



Press release of November 20, 2024

Piacenza Wine Fair: positive response from the public confirms signs of a restart in the wine sector

A +10% increase in visitors to the exhibition market among enthusiasts and operators. An organization with attention to detail and the presence of small winemakers with quality wines

The Wine Fair - staged at Piacenza Expo from Nov. 16-18, 2024 - closes with a **positive sign**, bringing home a **10 percent increase in visitors over the three days**. A growing figure linked to the presence of many enthusiasts, particularly on Saturday 16, but also of operators especially from northern and central Italy who visited the pavilions mainly in the day of Monday 18 dedicated to them. An attentive and curious audience, driven by **the desire to dialogue** with the **more than 200 winemakers** present, mostly small producers, from all regions of Italy but also from France, Austria and Slovenia. Much appreciated was the selection of participating wineries - with a strong presence of organic producers - who brought to the exhibition market the passion and love in producing high-quality wines.

“We conceived this market exhibition firmly believing in the restart of the sector oenology, despite the uncertainties that run through it,” says **Sergio Copelli**, Coordinator General of Piacenza Expo -The numbers of the edition that has just ended are proving us right: participating in trade fairs is a valuable tool that can provide new opportunities for relationships and promotion to producers who choose to join.” Great success for the many activities organized in the different spaces. **Appeal to the territory and enotourism** were among the protagonists of the four masterclasses dedicated to wines as well as of the area curated by the **GAL del Ducato - Local Action Group** where the white truffle of this part of Emilia registered excellent sales volumes.

Also fully booked is the tasting on Monday 18 starring extra virgin olive oil where **Luigi Caricato**, writer, journalist and editor of *Olio Officina* magazine, guided participants to discover seven different interpretations **of the green gold**, in a journey among proposals from different territories of the Belpaese. Good sales volumes also for the oil producers who enriched the fair with their excellence. Finally, the mixology area rounded out the offerings by attracting a young and dynamic target audience that has also benefited the winemakers, helping to bring this age group closer to a

deeper knowledge in-depth knowledge of the world of wine, stimulating their curiosity and interest in an captivating context. “This year's management of the event **was particularly appreciated**, both by the visitors and exhibitors, the result of an organization broken in over many years of fairs in our spaces, which in the 2024 edition was enriched with easier ice service and a new arrangement by territorial areas within the pavilions - states Alessandra Bottani, event manager -. The positive feedback encourages us to do better and better, and precisely for this reason we are already working on national and international projects for the next edition. What we want is to grow the event to place it more and more at the top of the Italian wine scene, while continuing to pursue an idea of **a comfortable and human-scale fair** of man where one can find familiar hospitality and pleasantness of the visit.”

Appointment for the 2025 Wine Fair from November 15 to 17 at Piacenza Expo.

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