitaly will animate the evenings of wine enthusiasts in the heart of Verona, in the splendid setting of Palazzo della Gran Guardia, in piazza Bra. From 18.00 until midnight - glamour, live music and especially a huge wine store - Vinitaly itself, to be precise - that once again this year will be managed in collaboration with the “Women of Wine” Association, flanked by cocktails based on Durello sparkling wine by the Lessini Durello DOC Wine Consortium. Cost of tickets: 12 € with 2 wine tastings, 1 cocktail tasting and 1 snack tasting. Free Wine Guide and a glass embellished with quotations about wine by major poets, writers and philosophers.

The RAI Radio 2 Decanter programme will once again involve visitors to Vinitaly For You through its live evening shows.

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**ITALY AT VINITALY**

This is the Vinitaly internet area dedicated to the Regions (www.vinitaly.com) in order to present - well ahead of the events themselves and for the entire following period - regional territories and related wine and olive oil produce, promotional activities and even initiatives organised on stands during Vinitaly. This preferential showcase ensures a complete panorama of the multitude of distinctive features characterising Italian regions and their unique status in the world.
Vinitaly will again be flanked by appointments with Sol, Agrifood Club and Enolitech. Sol - International Exhibition of Quality Extra Virgin Olive Oil (www.sol-verona.it) - is the event for exchanging professional experience and meeting market leaders and national and international buyers. Located in Hall C (10,800 square metres), the 16th edition further enhances its commercial vocation with an even larger Buyers Club and International Meeting Point to become an important b2b opportunity. The role of the event expands year after year, not the least as a tool for the promotion of oils from other countries, that seek in Verona a qualified showcase ensuring new commercial outlets. Countries attending this year also include Tunisia, the protagonist on the first day of a series of targeted initiatives seeking partnership and joint-venture agreements. Sol also welcomes the International “Sol d’Oro” Competition, that this year attracted entries from 191 companies in 7 countries (Italy, Spain, Chile, Slovenia, Australia, Croatia and Portugal) and 16 Italian regions. A company from Chile took the top award in the “delicate fruity” category, while Tuscany and Latium respectively earned the Sol d’Oro in the “medium fruity” and “intense fruity” categories. All oils winning medals and special mentions in the Sol d’Oro Competition are available at the Sol Oil Archive for tastings by visiting international operators. The results of the Sol d’Oro Competition are published at www.sol-verona.it.

Agrifood Club – The Quality Agro-Foods event (www.agrifoodclub.it) continues to expand and for its third year alongside Vintaly and Sol is bigger and better than ever thanks to expansion of trade sectors and more exhibitors. The exhibition is located in Hall C alongside Sol and is designed to promote business by highlighting the typical features of Made in Italy agro-foods. This explains the formula chosen that demonstrates, as far as possible and in practical terms, the use of products in true Italian gastronomy traditions to visitors from all over the world. To this end, many activities are on offer, with twenty tastings in the Forum - an area of 190 square metres where companies will dialogue with operators assisted by leading chefs.

Enolitech - International Exhibition of Wine-Growing and Cellar Techniques & Olive-Growing and Olive Oil Technologies (www.enolitech.it) - this is the service exhibition for exhibitors and wine lovers highlighting accessories, equipment and products for the cellar, the olive mill, conservation and tasting of wines and oils. This year, the many innovations on show especially include the largest barrel in the world with a capacity of 32,000 litres, new technologies for air freight of single bottles, machines for distribution of bulk products and a new patented sparkling system. As in 2009, VeronaFiere also offers exhibitors a free anti-counterfeiting service, protecting industrial and intellectual copyright of products on show to counter the presence of operators exhibiting “counterfeit products” or practising “unfair competition”. Information is also provided about how to protect the brands, patents and distinctive marks that are vital for the success of any business initiative. Set up in Hall F, opposite the Romeo and Juliet Entrance, Enolitech boasts an inside show area of 12,400 square metres, as well as the adjacent outside area.

