vinitaly

56th International
Wine and Spirits Trade Show

14-17 April
2024
Verona, ITALY

TRADE
ONLY

vinitaly.com

WORLD
WINE
BUSINESS
SINCE 1967

DONISBRANDING.COM

vinitaly AROUND THE WORLD

16-19 NOVEMBER 2023
Vinitaly @ Wine Vision 1
Belgrade

4 and 7 MARCH 2024
Vinitaly USA Roadshow 2
Houston and New York

17-19 MARCH 2024
Vinitaly China 3
Chengdu

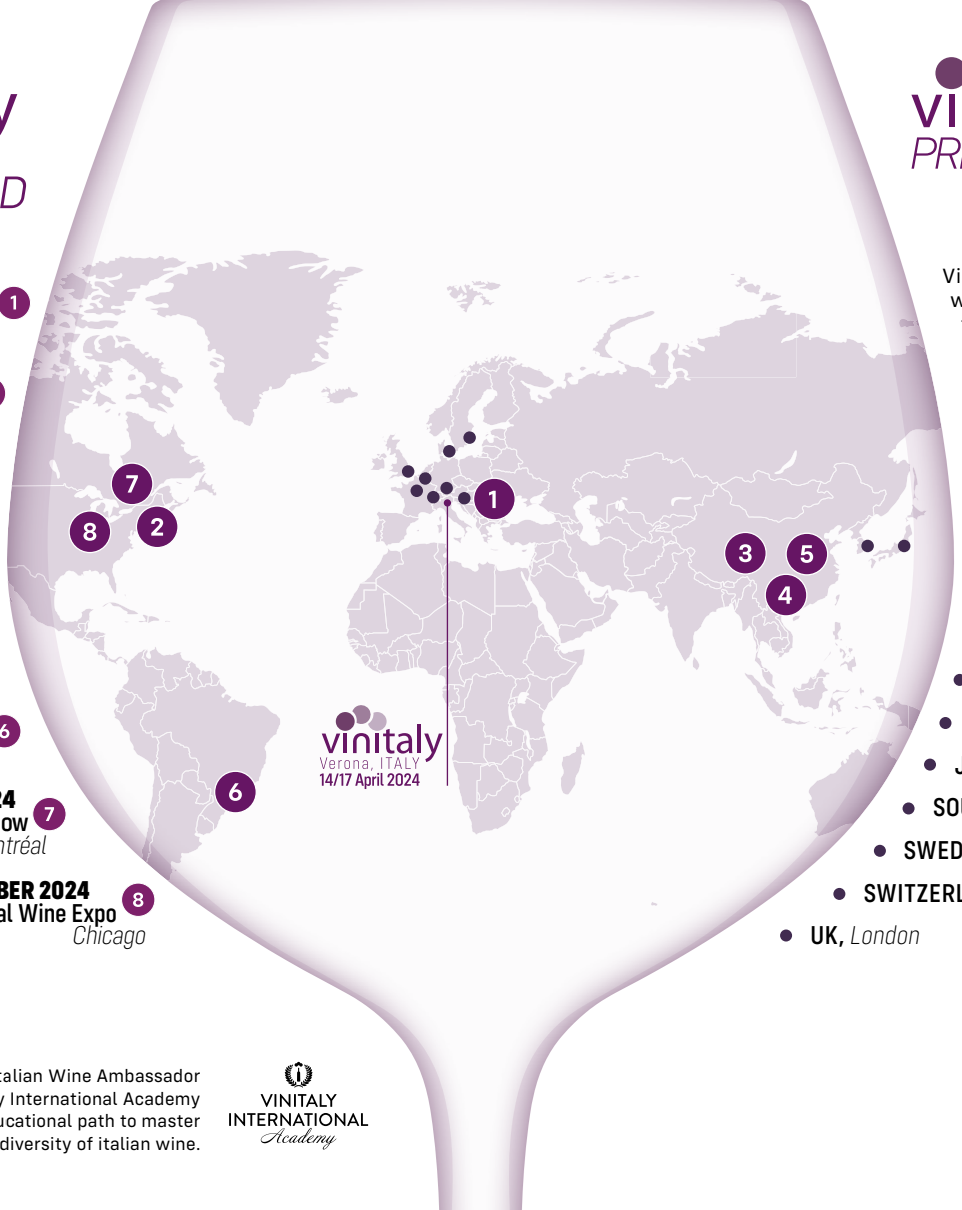
9-11 MAY 2024
Wine to Asia 4
Shenzhen

2024
Vinitaly China Roadshow 5

2024
Wine South America 6
Bento Gonçalves

2024
Vinitaly Canada Roadshow 7
Toronto and Montréal

12-14 OCTOBER 2024
IWE - International Wine Expo 8
Chicago



vinitaly PREVIEW

Vinitaly Preview is Vinitaly's world tour to officially present the next edition of Vinitaly to the international audience of professionals, media and KOL in the wine and spirits industry.

