

reportage

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from our reporters in Verona: Dante Zamin, Federica Bartesaghi and Tommaso Farina

# Vinitaly 2022, a grand style comeback

The Verona exhibition has never seen so many foreign buyers coming to the event: 25,000 operators from 139 countries, 28% of the total visitors.

Numbers that bode well despite defections, especially from Russia, China and the East.



For those who have known Vinitaly for twenty years, the return of a 'proper' Vinitaly - after the suspension in 2020 and the small, juicy but still reduced special edition in 2021 - is a pleasant, almost consolatory, sign of normality. *Vini&Consumi* visited the event in Verona every day, drawing conclusions that bode well for the future of the entire sector.

## What could be improved

Among the issues, the biggest problem was, needless to say, the road network, which has always been the 'Achilles' heel' of the exhibitions organized in Verona. Major infrastructural investments have been promised by politicians, so we will have to wait and see. However, many exhibitors have called for a brand-new exhibition center outside the city, perhaps with its own railway station, to make it easier for people who are often forced to commute to hotels in the municipalities of the Province. Another relatively critical point: compliance with Covid regulations, which seemed rather haphazard. If sometimes we have encountered employees who were rightly zealous and ready to check the Green Pass even more than once, in other cases we noticed a milder surveillance. Not to mention that many people were caught without their masks, especially in the connecting tunnels, but in some cases also in the halls.

## A calm invasion

As for the rest, VeronaFiere has more than enough reason to be satisfied. Vinitaly 2022 reached an historic record for the percentage of international buyers in relation to all visitors: 25,000 international operators (from 139 countries), who accounted for 28% of the total number coming to the exhibition (88,000). Such result was reached despite the very strong reduction - linked to pandemic restrictions on international travel - of arrivals from China and Japan, as well as Russian buyers, of course. This accounted for about 5,000 missed arrivals but did not prevent the reshaping of the participation: from a national point of view, this edition saw a more balanced attendan-



## Vinitaly 2022, un ritorno da record

*Per chi conosce Vinitaly da vent'anni, il ritorno di un Vinitaly 'come si deve', dopo la sospensione del 2020 e la piccola, succosa ma pur sempre ridotta edizione speciale del 2021, rappresenta un piacevole, quasi consolatorio segno di normalità. Malgrado le defezioni - soprattutto da Russia, Cina e Oriente - la rassegna veronese non ha mai visto accorrere così tanti buyer stranieri: 25mila operatori da 139 Paesi, il 28% degli ingressi totali. Vini&Consumi ha presidiato ogni singolo giorno della kermesse, traendo conclusioni che fanno ben sperare per il futuro di tutto il comparto.*

ce from all the regions of Italy, with a growth of the Central and Southern ones. The result is more than remarkable, considering all the logistical problems caused by the pandemic and the Coronavirus. Another element that stood out was the increasing participation of professional visitors. In the Special Edition of October 2021 the limited number of admissions had already suggested a rigorous selection of who could enter the fair: a task made easier by the smaller size of the event. It is therefore pleasing to note that the 'ordinary' edition, in the usual grand style (the only thing missing were the large, themed restaurants at the back of the fairgrounds, which were replaced by other catering pavilions), maintained the same rigor: at the end of the exhibition, there were always a few tipsy kids, but nothing like what we have seen years ago.

## A positive balance

Maurizio Danese, president of VeronaFiere, has no doubts: "The role of Italian fairs is increasingly linked to the growth in the number of companies that open themselves up to the international market, especially SMEs. Vinitaly, in this edition more than ever before, focused on this aspect with a very positive result for a sector which is morphologically characterized by small companies. The lesson to be learned? "We are now looking ahead to 2023 with an event that is even more attentive to market logics and the service and guiding function of our exhibition for the sector, that seemed enthusiastic about returning to Verona after three years". Giovanni Mantovani, the general manager, agrees: "The Vinitaly we wanted has come to an end and this was by no means a foregone conclusion. We have given an initial feedback after a long process of brainstorming with the companies.

