

"WINE WITH MILAN AROUND IT": DISCOVER THE FIFTH EDITION OF MILANO WINE WEEK

The Milanese festival devoted to the world of wine will be held from October 8 to 16 with new formats aimed at wine professionals and a growing audience of consumers

Milan, Sept. 15, 2022 - A press conference was held this morning at Palazzo Castiglioni to present **Milano Wine Week 2022**, Italy's largest system event dedicated to the promotion, storytelling and experience of wine, now at its fifth edition. The festival, which will go on throughout the Lombard capital **from October 8th to 16th**, returns with a schedule full of initiatives aimed at wine lovers, opinion leaders and industry professionals from all over the world, who will find effective business opportunities in this event whose vocation is increasingly international, and whose setting is one of the most representative of Italian-made excellence.

Taking part in the festival are consortia, organizations and hundreds of wine companies from all over Italy, but also enterprises from other fields, institutions and trade associations, as well as the general public: indeed, the 2022 edition is characterized by a format with a strongly immersive approach, aimed at bringing consumers closer to wine through engaging experiences and activities: from tastings to workshops, from special events to challenges that will live on the MWW app and allow participants to access special promotions and rewards. An important return to the original vocation of the event, which aims to involve the best-known neighborhoods of the entire city, with the return of the historic headquarter of **Palazzo Bovara**, a reference hub in the business sphere, which will be joined by the new hub of **Palazzo Serbelloni**, hosting the main initiatives aimed at the consumer public, and creating the new main axis of Corso Venezia, the **Wine Street of MWW 2022**. The **Wine Districts** - consortia garrisons in the city's most relevant neighborhoods - also return: there will be **six** this year.

Led by MWW Group President **Federico Gordini**, the presentation featured a number of speakers: **Gian Marco Centinaio**, Undersecretary for Agricultural, Food and Forestry Policies; **Carlo Ferro**, President of ITA - Italian Trade Agency; **Massimiliano Giansanti**, Confagricoltura President; **Silvano Brescianini**, Coldiretti Wine Council Member; Lino Enrico Stoppani, FIPE President; **Emmanuel Conte**, Councillor for Budget and Real Estate, City of Milan; **Christophe Rabatel**, CEO Carrefour Italia; **Gianpiero Morbello**, Head of Brand & IOT, Haier Europe; **Riccardo Ricci Curbastro**, Equalitas President.

"This fifth edition is the result of the evolution of a format that has been able to cope with ever-changing scenarios: the challenge has been to renew our event, always offering new initiatives and opportunities to industry players who, again this year, will find a dynamic container, in step with the needs of a changing market," says **Federico Gordini**, president of MWW Group, the organization that curates the event. *"The contribution of ITA - Italian Trade Agency and the Ministry of Foreign Affairs and International Cooperation has favored the incoming of foreign professionals, giving Italian companies and*

consortia even more opportunities for visibility and adding value to the high quality of their products, through moments of exchange and special masterclasses. The trade side of the event is flanked by a rich calendar of appointments dedicated to the public: wine lovers will be able to participate in tastings and aperitifs, but also take part in new special events, designed to be even more immersive and innovative. We want the language of the wine world to come closer and closer to the public; facilitating communication will allow even the less experienced to appreciate all the nuances of a good glass of wine," concludes Federico Gordini.

The festival is supported by two main sponsors, **Haier Europe** and **Carrefour Italia**.

The former will activate special "ambassador" venues - selected for each District - with dedicated info points, which will allow the public to orient themselves within the rich programming of each district, receive insights related to the consortia represented and taste products, as well as participate in special challenges.

*"In recent years our offering for wine lovers has become the most comprehensive on the market. This is why we could not miss the fifth edition of Milano Wine Week, the perfect setting to showcase our innovations and spread the positive culture of wine storage," says **Gianpiero Morbello**, head of Brand & IoT at Haier Europe. "Our Wine Cellars offer increasingly innovative services that become even more tailor-made and professional when connected with the hOn app, a new way to experience the world of wine at home, with professional advice, perfect pairings and the best product preservation."*

Carrefour Italia will allow consumers to taste a special selection of products within selected stores in the Milan area, guided by leading sommeliers on the national scene.

