

PROGRAM

26 FEBRUARY

SESSION 1

11 AM - 12:15 PM*

▶ **LARGE-SCALE DISTRIBUTION, HO.RE.CA, E-COMMERCE: THE COMMERCIAL FUTURE OF WINE IS MULTI-CHANNEL**

▶ **TOPICS**

Provide Valpolicella producers with background and the vision of some top players from distribution market, in terms of sales, trends and socio-cultural features.

▶ **SPEAKERS**

DENIS PANTINI | Nomisma Wine Monitor; **PAOLO ZANETTI** | Founder Callmewine; **FRANCESCO SCARCELLI** | Brands purchasing manager wines, beers and spirits Coop Italia; **ALESSANDRO BOGA** | Ita Portfolio Specialist Wilson Daniels; **LUCA PIZZIGHELLA** | Brand Manager Signorvino; **ROBERTO BURRO** | Professor of Psychology UNIVR. Moderator: **ANDREA ANDREOLI**

TASTING 1

2 - 2:50 PM*

▶ **AMARONE DELLA VALPOLICELLA: WHAT'S IN PROCESS TO IMPLEMENT NEEDS AND VISION FOR THE FUTURE**

▶ **TOPICS**

Selected vineyards, Appassimento (natural/artificial, temperature control), ageing period (oak, size, time).

▶ **SPEAKERS**

WOJCIECH BONKOWSKI | Wine Expert and journalist; **ENRICO NICOLIS** | Oenologist and advisor; **MAURIZIO UGLIANO** | Professor of Oenology UNIVR. Moderator: **JC VIENS**

26 FEBRUARY

TASTING 2

3 - 3:50 PM*

▶ **VALPOLICELLA RIPASSO. HOW TO COMBINE SUCCESS WITH TYPICITY**

▶ **TOPICS**

Method, style, competitors. Ripasso is a local technique that today compete internationally with Appassimento Wines and modern, fruity, juicy wines from warm New World Regions. In order to develop more identity it's necessary to focus on the unique and specific methodology, with the updated regulations.

▶ **SPEAKERS**

ALBERTO BRUNELLI | Oenologist and advisor Consorzio Tutela Vini Valpolicella; **MICHELLE CHERUTTI-KOWAL** | Master of Wine; **ALESSANDRO BELLOTTO** | Winemaker and advisor Giotto Consulting; **TONE VESETH FURUHOLMEN** | Senior Product Manager Vinmonopolet AS. Moderator: **JC VIENS**

TASTING 3

4 - 4:50 PM*

▶ **VALPO: THE ANCIENT TOOL TO ILLUSTRATE OUR TERROIR**

▶ **TOPICS**

Terroir, profile, style. With climate change and in order to face the increasing interest in light-bodied, fruity, spicy, red wines, Valpo can renovate its image and positioning in many international mature markets.

▶ **SPEAKERS**

ALBERTO UGOLINI | Sensory analyst and Wine Educator; **NICK BIELAK** | Master of Wine; **LIN LIU** | Master of Wine; **GABRIELE GORELLI** | CEO Brookshaw&Gorelli. Moderator: **JC VIENS**

27 FEBRUARY

SESSION 1

10 - 10:50 AM*

▶ **THE NEW POLICIES IN SUPPORT OF THE ITALIAN WINE MARKET**

▶ **SPEAKERS**

FEDERICO CANER | Councillor for Agriculture of the Veneto Region; **PAOLO DE CASTRO** | MEP; **HERBERT DORFMANN** | MEP; **GIOVANNI MANTOVANI** | General Manager Veronafiere Spa; **PAOLO CASTELLETTI** | General Secretary Unione Italiana Vini; **CHRISTIAN MARCHESINI** | President Consorzio Tutela Vini Valpolicella. Moderator: **LUCIANO FERRARO**

INSIGHTS

11 - 11:40 AM*

▶ **FOCUS 1**

THE POSITIONING OF VALPOLICELLA WINES ON THE MAIN MARKETS

▶ **SPEAKER**

DENIS PANTINI | Nomisma Wine Monitor

▶ **FOCUS 2**

CLIMATE CHANGE: THE INFLUENCES IN VALPOLICELLA

▶ **SPEAKER**

DIEGO TOMASI | Researcher CREA-VIT

*ITALY TIME