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**PIACENZA EXPO ANNOUNCES 2024 WINE FAIR DATES AND THE CONCEPT
CHOSEN BY WINE LOVERS**

**Emotional, convivial and original are the three characteristics that describe the wines being
tasted at the Wine Fair, scheduled to take place in Piacenza from November 16 to 18.**

Piacenza Expo announces the second edition of the Wine Fair, which will take place from Saturday, November 16 to Monday, November 18, 2024, promoting the idea of an emotional, convivial and original wine. These three adjectives will in fact form the concept of the second edition of the fair, chosen from the preferences of the approximately 1,000 winelovers who in 2023 participated in the activity 'Messages in a Bottle': three words for your wine, describing through special cards their own label of the heart. The terms that emerged not only reflect the uniqueness and distinctiveness of the wine, which is closely linked to the territory and the many possible interpretations, but also evoke the experience that each tasting brings: a moment rich in values and meanings, which transforms the tasting into an opportunity for authentic sharing with friends and family.

The three days of the market exhibition, the last of which is reserved for professionals and operators according to an established format, will provide an opportunity to taste, purchase and discover new wine realities, carefully selected by the special technical committee as guarantor of the quality of the exhibiting companies. In it, representatives of the main sommelier associations - Antonello Maietta, Former President of AIS (Italian Sommelier Association), journalist and wine and food popularizer, Roberto Donadini, President of FISAR (Italian Federation of Sommeliers Hoteliers and Restaurateurs) and Vito Intini, President of ONAV (National Organization of Wine Tasters) - will dialogue, with the aim of conveying a valuable wine proposal in collaboration with the event secretariat.

"We conceived this committee as the artistic director of an exhibition, charged with satisfying the public with a carefully conceived, interpreted and realized product," explains Sergio Copelli,

General Coordinator of Piacenza Expo. "This is what we have wanted to implement since the first edition of our Wine Fair with a precise interpretation and careful selection of companies by a competent technical table. Now we wish to continue on this path to create an intelligent identity that can interpret the contemporary nature of wine and territories from year to year. In addition to the growth in the number of enthusiasts, the goal is to consolidate the substantial wealth of professional contacts already collected in the Monday reserved for operators and interested in the wine offer of the 2024 edition."

Companies wishing to apply for the Wine Fair will be able to pre-register at www.fieradeivini.it from March 10, 2024. The registration fee will be commensurate with production size, reflecting the inclusive approach that has always distinguished Piacenza.

Press Office:

Anna Sperotto | anna@studiocru.com | 349 8434778

Cecilia Bay | cecilia@studiocru.com | 371 1135535

Anita Bonani | anita@studiocru.com