Vinitaly means much more than wine. Thanks to the 22nd Grappa & C. Tasting and the 2nd Coffee Experience, other Made in Italy products of excellence also have their own international showcase in Verona. Thanks are especially due to the Tasters Study Centre, organisers of the two events in collaboration with VeronaFiere.
Located in the gallery between Hall 10 and Hall 11, **Grappa & C. Tasting - An Invitation to Taste Spirits** every year involves thousands of tastings. The data collected by this tasting event every year is used to make the Vinitaly Grappa Tasting Awards for companies organised with The Tasters Study Centre.

In the wake of success at the first edition in 2009, Agrifood Club in Hall C sees the return of **Coffee Experience**, the coffee tasting event focusing on blends and single-origin espresso and moka coffees. The initiative boasts the patronage of the International Coffee Tasters Institute and the Italian National Espresso Institute.

**COMPANY NEWS**

This is the area where exhibitors can outline their companies, products and events on their stands: yet another communication tool, always up-to-date and up-datable, on the home page of the Vinitaly (www.vinitaly.com), Sol (www.sol-verona.it), Agrifood Club (www.agrifoodclub.it) and Enolitech (www.enolitech.it) sites.

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**Press release - VeronaFiere Press Office**
Tel.: +39.045.829.82.85 – 82.42 – 82.10
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VINITALY: THE GLOBAL BUSINESS NETWORK

Thanks to its constant focus on international scenarios, the largest exhibition in the world dedicated to wine ensures new services for exhibitors and attendance by qualified delegations of international buyers from more than 110 countries. Many innovations also for visitors.

Business, promotion and information - these are the keywords for the 44th Vinitaly, scheduled in Verona 8-12 April 2010 (www.vinitaly.com), the exhibition owned and organised by VeronaFiere (www.veronafiere.it). As ever a platform for meetings between supply and demand, the largest International Wine Exhibition is upgrading its services for companies in order to support and prepare them to grasp the opportunities that will arrive with the economic recovery.

To this end, Vinitaly 2010 has seen massive direct marketing action to selected mailing lists of buyer in the USA, Germany, United Kingdom, Switzerland and Austria. This is only one of the many initiatives adopted to increase even further the already impressive attendance in Verona by qualified international operators, that in 2009 came to 45,083 (+19% compared to the 2008 edition) out of 151,216 total visitors.

Vinitaly thereby confirms its role as a global business network for world oenology. In any case, the 44th edition of the largest world exhibition dedicated to wine is eagerly awaited by producers, that at this particular time feel the need to make the most of their promotional investments in the same way as for previous editions of Vinitaly.

“We are working to ensure excellent business opportunities for our exhibitors,” said Giovanni Mantovani, Director General of VeronaFiere, “and attendance re-confirmations for this year by companies present in 2009 continues to stimulate us towards improving the offering of services even further.”

A fundamental aspect in terms of international attendance loyalty also comes through the work carried out by the network of delegates which VeronaFiere has set up in 60 countries. This means that qualified delegations travel to Verona from Switzerland, Great Britain, France, Austria, Germany, Hungary, Denmark, Sweden, Canada, Russia, USA, Australia, Egypt, Libya, Tunisia, Morocco, South Africa, India, China, South Korea, Japan, Taiwan, Malaysia, Singapore, Indonesia, Ecuador, Mexico, Baltic countries and Central-Southern America.

Moreover, online matching has already been upgraded, allowing exhibitors who insert their company card in an area exclusively for international buyers to be contacted prior to the event by people seeking to plan their appointments in advance.

Innovations have also been introduced to ensure even better assistance for visitors attending the event, with hand-held PC or blackberry services detailing traffic, exhibitors searches, tasting lists, etc. The Vinitaly site, moreover, offers the new My Vinitaly space, with all events, tastings and menus at the Designer Restaurant, the Designer Self-Service Restaurant, the Citadel of Gastronomy and the Sol Goloso Restaurant, with a “shopping basket” making it possible to select, print or send appointments to personal e-mail addresses.

