Press Release

**AMPHORA REVOLUTION AT GALLERIE MERCATALI, VERONA, 7-8 JUNE:**

**EVENT FOCUSED ON WINES AGED IN AMPHORAE WITH WALK AROUND TASTINGS,**

**SCIENTIFIC AND RESEARCH PANELS, ROUND TABLES AND MASTER CLASSES**

**An on-line press conference today with Helmuth Köcher, The WineHunter – Merano Wine Festival, Maurizio Danese and Raul Barbieri, respectively Managing Director and Sales Director Veronafiere, presented Amphora Revolution - the first joint venture between Merano Wine Festival and Vinitaly*.***

***The event will host more than one hundred amphora winemakers from all over Italy, as well as personalities on the international wine scene such as Professor Attilio Scienza, jar production experts and opinion leaders. The programme of tastings, master classes and technical-scientific panels focuses on an audience of enthusiasts and operators in the world of wine to explore and promote an ancient technique as an innovation.***

**Merano (BZ) - Verona (VR), 30 May 2024 –**The first wine event dedicated entirely to the world of terracotta jars and the excellence of this particular niche of oenology is scheduled **7-8 June** at the **Gallerie Mercatali-Veronafiere**. The event came into being from an idea of the owner of the **Merano Wine Festival**, Helmuth Köcher, in collaboration with **Vinitaly**. **More than one hundred Italian companies** producing amphora wines will be involved alongside a selection of Georgian wines, protagonists of a tasting journey leading towards the discovery of an ancient wine-making technique, today considered revolutionary because it stands as an innovative response to the challenges of sustainability and the growing impact of climate change. In addition, **scientific and research panels, round tables and master classes** will explore and analyse techniques, biodiversity, secrets and approaches regarding the art of making amphora wines and its evolution over the years and in its landmark territories. The event officially opens on Friday **7 June at 14:30 with the WH Amphora PLATINUM Award ceremony and the presentation of the new official guide "The WineHunter Amphora Award 2024"**, the **first of its kind specifically and entirely dealing with amphora wines**.

The two-day event was described in detail this morning by **Helmuth Köcher**, The WineHunter and owner of the Merano Wine Festival, **Maurizio Danese,** Managing Director of Veronafiere, **Raul Barbieri**, Sales Director of Veronafiere, **Attilio Scienza**, scientific director of Amphora Revolution, and moderated by journalist Andrea Radic (comments by speakers at the end of this press release).

**WALK AROUND TASTING AND QVEVRI WINES**

**Scheduled 15:00-22:00 on Friday 7 June and 11:00-20:00 on Saturday 8 June** c/o the Gallerie Mercatali-Veronafiere, Amphora Revolution will welcome more than one hundred companies from all over Italy for **Walk Around Tastings dedicated to amphora wines**. The tasting tables will also be extended to include a selection of **underwater wines** and **ancient grape varieties**, with the participation of G.R.A.S.P.O., the sustainable ampelographic research group for the preservation of wine-growing biodiversity that identifies, catalogues and vinifies ancient and niche grape varieties on a national and international scale. There will also be a journey focusing on wines from Georgia, where the tradition of winemaking in amphora began around 8,000 years ago. The focus on wines produced in terracotta jars culminates by highlighting **Qvevri Wines**.

**CONFERENCES AND SYMPOSIA**

Am impressive programme of technical, scientific and research conferences, symposia and round tables, involving scientists, experts and national and international opinion leaders, will take a close look at the various facets of amphora wines. **15:00-16:30: “The Wine Odyssey – from the past to the future”**. A scientific panel moderated by **Prof. Attilio Scienza** will explore the odyssey of wine through the centuries, by analysing the techniques and innovations that have transformed winegrowing from ancient times to the present day. Followed **17:00-18:30 by “GRAPE TRACKER. Grape varieties of the past for wines of the future”** exploring the evolution of the grape varieties and wine-making techniques over time and their influence today, moderated by **Dr. Aldo Lorenzoni of G.R.A.S.P.O**. The symposium will conclude 18:00-20:00 with “**Evolution of grape varieties and amphorae. The genetic improvement of genetic varieties: Clonal selection and the creation of disease-resistant genotypes**” - a research panel in collaboration with **Vivai Rauscedo**. **Saturday 8 June 11:30-12:30: the "Italian Wine-Makers Compared" round table** moderated by TV host and journalist **Andrea Radic and Francesca Granelli of “I Grandi Vini”,** will look into the various perspectives, experiences and approaches of talented Italian wine-makers: **Elena Casadei - Le Anfore, Michele Bean - Roi Clar, Enrico Giovannini – Ottomani, Francesco Mondini – Etruscanywine, Robin Baum - Winemakersclub Italia, Josef Reiterer – Arunda**. **14:00-15:00**: a **round table focusing on “Georgian wines: the age-old secrets of this fascinating wine-growing region, from ancestral wine-making techniques to the range of native grape varieties.”** Hosted by Helmuth Koecher, The WineHunter and founder of the Merano Wine Festival, this event will reveal the age-old secrets of this wine-growing region, including ancestral wine-making techniques and native grape varieties. **16:00-17:00**: conference dedicated to **“Amphorae Winemakers”** - from the selection of grapes to artisanal processing, conducted by Helmuth Koecher, joined by: **Michele Bean – Sirio Anfore - Massimo Carbone - Winejars, Impruneta, Luca Risso - Clayver, Federico Manetti - Manetti & Gusumano, Impruneta.**

