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The Italian Trade Commission Successfully Concludes VINO 2010 The Largest Convention of Italian Wines Ever Presented Outside of Italy

New York, February 16, 2010 – The Italian Trade Commission's VINO 2010 - Italian Wine Week February 2-5, 2010 – marked the largest Italian wine trade show held outside of Italy, uniting over 400 Italian wineries with over 2,800 members of the trade and press.

Excitement abounded at the Inaugural Press conference which marked the opening of Italian Wine Week in New York. Kevin Zraly, press conference moderator, provided an overview of VINO 2010 and noted that VINO 2010 is where **“the world's number one producer (Italy) meets the world's greatest wine consumer (USA).”** Giuseppe Morandini, Italian Trade Commission Board of Directors member, Consul General of Italy Francesco Maria Talo', Franz Mitteruzner of Buonitalia and Giovanni Colombo of Vinitaly commented on this unprecedented collaboration and addressed the success and future of Italian Wine and authentic specialty products in the US market. A lively Q & A session followed touching on timely topics such as the US economy's impact on Italian wine imports, marketing to millennials and the fashionability of Italian sparkling wine. Tastings, seminars and lively debates ensued throughout the day. Day one concluded with the presentation of a Proclamation from the City of New York to the Italian Trade Commission declaring it Italian Wine Week.

Day two was especially auspicious for VINO 2010; President of the Italian Chamber of Deputies, Gianfranco Fini visited with Italian producers and toasted to their success at the Italian Wine Masters Tasting. Business boomed at the Meet & Greet VINO 2010 Direct Exclusive Tasting, extended for an additional 2 hours, drawing over 700 trade and press members eager to preview the ample and diverse selection of wines offered for the first time in the United States under the VINO2010 Direct Program. Thanks to this initiative many new Italian wines will reach US shores and may be available for purchase in local retail shops, restaurants, hotels and casinos.

Also new to this year's convention was VIRTUAL VINO, a dedicated program for wine bloggers and influential social media specialists, aimed at opening dialogue with online wine enthusiasts both nationally and internationally. The keystone event of VINO 2010's blogger program was “Virtual VINO: Millennials & Social Media Decanted;” a seminar that sparked much debate and fostered dialogue about the future of wine education and journalism. Veteran wine blogger Alder Yarrow (Vinography.com), journalist & publisher Anthony Dias Blue (The Tasting Panel), Doug Cook (Director of Search, Twitter), marketing specialist Steve Raye (Brand Action Team), Italian winemaker Susanna Crociani, and publicist Susannah Gold participated in this sold out seminar.

The second day concluded with four regional wine dinners. Each dinner featured a customized wine pairing menu created by four of New York City's most acclaimed chefs Cesare Casella, Odette Fada, Vito Gnazzo, and Patti Jackson. Wine Ambassadors Gloria Maroti Frazee, Tom Maresca, Ed



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McCarthy and Kevin Zraly discussed regional production, trends and wine pairing at these intimate dinners composed of trade and press. A common theme at all four dinners was the tremendous quality to price ratio of Italian wine. Chef Cesare Casella noted the importance of VINO 2010's regional dinners citing **"It is always important to include all the treasures of a region. Wine and food create a complete feeling and flavor for any dish. These dinners give people a chance to taste what eating in a specific region, like Tuscany for instance, is like without ever getting on a plane!"**

VINO 2010 was certainly not limited to the trade and press. The Shop & Dine VINO 2010 promotion taking place this January 28th - February 10th involved 29 of New York's finest restaurants, retailers and Wine bars all of which featured special in-store tasting events, seminars, wine flights and pairing menus. Brian Smith, Wine Director and Beverage Specialist of Clo Wine Bar was thrilled to team up with the Italian Trade Commission for VINO 2010. "We are very fond of the diversity of Italian Wines. Italy is really a sommelier's dream!" he said coining it "the land of the vine." Smith explained that **"for sommeliers and the wine drinking public there is a huge opportunity to explore all these different regions and grape varieties. One thing that is so fantastic about Italian wine is that you have this myriad of styles from fruit forward and approachable to wines with just an incredible depth, complexity and structure which make them great for a wide variety of foods. You can really find a wine that can pair with any dish on earth in Italy."** The Shop & Dine Promotion afforded the general public a tremendous opportunity to sample Italian wines with traditional and non-traditional pairings.

VINO 2010 came to a close on the evening of Friday, February 5th after its comprehensive day-long tasting event - The Italian Wine Exchange. Aniello Musella, Trade Commissioner and Executive Director for the U.S.A., remarked **"VINO 2010 has built on the success of last year's inaugural program through its collaboration with Apulia, Calabria, Tuscany and Veneto and the participation of BUONITALIA and Vinitaly. This year's convention underscored the quality to price ratio, marketing potential and breadth of Italian wines. For anyone working in the business of buying or selling wine with a focus on Italy, VINO 2010 was the most important conference in the U.S. to attend this year."**

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Gianfranco Fini



Shop & Dine NYC



Seminar Session at the Waldorf Astoria

Note to media:

Digital event photos are available upon request; please contact Vincenza Kelly at Vkelly@italtrade.com



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