This edition of Vinitaly, lastly, also sees the inauguration of an online platform dedicated to journalists providing organised availability of press releases, images, videos, interviews, analysis and market research - so that everything at Vinitaly is just one click away.

This service is designed to facilitate the work of media operators but also to offer people not having the chance to visit the show to create their own virtual tour of the exhibition.

While organisation of Vinitaly 2010 is by now complete, efforts are already underway to give Vinitaly new exhibition spaces in the future.

“This is the context of the business plan approved by VeronaFiere early in December 2009, which envisages,” said President Ettore Riello, “self-financed investments of 70.7 million euro by 2014 to ensure the continual improvement of infrastructures, launch innovative services and strengthen international impact to be increasingly the preferential import-export platform for the country system.”
Other important aspects in this direction are the creation of joint ventures and new companies in China, USA, India and Brazil to organise exhibition events and targeted initiatives, that will consolidate the Vinitaly brand abroad and thereby enhance the appeal of the event. These initiatives will help promote Vinitaly all year round among international operators and strengthen the work carried forwards in recent years by Vinitaly world-wide - 2010, after stop-offs in January in India and Singapore and February in New York and Florida, sees other scheduled events in Russia (May), Brazil (June), the USA again and Sweden (October), concluding in November in the Far East with Hong Kong, China, Japan and South Korea.
THE INTERNATIONAL SCENARIO IN THE SECTOR

Production, consumption and trade all over the world. Exports and statistics for Italian wine-growing.

World production
OIV estimates envisage a world production volume in 2009 of 268 mln hl, a figure substantially in line with 2008. There is a similar forecast also for European production (EU 27), for which Oiv data indicates a figure of around 161 mln hl, with a slight increase (1.1 mln hl, that is +1%) compared to the modest production in 2008 (159.5 mln hl).

This result is the outcome of different performances on a national scale. In continental Europe (thereby ignoring the negligible output by in terms of volume Cyprus and Malta), Austria especially saw a downturn in production, with a drop of 15% compared to the previous year, followed by Germany, Spain and Slovakia (-6%) and Italy (-3%). On the other hand, production increased in Rumania (+18%), France and Slovenia (+9%), and Portugal (+8%).

In absolute terms, the best performances are those expected for France (45,725 million hl), Italy (45,500 mln hl) and Spain (34,204 mln hl), followed at some distance by Germany (9,400 mln hl), Rumania (6,110 mln hl) and Portugal (6,100 mln hl).

These results should also be interpreted in relation to the implementation of the new CMO and the progressive reduction of EU vineyards, so that a fall back of about 2% is estimated, down by 3,804 mha in 2008 to an envisaged 3,730 mha in 2009. This reduction of vineyard areas is the main cause of weak production levels on a continental scale, that in 2009 appears for the third consecutive year. And it must also be borne in mind that the implementation of this measure is likely to being about between 2009 and 2010 a further reduction of vineyard areas estimated at about 55 mha.

As regards world wine production in 2009 (with overall figures in line with the previous year), the total volume for countries listed under “southern Hemisphere/USA+Switzerland” is slightly down, following the production downturns seen in Argentina, Brazil and Australia, nevertheless offset by the positive results achieved in the USA, Chile and Switzerland.

Moreover, even the southern hemisphere and the USA have seen a slowdown in the overall growth of vineyard areas compared to the trend underway since about 2000.

In particular, slight growth over the last year is expected for vineyards in Argentina and Chile, while Brazil and New Zealand should remain stable and South Africa a decrease in its vineyard areas. Surplus wine-growing areas are also a debated topic in Australia, where since 2008 vineyards have seen a downsizing trend, yet vineyard development rhythms are also slowing down in China.