- **AUSTRIA,** *Vienna*
- **BELGIUM,** *Brussels*
- **DENMARK,** *Copenhagen*
- **FRANCE,** *Paris*
- **GERMANY,** *Munich*
- **JAPAN,** *Tokyo*
- **SOUTH KOREA,** *Seoul*
- **SWEDEN,** *Stockholm*
- **SWITZERLAND,** *Lugano*
- **UK,** *London*

Italian Wine Expert and Italian Wine Ambassador certification courses. Vinitaly International Academy offers a complete educational path to master the diversity of italian wine.

VINITALY INTERNATIONAL *Academy*

DISCOVER MORE

wine2wine Business Forum
The Vinitaly wine business forum: two-day event with updates, workshops and networking opportunities for Italian wine-makers and sector professionals.

13-14 NOVEMBER 2023
VERONA

Vinitaly Design International Packaging Competition
The competition rewards the best packaging of wines, spirits, liqueurs, beer and extra virgin olive oil. It is an opportunity for discussion about trends and innovation in design and packaging.

4 APRIL 2024
VERONA

5StarWines – the Book and Wines Without Walls
The wine selection organized by Veronafiere in collaboration with Assoenologi rewarding companies that invest in continuous product quality improvements.

9-11 APRIL 2024
VERONA

OperaWine - The Grand Tasting of Vinitaly
An exclusive event offering specialist operators from around the world the chance to get to know Italian wine-makers selected by the prestigious American publication Wine Spectator.

13 APRIL 2024
VERONA

The Vinitaly off-show event for wine lovers
Four days of masterclasses, talks, meetings and guided tours spread throughout the heart of Verona, a UNESCO World Heritage site and one of the Great Wine Capitals.

12-15 APRIL 2024
VERONA

45K TASTINGS

300 WINERIES

50 EVENTS

69K FOLLOWERS

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56th International
Wine and Spirits Trade Show

14-17 April 2024
Verona, ITALY

Since 1967, Vinitaly is the leading wine and spirits fair targeting wine business operators on international markets. Four days focused on promoting relationships between producers, buyers and stakeholders, as well as sharing experiences and skills.

All the main grape varieties and wines from the 20 Italian Regions are represented at Vinitaly together with a selection of wines and spirits from the five continents.

4.107
EXHIBITORS
Including **232** International from **32** countries

93.229
VISITORS
Including **29.665** international from **143** countries

11.000+
B2B MEETINGS
Between producers and buyers organized directly by Vinitaly

89.192
SQUARE METERS
With **18** exhibiting halls

1.799
MEDIA AND PRESS
1.635 Italian press operators
164 international press operators

305K
FOLLOWER
Facebook, Instagram, LinkedIn, X-Twitter, Weibo, WeChat, Douyin

Vinitaly
Bio

Hall dedicated to certified organic wine made in Italy and abroad. This show will host guided tasting sessions and an organic wine bar.

international
_wine hall

Exhibiting area dedicated to the international wine production. The tasting area will host guided tastings and masterclasses set up by companies or by national organizations to present wines and spirits from the five continents.

Vinitaly
Mixology

Exhibition dedicated to mixology with producers of wines, spirits, liqueurs and soft drinks used for the creation of cocktails. The area hosts technical masterclasses with talented bartenders, high level workshops and the Mixology Bar.

Vinitaly
MicroMegaWines
size quality

Exhibition area dedicated to companies with niche output of very high quality wines made with native and international grape varieties.

Together with

ENOLITECH
TECHNOLOGY & INNOVATION

International Exhibition dedicated to the entire technological supply chain applied to wine-growing, olive growing and beverages.

Vinitaly
Design

Special area dedicated to professional accessories for sommellerie, furnishing for wineries, cellars and restaurants, packaging.

SOL
28th INTERNATIONAL OLIVE OIL TRADE SHOW

International Olive Oil Trade Show that promotes national and international extra virgin olive oils and table olives.

DISCOVER MORE

vinitalyPlus & Official App

Vinitaly Plus and the Official Vinitaly APP are the tools designed to help your business before, during and after the fair with:
Companies and Products Online Catalogue
Events Calendar
B2B Meetings Agenda Function
Virtual Business Cards Swap Function
(available in APP only)

vinitaly.com
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#VINITALY2024

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