



**Italia del Vino, one of Italy's most important groups of wineries, arrives in China for two Unforgettable Events in Shanghai and Beijing.**

Great value for money, outstanding reds, interesting sparkling wines, a great holiday location and a leader of western cuisine are the key strengths of Italy and its wines in China. There is just one sticking point: the great complexity of Italian wines and grape varieties continues to be problematic for the average consumer to decipher.

Following eight years of investment in promotion and wine education, in September Italia del Vino – Consorzio will present the best of Italy's wine production in two events in Shanghai and Beijing involving some of the leading names in the Chinese wine business.

The first event will be targeted at trade whilst the second, an innovative Grand Tasting formula, will see wine alongside other symbols of Made in Italy excellence such as fashion, cuisine and sports cars.

To create these events, Italia del Vino-Consorzio called on one of the leading agencies specialised in communication and marketing of food and wine Sopexa which has 27 offices in 63 countries across the globe. Sopexa China has been operating since 1998 across offices in Beijing, Shanghai, Guangzhou and Hong Kong with a database of over 10,000 importers and distributors as well as more than 20,000 wine lovers.

In 2017 China confirmed itself as one of the most interesting wine import markets in the world. In 2016 China imported 2.1 bn Euro's worth and 6.3 m hectolitres of wine. Last financial year, imports of Italian wine grew by 35%, the highest increase of the traditional wine-making countries such as Spain, Australia, France and Chile which dominate imports in China.

China is a market in which the members of Italia del Vino-Consortio have always strongly believed in. These events in fact represent only one of many projects in which the consortium looks to promotion Italian wines and the values of Italian lifestyle : an exclusive and one-of-a-kind style based on authenticity, elegance and above all, uniqueness

These are the distinct features of what it means to be Italian, of our consortium and of our wines.

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#### **ABOUT ITALIA DEL VINO – CONSORZIO**

*Italia del Vino - Consorzio includes sixteen prestigious leading companies in Italian wine with a total turnover close to 1bn euro. Together they account for around 8% of Italian wine exports. Since 2009 the group has been working on International markets with the aim of spreading knowledge of Italian wine, increasing the market share of Italian products and developing the appreciation of Italian lifestyle. The sixteen members (Banfi; Cantina Mesa; Cantine Lunae; Casa Vinicola Sartori; Di Majo Norante; Drei Donà; Ferrari Fratelli Lunelli; Gruppo Italiano Vini; Librandi Antonio e Nicodemo; Marchesi di Barolo; Medici Ermete & Figli; Ronchi di Manzano & C.; Santa Margherita Gruppo Vinicolo; Terre de La Custodia; Terredora di Paolo; Zonin1821) have vineyards in 18 of Italy's 20 regions and cover 10,000 hectares of vineyards employing over 2000 direct workers.*