World consumption
In the first part of 2009, domestic purchases of still and sparkling wines dropped by three percentage points compared to the first half of 2008. In particular, this downturn is especially attributable to sparkling wines and, to a lesser extent, table wines.

There was a slight increase, on the contrary, in demand for wines with denomination of origin. Ismea envisages for 2009 a re-alignment with 2008 values for domestic consumption of still, sparkling and Doc-Docg wines.

Effectively, the first signs of the economic crisis already seen in the last quarter of 2008, had brought about a modest yet in any case significant downturn in consumption levels in 2008 compared to 2007, as well as decline in world trade levels in the same period.

Despite the market situation, the evolution trend towards an increase in world consumption by volume seems not to be affected: in short, while growth in purchases by volume continues there has been a drop in average purchase prices, as seen in recent developments in domestic demand on the American market.

Consumption in Italy
Retail sales of wine in Italy in 2009 suffered a major setback, especially as a result of the collapse of
the price-mix, probably the outcome of a preference among consumers for cheaper products and stiff competition between producers. The market fell by 9% in value and 1.3% in volume. This downturn means that the Italian wine market is today 5% below the level in 2006/07, following the erosion of the 4% advantage recorded in 2008.

Exports by Italy
2009 was an absolute record year for exports of Italian wine that, in accordance with Sole24Ore data, almost reached the threshold of 20 million hectolitres.
Ismea data indicates that wine exports posted an increase of +10.2% by volume, compared to a drop of 5.4% in value compared to 2008. This trend is largely dictated by the increase in exports of bulk wines (+18%) that by now represent one-third of total exports of Italian wine (33% compared to 30% in 2008). As regards bottled wines, the performance was only positive in terms of quantity (+5%), while values were substantially down (-4% compared to 2008).
The most important export signals come from the European market, which in 2009 took 56% of Italian exports. The top market is Germany, where a comeback in consumption of Italian wine was seen after last year when many buyers had preferred supplies from the Spanish market (2009 in particular saw growth in bulk wines, with +21% by volume). The United Kingdom took second place, where demand for sparkling (+18%) and bottled (+9% in volume) wines grew compared to a drop of 4% for bulk wines. As regards exports to non-EU countries, there was good growth in volume (+6.6%) but a significant reduction in terms of value (-10.8%). The main destination for Italian wines is still the United States, despite the fall back in demand seen in 2009 (-4% by volume and -10% by value).
During 2009, Italian products won new markets which, although currently marginal, are destined to become increasingly important for Italian producers. In particular, Russia saw an increase of 30% in demand for Italian wine, followed by Sweden with +14.2%.

As regards wine imports, 2009 - again according to Ismea data - saw a reduction of 25% compared to 2008.

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<th>WINE-GROWING IN ITALY</th>
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<td><strong>Estimated production 2009</strong>: 45.5 million hl</td>
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<td><strong>Italian wine exports 2008</strong>: 19.7 mln hl, 3.5 billion euros, about 20% of total foodstuff exports (the wine field ranks in first place for Italian food exports)</td>
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<tr>
<td><strong>Value of wine, allied fields and services</strong>: more than 20 billion euros</td>
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<td><strong>Employment</strong>: 700,000 employees (in vineyards, cellars, processing and distribution); 1.2 millions if primary allied fields are also included</td>
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<td><strong>Italian Vineyards</strong>: 684,000 ha (1,230,000 ha in 1980 and 970,000 ha in 1990)</td>
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<td><strong>Retail sales in Italy 2009 (compared to 2008, source: Ismea)</strong>: value -9%; quantity -1.3%</td>
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<td><strong>DOC, DOCG and IGT (2009)</strong>: 320 DOC, 41 DOCG and 137 IGT</td>
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Data Analysis - Veronafiere Press Office. Various sources (Oiv, Ismea, Uiv, ISTAT, Solo24Ore)
SOL: FIVE DAYS TOURING ITALY OF EXTRA VIRGIN OLIVE OIL

The only International Exhibition dedicated to quality extra virgin olive oil ensures business opportunities for operators all over the world and is equally a preferential showcase for the national production. Regional group shows and individual companies present the truly huge varieties of Italian extra virgin oils.