*"We are pleased to stand beside Milano Wine Week, a unique event on the international scene, created to promote the excellence of Italian wine, delve into consumption habits and launch new trends," stated **Christophe Rabatel**, CEO of Carrefour Italia. "As Carrefour, in fact, we are committed every day to upholding the value of Italianness and accompanying our consumers in discovering the gastronomic and wine excellence of the territory, thanks to a wide proffering, which counts up to 1,700 wine labels and provides a unique shopping experience."*

Palazzo Serbelloni: a new hub for the general public

The **MWW2022** schedule will involve the whole city with tastings, special thematic events, concerts, and much more. The impressive courtyard of **Palazzo Serbelloni** - transformed into the **Wine Court** of Milano Wine Week - will welcome the MWW Dome, hosting workshops, entertainment events, talks and pairings. Milano Wine Week's **Wine Shop** will also occupy a space in the courtyard, with a large area where visitors will be possible to taste a wide range of labels with the support of sommeliers and experts, and interact firsthand with the producers present at the Winemakers' Table. Also set up in the courtyard of the Palace is **Casa Mipaaf**, a marquee presided over by the Ministry of Agriculture, Food and Forestry.

"As an event, Milano Wine Week has been consolidated over the years and, at the same time, it strives to renew itself and experiment with innovation at each new edition," says Undersecretary for Agricultural Food and Forestry Policies **Gian Marco Centinaio**. *"It is a different way for consumers to get to know and appreciate the world of wine. The main feature of the event remains its close connection with the whole city and the surrounding area, and in this sense it also fully expresses the potential of wine tourism. Italy is a world leader in wine, not only in the production aspect but also in the quality aspect. Events such as MWW are an opportunity both to involve international industry professionals and to enhance and promote our quality products on the Italian market."*

Numerous events are on the calendar inside and outside the Palace, including walk around tastings, conferences, workshops, aperitifs and dinners with producers. The aperitif as a ritual will be a new focus of the event, with three special appointments in collaboration with as many MWW supporters: **Masottina**, **Leone Alato** and **Cuvage**. Palazzo Serbelloni will also host the new edition of the **Milano Wine Week Forums**, which return this year with a renewed, more dynamic and engaging format: the **Wine Generation Forum** and the **Habitat - Wine Sustainability Forum conference** (October 13).

The Wine Districts

There will be **six Wine Districts** in this edition, bringing some of the best Italian Consortia to Milan's most popular neighborhoods:

- SEMPIONE-ARCO DELLA PACE: Consorzio dell'Asti Spumante e Moscato d'Asti DOCG District
- BRERA: Consorzio di Tutela Lugana DOC District
- PORTA VENEZIA: Medways District
- NAVIGLI: Chianti Lovers District
- PORTA ROMANA: Colli di Parma Wine District
- EUSTACHI-PLINIO: Consorzio Tutela Vini Oltrepò Pavese

An exclusive opportunity that brings together the iconic districts of Milan, where citizens will be able to discover a multitude of dedicated initiatives, including installations, immersive events and walk around tastings, as well as a series of Dinners with the Producer scheduled in some districts. Also involved are the districts' bars and restaurants, which will offer varied and interactive experiences during the event.

MWW Business

The 2022 program offers Ho.re.ca professionals, buyers and the press a schedule full of business opportunities, involving Italian and international industry players who will have the opportunity to reach key markets for wine export in the world. **Palazzo Bovara** returns as the B2B hub of Milano Wine Week, turning into a world center of wine promotion and hosting numerous training and networking events, as well as national and international masterclasses: **more than 50 tasting appointments** are on schedule, also

involving 8 international cities in 6 key markets - New York, Houston, Chicago, Toronto, London, Shenzhen, Tokyo, Hong Kong - thanks to the **Milano Wine Week International Program**, which will broadcast live in a series of locations around the world, and to the support of **ITA - Italian Trade Agency** and the **Ministry of Foreign Affairs and International Cooperation**, thanks to which, for the first time, a delegation of foreign operators will also reach the Milanese capital to participate firsthand in the events and learn about and explore the references of wineries and consortia.

