



## The Biggest & the Best International Wine Show: VINITALY Verona, Italy:

9-12 April 2017

The 51<sup>st</sup> VINITALY wine show opens its doors on 9<sup>th</sup> April 2017 at the Fairgrounds at Verona. The exhibition has cemented its place as the largest and most prestigious **wine show** in the world with 4.100 exhibitors from 30 different countries in 2016. Trade visitors numbering 130,000 (50,000 foreign with large contingents from the USA and China) attended in 2016 as did 2.600 journalists from 46 different countries. (The figures are verified by a German independent exhibition audit firm, FKM.)

In 2017 again there will be South African exhibitors. South African stands are always a centre of attention – in 2016 the South African winemakers held a very successful wine-tasting and there will be a repeat of the wine-tasting in 2017 because of the impact the event has had in the past and this bears the support of the Consulate General of South Africa in Milan. There are two important events preceding the show – **5 Star Wines, the Book 2017** (31<sup>st</sup> March – 2<sup>nd</sup> April) a new format with highly regarded judges tasting blind top end wines from all over the world to place the best in “The Book” so as to promote constant viticultural improvement and penetrate new markets, and **The International Packaging Competition**. Background to the events can be found on [www.vinitaly.it](http://www.vinitaly.it). Entries have been open some time – contact the undersigned. In 2017 there will, as in the past, be greater association between VINITALY and the parallel exhibition SOL&AGRIFOOD so that the close partnership between olive oil, farm food-making and wine can be highlighted.

Verona is the city of Romeo and Juliet, of which Romeo says:

“There is no world without Verona walls  
But purgatory, torture, hell itself.  
Hence-banished is banished from the world”

Juliet’s balcony, near to the Herb Market, remains a favourite sight in the panoply of Verona’s attractions. A Roman city, it uses its stately Arena for open-air opera in the summer months, to which the world repairs. Close to Lake Garda and the Brenner Pass, Verona was part of the Venetian state and is midway between Milan and Venice.

The Fair of Verona is more than a hundred years old. The fairgrounds are the centre for agro-economics and host 30 shows amongst others for: fine food and olive oil (Sol&Agrifood), wine-making technology (ENOLITECH) running parallel with VINITALY, agro-industry (Fieragricola), meat (EUROCARNE) and baking (SIAB).

Each serious member of the wine industry in Southern Africa should visit this exhibition. Besides the marriage between food and wine with constant pairings and tastings arranged around representatives of prestigious restaurants, the tastings and the wine competition make a major impact upon sales. For more information call Verona Fair’s Southern Africa representative: *Babrius* 021 788 7069 [24/24] Fax 021 788 5616 e-mail: [babrius2@mweb.co.za](mailto:babrius2@mweb.co.za) PO Box 315 Muizenberg 7950 - Speak to Tracey or Adv Glenn Babb