Promotion of the best extra virgin olive oils means Sol (www.sol-verona.it), the only international exhibition dedicated to quality products that celebrates its 16th edition with even more and betters services for exhibitors. The role of the event expands year after year, not the least as a tool for the promotion of oils from other countries, that seek in Verona a qualified site ensuring new commercial outlets. Countries attending this year especially include Tunisia, the protagonist on the first day with a series of targeted initiatives seeking partnership and joint-venture agreements.

As a preferential showcase of quality Italian produce, thanks to Italy’s world leadership in olive oil exports, Sol stands as a vital opportunity for buyers arriving from all over the world since the 5 days of event allows them to explore the entire panorama of olive oil in Italy. This year, regional group shows are particularly significant thanks to expanded exhibition areas and even more companies offering a tour from north to south of the country, by way of Liguria, Veneto (with the Garda DOP Consortium and the Veneto DOP Consortium), the Marches, Abruzzo, Tuscany (through the Province of Siena and Prato Chamber of Commerce), Latium, Campania, Puglia and Calabria, to close with Sardinia.

As ever, the event embraces two fronts: product culture and b2b contacts.

In the first case, education about the use of quality oil is ensured through tasting stages presenting the various production regions and cuisine workshops in the Sol Goloso Restaurant. Here, chefs of the 5T Quality Academy (Territory, Tradition, Typicality, Traceability, Transparency) will use extra virgin oils to prepare first and main courses and in pastry recipes.

The International Meeting Point is dedicated to b2b, where producers and operators from all over the world can meet and “talk business”.

Moreover, the Buyers Club has also been upgraded. This service developed by VeronaFiere allows international operators to schedule meetings with exhibiting companies prior to the exhibition itself. As a way to expand the number of business contacts, this year sees the launch of incoming action for selected buyers from around forty countries in Europe, America and Asia; these include China, Japan, Singapore, Russia, India, USA, Canada and Latin America.

They will be invited to the Oil Archive, a selection of excellence from all over the world - in other words, the oils winning medals and special mentions in the International “Sol d’Oro” Competition. This year, the Sol d’Oro award for the best “delicate fruity” product went to Agricola y Forestal Don Rafael, Santiago, Chile, while the award in the “medium fruity” category went to Villa Stabbia, Massa Cozzile (PT) and in the “intense fruity” category to Frantoio Quattrococchi Americo, Alatri (FR).

Thanks to the schedule alongside Vinitaly and Agrifood Club, Sol further enhances its appeal among international visitors, who can establish contacts with the very best in Italian agro-food production, on display in Verona in all its facets. This meeting of tastes and flavours is achieved not only at Sol Goloso but also through Designer Restaurants, the Designer Self Service Restaurant managed by the European Young Restaurateurs Association and in all the Citadels of Gastronomy, where traditional dishes in Italian cuisine are prepared by internationally famous chefs and served with the best wines by companies exhibiting at Vinitaly.

This is an extraordinary possibility for valorising and promoting the culture of Italian food world-wide, at the same time as expanding opportunities for business contacts.

Press release - VeronaFiere Press Office
Tel.: + 39.045.829.82.85 – 82.42 – 82.10
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Delegations of international buyers set to arrive from all over the world

TASTE AND BUSINESS ON THE MENU AT AGRIFOOD CLUB

The excellence of Italian agro-foods, thanks to Agrifood Club alongside Vinitaly and Sol, sees Verona ensure an international platform encouraging business contacts but also product culture and the true traditions of Italian gastronomy.

