**TAKE 1 – SANCHEZ (CEEV): EUROPEAN WINE IS WORTH 130 BILLION EUROS. TOGETHER WITH VINITALY WE CAN REPRESENT THE IMPORTANCE OF THE SECTOR AT THE EUROPEAN PARLIAMENT**

(Brussels, 20 March 2024) “The last EU legislature was a kind of roller coaster even for wine, what with Covid, war and inflation. But the EU helped us, which is why we are here, together with Vinitaly, to highlight the importance and value of Italian and European wine among the decision-makers of the European Parliament." Ignacio Sánchez, Secretary General of CEEV (Comité Européen des Entreprises Vins - European Committee of Wine Companies), spoke today during the press conference at the European Parliament in Brussels for the 56th International Wine and Spirits Exhibition. "The survey we conducted with PWC which we present today - shows that European wine is worth 130 billion euros, making a fiscal contribution of 52 billion euros per year and employing 3 million people."

"We are taking the Vinitaly presentation press conference outside Italy for the first time ever," said the President of Veronafiere, Federico Bricolo. “Faced with a difficult situation for wine - starting with the pressure of health issues on an international scale, through to changes in consumer models and the challenges posed by climate change - we are here today in the European Parliament, where the destiny of the world of wine and wine-growing is being decided, together with representatives of the sector, to emphasise the fundamental socio-economic value that this sector expresses in our local areas and in our communities."

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