



PRESS RELEASE

Italy at ProWein 2024 once again strongest exhibiting country – Under the visual umbrella of 'VINI d'ITALIA,' 1,198 producers presented their offerings.

With 1,198 exhibitors from all 20 regions, Italy has once again asserted its position as the strongest exhibiting country at ProWein 2024 in Düsseldorf. The participating companies ranged from small boutique wineries to newcomers on the international stage and traditional export companies. Under the visual umbrella of 'VINI d'ITALIA' they showcased their offerings in three exhibition halls (15, 16, and 17), featuring DOC/DOCG and IGT wines – including classic white, rosé and red wines, as well as spumante and prosecco.

TOP100 tasting, masterclasses and presentations

Throughout the fair, the Italian Trade Agency (ITA/ICE) invited visitors to savour the TOP100 Italian wines, carefully selected by experts prior to the event, at hall 15, stand F07. Additionally, 13 masterclasses, led by the five sommeliers Matteo Bellotto (Italy), Sebastian Bordthäuser (Germany), Peter Douglas (Scotland), Costantino Gabardi (Italy), and Simon Staffler (Italy), garnered significant popularity.



Sommelier Sebastian Bordthäuser provides information about "autochthonous wines from Veneto" in his masterclass. Photo: ITA Berlin/Marcel Kusch.

With the participation of Consorzio Vino Custoza DOC, Consorzio Vini Asolo Montello, Consorzio Di Tutela DOC Prosecco, Consorzio Per La Tutela Del Franciacorta, Consorzio Tutela Vini DOC Delle Venezie, Consorzio Morellino Di Scansano DOCG, Consorzio Vini Venezia, Regione Campania, Consorzio Tutela Vini Vesuvio, and Uni.DOC FVG, a total of ten consortia contributed products and expertise to the masterclasses.



Ferdinando Fiore, Director of the Italian Trade Agency in Berlin, welcomes guests to the "TOP100 Italy" tasting with sommelier Peter Douglas. Photo: ITA Berlin/Marcel Kusch.

For Ferdinando Fiore, Germany Director of the Italian Trade Agency based in Berlin since the end of January 2024, the participation in ProWein was a first, as was the joint appearance of the Italian producers: "With our communication measures, we have tried to bring all Italian exhibitors into the focus of trade visitors from all over the world. With the sparkling visuals, we convey joy and pleasure in a glass and at the same time pay tribute to the dynamism and diversity of the Italian wine sector," said Fiore. "We also wanted to show that the world of wine is becoming increasingly colourful."

"The traditionally strong presence of Italy at ProWein underscores our longstanding partnership with Germany. Simultaneously, through our commitment, we aim to pave the way for additional successful collaborations," Fiore continued.



The Italian Trade Agency's promotional stand in Hall 15, where there were "TOP100 Italy" tastings, masterclasses and presentations. Photo: ITA Berlin/Marcel Kusch.



Caption: Sommelier Peter Douglas at the "TOP100 Italy" tasting. Photo: ITA Berlin/Marcel Kusch.

"In the past year, Italy once again surpassed the €1 billion mark, solidifying its position as Germany's most significant trading partner. This achievement occurred despite a global decline in wine consumption and increasingly challenging political and economic conditions. The share of Italian wines in Germany's imports saw a marginal increase to 39.62 percent. In contrast, sparkling wine exports experienced a notable growth of 6.8 percent, reaching a value of €125 million."

FURTHER FACTS & FIGURES

Wines from Italy: Celebrating the richness of diversity!

With 49 million hectolitres, Italy is not only the world's largest wine producer, but also Germany's largest wine trading partner. The boot scores with one of the most differentiated ranges of vines in Europe. The unique terroir diversity with its different climate and soil conditions accounts for the enormous range of wines on offer. Each region - from the cool Alpine areas to the sunny coastal strips - produces its own distinctive flavour. Italy has over 400 indigenous grape varieties, some of which are grown throughout the country, others only in certain regions.

Nowhere else is as much organic wine grown as in Italy.

The country's wine production blends a rich tradition with innovation and sustainability.

Around 310,500 winegrowers currently cultivate over 674,000 hectares of vineyards - and increasingly according to organic standards. "In 2022, the cultivation area for organic wine reached approximately 133,000 hectares, marking a 163 percent increase compared to 2010 and accounting for nearly a quarter of the global organic wine cultivation area."

Italy's wines and spirits leave nothing to be desired.

Italian wines also received numerous awards at international competitions last year. In 2023, 407 wines were classified as DOP (DOCG: 77 / DOC: 330) and 118 as IGT wines.

Germans love Italian wine.

Italy, with a quantity increase of 3.5 percent to 5.32 million hectoliters, continued to solidify its position as Germany's largest wine trading partner in the latest reporting period (December 2022 to November 2023). Despite an overall decline in the value of German wine imports (-6.2 percent), the decrease in Italian products was only 5.6 percent (amounting to 1.05 billion euros). Particularly noteworthy was the positive trend in sparkling wine imports, which increased by 6.8 percent to 125 million euros. The Italian share in German imports stood at 39.62 percent, slightly up from the previous year's period (39.38 percent)."

About us – Italian Trade Agency

As a state agency for foreign trade, the Italian Trade Agency ITA has the task of promoting economic and trade relations between Italy and Germany and supporting Italian manufacturers in the marketing of, among other things, various products "made in Italy".

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