Agrifood Club – Exhibition of Quality Agro-Foods continues to expand and for its third year alongside Vinitaly and Sol is bigger and better than ever thanks to expansion of trade sectors and more exhibitors. Bread, pasta, cured meats, fish, chocolate, coffee, honey, confectionery, cheese, beer, sauces, vinegars, conserves, rice: the best of Italian agro-foods production finds here an international showcase from a promotional point of view and the possibility of effective business contacts with qualified international buyers and delegations of operators specifically invited by the organisers of the show. Yet Agrifood Club is also a tool for promoting product culture and safeguarding the image of Italy world-wide against the counterfeits achieving market success all over the world to the detriment of Italian exports. Agro-foods are an economic patrimony for Italy and the second production sector with turnover of about 120 billion euros - with one-sixth from exports and significant margins for further improvement.

This is why a detailed series of activities is proposed over the five days of the event, with twenty tastings in the Forum - an area of 190 square metres specifically set up to allow companies assisted by top chefs to dialogue with operators. Many tastings will also be organised on the stands of individual exhibitors. Inasmuch, after the largest pasta in the world, Gragnano returns to Verona this year together with producers of flour, San Marzano tomatoes and buffalo mozzarella cheese to offer freshly-baked pizzas and pasta dishes topped with tomato sauce: an approach to business taken up by many other companies highlighting the typical agro-foods of Made in Italy through practical demonstrations to visitors of their use in true Italian gastronomy traditions.

Many group shows focus on excellence, with Confartigianato Pisa and the 5T Academy bringing to Agrifood Club two groups of companies strictly selected on the basis of this requisite. They are joined by the Parma Ham Consortium with its producer companies and the “Honey Library” of the Cities of Honey with products organised by region and type.

Taste is highlighted through the Designer Restaurant, the Designer Self Service Restaurant managed by the European Young Restaurateurs Association and in all the Citadels of Gastronomy, where traditional dishes in Italian cuisine are prepared by internationally famous chefs and served with the best wines by companies exhibiting at Vinitaly; the olive oils of Sol, on the other hand, are the protagonists of the Sol Goloso Restaurant.

Following the success of the first edition in 2009, the coffee tasting event is back: a Coffee Experience explaining blended and mono-variety espresso and moka coffees. This initiative is organised by VeronaFiere in collaboration with The Tasters Study Centre and boasts the patronage of the International Coffee Tasters Institute and the Italian National Espresso Institute.
RECORD-SETTING BARRELS AT ENOLITECH AS WELL AS ADVANCED PRODUCT QUALITY SERVICES

The International Exhibition of Wine-Growing and Cellar Techniques & Olive-Growing and Olive Oil Technologies this year welcomes attendance by new companies and innovative products - as well as unique items such as the largest wine refinement barrel in the world.

This is the service exhibition for exhibitors and wine lovers highlighting accessories, equipment and products for the cellar, the olive mill, conservation and tasting of wines and oils.


Here, companies in the sector can present the best of their production and, thanks to scheduling alongside Vinitaly and Sol, also benefit from visitors and exhibitors from all over the world visiting these two other specialist events.

Enolitech is thereby an opportunity for meetings, comparisons and dialogue with all operators seeking to discover and purchase new applications and new technologies to improve the quality and efficiency of their production processes as well as a more effective presentation of their image.

This year, the many innovations on show particularly include the largest barrel in the world, new technologies for air freight of single bottles, machines for distribution of bulk products and a new patented system for sparkling wines as well as collections of glasses for tasting.

The largest barrel in the world is named Magnifica and was produced to refine Tommasi Viticolturoi Amarone by Garbellotto in Conegliano, province of Treviso, with 5,000 kg of the best oak for an overall volume of 40 cubic metres and a capacity of 32,000 litres.

As in 2009, VeronaFiere also offers exhibitors a free anti-counterfeiting service. This service safeguards the industrial and intellectual copyright of the products on show by providing a pool of professionals in the event of other operators exhibiting “counterfeit products” or conducting “unfair competition”. Information is also provided about how to protect the brands, patents and distinctive marks that are vital for the success of any business initiative.