**MASTER CLASSES**

The two days of Amphora Revolution will equally welcome five master classes that will put forward a unique sensory and tasting experience. **Friday 7 17:00-18:00: “Red Wines in Amphora - A journey of sensory discover, from the past to the future: A comparison"**. A master class and tasting of six red wines aged in amphorae that will compare ancient and modern techniques **moderated by journalist and TV Andrea Radic together with Simona Geri The Wine Setter**, both members of the new “The WineHunter Amphora Award” jury. **19:00-20:00**, **“10 Custodians for 10 Rare Grape Varieties – wine-growing biodiversity in Italy”** - a glimpse into the secrets behind the origins of Italian wine-growing biodiversity **moderated by Aldo Lorenzoni of G.R.A.S.P.O**. **Saturday 8 13:3-15:00** sees the **Roero Bric Castellvi master class: “A Unique Territory: Langhe Bianco – Langhe Rosso”.** Followed **15:00-16:00 by “The art of the amphora: sensation and evolution of white wine aged in terracotta”**. This master class involves a tasting of six white wines as an expression of naturalness and purity, moderated by Andrea Radic and Simona Geri. **17:00-18:00 - the “Underwater Wines: discovering the depths of wine maturation”** master class will provide a special overview of the very particular for ageing and refining wines under the sea: a talk moderated by Andrea Radic.

Comments by speakers:

**Helmuth Koecher,** The WineHunter and owner of the Merano Wine Festival: "*Amphora Revolution came about with the aim of providing a stage for a new trend in the world of wine: recovering an ancient technique as an innovation that many Italian and international wine-making companies have experimented with over the last 10 years. The event seeks to support and promote amphora wine as an expression of authenticity and naturalness. It is also a special opportunity for scientific and research comparison and debate focusing on grape varieties, techniques and approaches, to ensure a direction and future for this niche in the wine sector*."

**Maurizio Danese**, Managing Director, Veronafiere: “*Collaboration between The Merano Wine Festival and Veronafiere-Vinitaly is based on a shared action in two directions: support the wine sector and create opportunities. Amphora Revolution is a prestigious niche with sustainable DNA. It fits fully into Vinitaly's new guidelines launched in 2023 and Veronafiere's strategic plan 'One 2024-2026’. A challenging, three-year project envisaging development events and action even for Vinitaly. Amphora Revolution comes forward as a small-scale Davos for the development of a sector and trend finding growing numbers of admirers among producers and consumers alike*.”

**Raul Barbieri**, Sales Director, Veronafiere: “*Amphora Revolution aims to promote visibility for a sector that is attracting a great deal of attention even in business terms. This first edition has achieved our exhibition objective with 101 companies from all Italian regions as well as producers from Georgia, France and Slovenia. A complete offering and event that turns Amphora Revolution into the main b2b and b2c marketplace for this particular kind of wine production. Over the two days, business, culture, trade operators and wine lovers will come together to discover or rediscover a rapidly growing wine-making area*.”

**Attilio Scienza**, Scientific Director, Amphora Revolution: “*This event is a vitally important communication tool for consumers who drink more with their brains than with their mouths. In times such as these characterised by climate change and falling wine consumption among young people attracted by other drinks or the new low alcohol ones, amphora wines may well be an answer both to the climate related challenges and to restore the relationships between consumers and wine. Wine is the catalyst and amphorae are its container. Amphora Revolution helps us return to the origins, to ancient grape varieties, while also spreading their culture, especially among young people who, I believe, could be the first 'wine lover' target of this event*.”

**Link to the** [**press kit**](https://www.dropbox.com/scl/fo/tsrfgamt6h88ij3oqn8oi/AImtDYsAWJhdTQuXTyzs61Y?rlkey=s6eyjsnli6k9x43d7j1c80mtp&e=1&dl=0)

**Ticket purchases at:** [**www.amphorarevolution.com**](https://bestunion.queue-it.net/?c=bestunion&e=fieraverona&t=https://veronafiere.vivaticket.com/AMPHORAREVOLUTION2024/Presale)

**Online press accreditation requests at:** [**https://amphorarevolution.com/accredito-stampa/**](https://amphorarevolution.com/accredito-stampa/)

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