Thanks to this, we created a plan that will gradually become fully operative over the next two years. Setting a record for the incidence of foreign buyers in such a difficult year in terms of economic and geopolitical situation is not trivial, in fact it highlights all the determination of VeronaFiere to pursue its objectives".



**REDORO**  
 Daniele Salvagno  
 "We are here at Vinitaly, for the very first time, with our organic Valpolicella Ripasso DOC Valpantena Superiore".



**PONTE 1948**  
 Matteo Bagnara  
 "Among the many new products we are presenting, there are organic Pinot Grigio DOC delle Venezie and organic Merlot IGT Veneto, which join the already well-known organic Prosecco DOC, all from the Ponte's flagship line".



**CECCHI**  
 Isotta Santini  
 "The Cecchi family owes its fame to the great wines produced by the more historic Cecchi brand, whose Chianti Classico is the most appreciated and well-known wine both in Italy and abroad".



**BOSCA**  
 Nicolò Omento  
 "With a 190th anniversary to celebrate and a renewed visual identity, we bring to the fair many new products for the different distribution channels. Such as Alta Langa for the large-scale distribution and the Ispiro and Esploro ranges of sparkling wines".



**CANTINA UGGIANO**  
 Giacomo Fossati and Anna Gori  
 "The latest arrival in the Uggiano family is the new Governo all'Uso Toscano. An easy-drinking red wine with an intense color and fruity bouquet that meets the preferences of an international consumers".



**BARBANERA**  
 Paola Fatichenti and Paolo Barbarera  
 "Our new Primitivo del Salento PGI is called Ngrudrà, which means 'encounter'. An important wine, also in its appearance: on the label there is a gold leaf that makes each bottle unique".



**BOSCO DEL MERLO - CASA PALADIN**  
 Roberto Paladin  
 "The interesting new products are the Uniko Bianco and Uniko Rosso, whose sales proceeds will be donated to the non-profit organisation 'Avapo'. They will also be sold in large-scale distribution".



**VALDO SPUMANTI**  
 Silvia Cavazza  
 "This year we became distributor for the Italian large-scale retail of the Côte des Roses line by Gérard Bertrand".



**CANTINE PELLEGRINO 1880**  
 Left: Benedetto and Sebastiano Renda, Caterina Tumbarello  
 "We have here the new Marsala Ruby Genesis, and the dry Zibibbo Cardilla, designed for large-scale distribution".



**LA DELIZIA**  
 Flavio Bellomo and Elisa Rosa  
 "Our latest innovation at Vinitaly is an entirely sustainable Prosecco DOC, including packaging. The cap is made of recycled cork".



**TENIMENTI CIVA**  
 Left: Valerio Civa and Stefano Silenzi  
 "Our presence at Vinitaly is the real news; in a certain way, we are presenting the company. In particular, we want to publicize our work on the Ribolla Gialla grape variety".



**MONTELVINI**  
 Alberto Serena  
 "At Vinitaly we present FM 333, an Asolo Prosecco DOCG, or rather the first cru of Asolo, in a limited production of 13,333 bottles".



**MARCHESI ANTINORI**  
 Giulia Tanganelli  
 "Giardino Rosè Toscana IGT enhances the floral nature of the wine and pays homage to the grace and femininity of the world of rosé wines".



**CANTINE MASCHIO**  
 Mario Vandi  
 "Chardonnay IGT Veneto, declined by Cantine Maschio in the sparkling version, expresses vivacity, freshness and aromaticity, with grace and balance".



**COLI**  
 Giovanna Simone and Giampiero Coli  
 "Our Chianti DOCG, Chianti Classico DOCG and Morellino di Scansano DOCG best embody the soul of Tuscany".



**CANTINA SOCIALE GUALTIERI**  
 Giacomo Fornigoni and Nicolò Venturini  
 "The innovation we are presenting is the Fogarina 2020. We wanted a wine that was different from all others".

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