An interesting sign of new trends comes with attendance by around thirty new and young exhibiting companies, with turnover demonstrationg the vitality of the sector, as well as the presence of companies specialising in the quality certification of foodstuffs.

Set up in Hall F, opposite the Romeo and Juliet Entrance, Enolitech boasts an inside show area of 12,400 sq.m., as well as the adjacent outside area.
VINITALY: SUCCESS STORY GOING BACK 44 YEARS

Vinitaly is the event that more than any other has traced the evolution of the national and international wine system, helping to make wine one of the most captivating and dynamic realities in the primary sector.

1967: 22-23 September - Palazzo della Gran Guardia hosted the Italian Wine Days. This was the official “baptism” of Vinitaly.


1971: The event became Vinitaly – Wine Exhibition: a full-scale trade exhibition. An auction of highly-prized wines was organised by Agriturist and guided by Mario Soldati. Vinitaly was also joined by a trade section covering machinery, equipment and products for oenology and the first edition of the DOC Wines Catalogue Exhibition.

1978: Vinitaly gained qualification as an “international” exhibition and thus welcomed participation by companies outside Italy.

1980: Vinitaly was rescheduled and has since been held in April.

1987: Vinitaly welcomed the first Olive Oil Exhibition.

1988: The Olive Exhibition became SOL. Distilla was also set up - the Exhibition of Grappa, Brandy and Spirits.

1992: the International Wine Competition was set up: now at its 18th edition, it has become the most selective and popular in the world: On average, only 90 medals are awarded to about 3,600 wines entered from more than 30 countries.

1995: Distilla was with merged Vinitaly and the event was renamed Vinitaly-International Wine and Spirits Exhibition.

1996: the International Packaging Competition was set up with awards for the best wine packaging.

1998: The international status of Vinitaly was confirmed and relaunched by VeronaFiere's decision - on its centenary - to move into China (Shanghai) with China Wine, a positive experience that was repeated in following years.

The sector dedicated to wine and oil became a specific show - Enolitech, the Exhibition of Technology for Wine-Growing, Oenology/Olive-Growing and Olive Oil Production.


2003: after a successful initial event in 2002, the exhibition also “conquered” America with Vinitaly US Tour in Chicago and San Fransisco - and also attended IFOWS, the Italian Food and Wine Show, in Mumbay, India. Vinitaly For You was created - the Vinitaly off-show event dedicated to wine lovers who find in Palazzo della Gran Guardia, in the historic heart of Verona, a young and welcoming environment for tasting the best wines.

2004: The Vinitaly brand was directly promoted - for the first time, after six years - in China and - an absolute innovation - in Russia. The Vinitaly US Tour travelled to Miami and San Francisco.

2005: even stronger internationalisation of the brand serving the Italian wine system. New efforts in India with Ifows prepared the ground for the first full-scale edition of Vinitaly India. May saw the second edition of Vinitaly Russia and October welcomed the US Tour (Boston, Chicago and Los Angeles). November - by now a consolidated tradition - saw Shanghai host the 7th edition of Vinitaly China. The main exhibition in Verona (April) saw the definitive launch of new initiatives combining wine and international catering with “Gulliver’s Travels” and “Wine & Food Pairings”, as well as space for emerging producers through “Trendy Today - Big Tomorrow” and meetings with buyers and the Ho.Re.Ca. channel.

2006: Vinitaly “comes of age” with its 40th anniversary. Two new exhibition halls (10 & 11) were joined by expanding presence on international markets thanks to Vinitaly Japan in Tokyo in November, the first edition with the Vinitaly brand in India in Mumbay and New Delhithe third event in Russia with St. Petersburg as the innovation alongside well-consolidated Moscow, Vinitaly US Tour (Chicago, Los Angeles and Las Vegas) and Vinitaly China in Shanghai (China).