Also returning are the **MWW Awards** (Oct. 10), now in their second year, which will honor Italy's best wine selections in both the catering sector, with the "Wine List Award" and the retail sector with the "Wine Retail Award." The awards - assigned by an exceptional jury chaired by Andrea Grignaffini - will be presented as part of a gala evening that will be preceded by the presentation of the study conducted by Fipe on wine in restaurants.

Other institutional events scheduled at No. 51 Corso Venezia include the Equalitas (Oct. 14) and Cervim (Oct. 16) conferences.

Special projects

There will be many special activities dedicated to the general public. Among the plethora of events, Palazzo Serbelloni will host a never-before-seen **Wine Escape Room**, in collaboration with Winelivery; wine meets soccer with "**Champions Wine**" on October 12; two appointments in collaboration with the **Touring Club**: the tasting for the guide's 20th anniversary (October 10) and the tasting of more than 200 wines selected by the Guida Vinibuoni d'Italia. Among the more exclusive events, a special evening dedicated to the prestigious **Milano Wine Club** will be staged on Oct. 14, while "**Milano Wine List**" will close the weekly schedule on Sunday, Oct. 16: Milan's top sommeliers select their 100 favorite labels.

Palazzo Bovara will also be the setting for a series of unprecedented events, which will kick off on Oct. 8 with the venue's inaugural event, held in collaboration with Confagricoltura. The following day, Sunday, Oct. 9, the event "**Romania through grapes and glasses**", presented by Carrefour Romania, will be an opportunity to learn about the wines of an emerging country. On Oct. 15 and 16, the public will be able to participate in two Wine Shows curated by **Vinhood** - a format that combines the blind tasting experience with the guidance of expert sommeliers - dedicated to the world of bubbles and to the intriguing theme "The wines you don't expect: curiosities and goodies from all over Italy."

Reconfirmed again this year is the partnership with **Slow Wine**, which has once again chosen Milano Wine Week to present the new edition of its famous guide (Oct. 8, 10:30 a.m.), offering the opportunity to taste selected labels thanks to a large tasting event hosted in the afternoon at Superstudio.

Hundreds - more than 300 - of labels will also be available for tasting at **Partesa's** Wine Cube event, scheduled for Oct. 10 and 11 at the Spazio Antologico in Via Mecenate.

Events around town will include the Chianti Consortium's **Wine Boat**, departing daily from the Naviglio Grande pier, offering an unprecedented opportunity to taste the great Tuscan red wine; the **Wine Bus**, a double-decker for itinerant tastings among the city's most significant landmarks. On Oct. 14 and 15, in

Piazza Città di Lombardia, the event-within-the-event **Calici Urbani** will offer a two-day celebration of wine, art, good food and music for the whole family, with products from different geographical areas of Italy, flanked by a selection of Street Food. On Oct. 16, participants in the **Cantina Urbana Marathon** will be called to visit all the brand's locations to access a special wine party. Not to be missed are the **Candlelight Concerts** (Oct. 15-16), evocative evenings during which it will be possible to taste selected references while listening to the performances of talented artists, while wine meets jazz at the famous **Blue Note** concert hall, with a series of events scheduled from Oct. 11 to 16. This year, wine lovers will also find special happenings at the **Hoepli** bookstore featuring important Italian authors (Oct. 8-14). The **Eataly Smeraldo** store will also enter the festival's circuit, with thematic events and special menus and pairings created for the occasion. Among the partner locations of MWW2022 is also **Signorvino**, with ad hoc events scheduled throughout the festival.

To kick things off, the Milano Wine Week **Opening Toast**, produced in collaboration with Prosecco DOC, returns in attendance in the CityLife Shopping District, with a grand moment of collective celebration to which the entire city is invited to take part, while the institutional launch of the event is scheduled for Monday, October 10, with the **MWW2022 opening conference**, hosted at Palazzo Serbelloni.

Interface

The new edition of Milano Wine Week is distinguished by an easily navigable and usable offering. The MWW website and app will feature a new release and even more interactive content; challenges return that will allow users to amplify the experience of the event, accessing special promotions and rewards.

Tickets to the event's various initiatives will be available for purchase exclusively through the Fever app, the leading global live event ticketing platform (<https://feverup.com>), starting from September 25th.

MWW Charity Partner is the Francesca Rava Foundation, MWW Media partners are Adnkronos, RDS and The Drinks Business.

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