



Press Release – September 16th, 2024

## ***FIERA DEI VINI 2024: IN PIACENZA AMONG THE VINEYARDS TO DISCOVER THE TREASURES OF ITALIAN WINEMAKING***

**The third weekend of November in the Emilian capital, three days dedicated to wine, where you can taste, purchase, attend masterclasses and focused discussions. Online pre-sales are already active**

**From 16 to 18 November, 2024**, the **Piacenza Expo** will once again host the *Fiera dei Vini*. More than **200** companies—from all regions of Italy and even beyond the borders—have been selected to participate in the event. The 2024 edition of the market exhibition will offer an even richer program for visitors who can explore the stands to discover new wineries, make purchases for the upcoming holidays, attend **masterclasses** led by expert wine and oil tasters, participate in discussions about the relationship between wine, tourism, and the local territory, discover new projects and interesting publications in the dedicated arena, and enjoy related exhibitions. As per tradition, Monday will be reserved for sommeliers, industry professionals and trade operators with tailored offers.

The masterclasses, two per day and available online for 25 € each, will focus on different categories and offer an opportunity to discover some of the finest products from the featured producers. Attendees will be guided through these explorations by four ambassadors of taste: **Antonello Maietta**, Former President of AIS (Italian Sommelier Association), journalist, and food and wine educator, **Roberto Donadini**, President of FISAR (Italian Federation of Sommeliers, Hoteliers, and Restaurateurs), **Vito Intini**, President of ONAV (National Organization of Wine Tasters) and **Luigi Caricato**, writer, journalist, and director of the magazine *Olio Officina*.

Among the fair's activities, which also aim to promote the cultural side of the wine sector, there is one highlight—back by popular demand—**Filari di Libri**, the space dedicated to book presentations in the main pavilion. Thirty-minute time slots will be available to independent authors, publishers, and bookstores specialised in wine, gastronomy, travel, wine history, and agriculture to present

publications on wine and wine tourism to an enthusiastic audience.

The **online ticket office** for entry to the *Fiera dei Vini* 2024 is already active at this link: [piacenzaexpo.vivaticket.it/it/tour/fiera-dei-vini-2023/3582](https://piacenzaexpo.vivaticket.it/it/tour/fiera-dei-vini-2023/3582). Tickets are available at a **discounted pre-sale price of 20 €** for daily admission **until October 30**. The regular price for a daily ticket is 25 €, but a cumulative ticket option is available for 40 €, granting access to two days of the event. Members of sector associations AIS, ONAV, FISAR, and ASSOSOMMELIER can request a reduced daily ticket for 15 € by emailing [ufficio.commerciale@piacenzaexpo.it](mailto:ufficio.commerciale@piacenzaexpo.it).

### **Piacenza, Fiera dei Vini overview**

**When:** Saturday, November 16, Sunday, November 17, and Monday, November 18, 2024

**Where:** Piacenza Expo

#### **Public opening hours:**

- Saturday and Sunday: 11:00 AM – 7:00 PM

- Monday: 10:00 AM – 4:30 PM

**Admission:** 25 €, including a tasting glass – reduced price 15 € for sector association agreements.

Minors enter free but cannot participate in tastings

**Parking:** Free

**Additional info:** Carts available for purchases; visitor discounts for city museum entry

**Organisational office:** Piacenza Expo Alessandra Bottani [fieradeivini@piacenzaexpo.it](mailto:fieradeivini@piacenzaexpo.it) – 0523.602711