The International Packaging Competition welcomed liqueurs and spirits made from fruit other than grapes; previously, in 2005, the award had embraced spirits made from wine products.
2007: following successful on-line matching through the www.vinitaly.com site in previous years, Vinitaly launched “Taste Italy”, a new initiative bringing together supply and demand. Here, the best Italian companies present to 5,000 international operators and trade journalists - through an innovative dispenser system - the “top products” and “new products” of the year. Innovations also involved the International Wine Competition, thanks to an agreement between VeronaFiere and the exclusive Isetan fine food distribution chain in Japan, that in October 2007 saw the creation of sales corner for award-winning wines in its stores in Tokyo. Moreover, thanks to an agreement with Spazio Italy, the company winning the Italy section will enjoy 15 days of promotion in the area managed by Air Dolomiti/Lufthansa in the Italian departures area of Munich International Airport. Vinitaly 2007 saw the creation of Genius Wines, an integrated system serving companies developed by the consortium between VeronaFiere, Federvini and Uiv. Objectives include the identification of new outlet markets and the promotion of Italian produce. 2007 came to an end with EU recognition of the quality, innovation and organisation levels achieved by VeronaFiere with its international initiatives in the wine field: Brussels in fact approved an EU project lasting three years (2008-2010) co-financed by Italy and the Italian Wine Union for about 4 million Euro to promote quality European wines in China, India and Russia, with VeronaFiere Authority as the actuator.

2008: “Passionate Business” was launched as the synthesis of the operative mission and philosophy of VeronaFiere: passion for wine and effective business. Vinitaly World Tour celebrated its 10th anniversary - starting off again from India in January. February saw Vinitaly US Tour, now doubling up with an initial trip to Miami and Palm Beach. June welcomed the new stage in Russia, while October saw Vinitaly return to the USA - this time to Chicago, New York and, for the first time, to the capital Washington. The international calendar culminates in November with Japan (where the promotion agreement between VeronaFiere and Isetan has been extended until 2010) and China, with stop-offs in Peking, Shanghai and - for the first time - Macao.

2009: Vinitaly 2009 welcomes the inauguration of new Hall 1 - bringing gross inside area at the exhibition centre to 150 thousand square metres. In implementing a development policy in full respect of the environment, VeronaFiere equipped the new hall with 2,000 square metres of solar panels - generating electricity equivalent to the annual requirement of 33 apartments. Following positive experience in 2008 with Agrifood Club, the Exhibition of quality agro-foods, it was definitively decided to expand trade sectors targeting interested international operators beyond wine with Vinitaly and extra virgin olive oil with Sol to all “Made in Italy” agro-foods. Exhibitors at Enolitech are provided a free anti-counterfeiting service to protect industrial and intellectual copyrights of products on show and counter the presence of trade operators exhibiting “counterfeit products” or practicing “unfair competition”. November saw the debut of Vinitaly World Tour in Seoul, South Korea.

2010: advanced services for companies, direct web-based marketing to increase the number of international trade operators and improve the loyalty of those already involved in Vinitaly are the central theme of the 44th edition of Vinitaly. Innovations have also been introdced to provide even more assistance to visitors attending the event, with hand-held PC or blackberry services and the new My Vinitaly space in the event’s internet site. An online platform dedicated to journalists has also been inaugurated, providing organised availability of press releases, images, videos, interviews, analysis and market research - so that everything at Vinitaly is just one click away. The International Wine Competition introduces - alongside the Special “Vinitaly Nation 2010” and “Gran Vinitaly 2010” awards - the Special “Vinitaly Region 2010” Award. Wines winning medals may now include “International Wine Competition 2010” on bottle labels: acknowledgement of quality attained thereby becomes a marketing tool ensuring impact all over the world. With the addition of Singapore, Brazil and Sweden, the Vinitaly World Tour now involves nine countries.