

**WINE - VERONAFIERE: VINITALY INDIA GETS UNDERWAY TOMORROW IN NEW DELHI. TRADE OPERATORS AND BUYERS HAVE ALSO BEEN INVITED TO VERONA FOR THE 57TH INTERNATIONAL WINE SHOW**

**BRICOLO (PRESIDENT, VERONAFIERE): INDIA IS AN IMPORTANT OUTLET MARKET FOR ITALIAN WINE THANKS TO AN UPCOMING AGREEMENT WITH THE EU. CONSUMPTION EXPECTED TO GROW BY 40% BY 2028**

**New Delhi, 7 March 2025**. India takes its place in the international development plan for the Italian wine promotion trade fair brand with the **Vinitaly India Roadshow**, scheduled for tomorrow at the Vivanta Dwarka Hotel in New Delhi. Organized by Veronafiere in collaboration with the Indian Chamber of Commerce (ICC), with the support of the Italian Embassy in New Delhi, Vinitaly comes forward with a select group of 12 companies representing Italy's wine offering, including the group attendance by Piemonte Land of Wine (on behalf of 14 wine consortia in Piedmont), Italia del Vino Consorzio (23 companies from 16 regions), Angelini Wines & Estates (with winemaking estates in 4 regions) and Uvaitaly (11 producers from 5 regions). B2B meetings are scheduled tomorrow with operators, importers, liquor store and HoReCa managers also profiled by the Indian Chamber of Commerce who will be officially invited to attend the 57th Vinitaly in Verona 6-9 April.

"Against the background of rapidly escalating trade wars," said the President of Veronafiere S.p.A., **Federico Bricolo**, "we look with interest at the strategic partnership between India and the European Union announced a few days ago. Italian wine sales in India are currently marginal compared to the overall business for our products around the world, which in 2024 came to more than 8 billion dollars in exports. Yet," Bricolo summed up, "we are convinced that India may well become an increasingly important market for a drink such as wine which has always been a symbol of moderate consumption of alcohol. Our Unione Italiana Vini-Vinitaly Observatory estimates growth in consumption of 40% between 2024 and 2028. Thanks to the new bilateral agreements, this forecast may even turn out to be even better."

"Vinitaly represents Italian wine and Italy as the main winemaking country in the world in terms of variety. Our trade fair is the world's leading event promoting Italian wine, attracting 90,000 sector operators, with more than one-third from 140 countries, on average every year in Verona," said the General Manager of Veronafiere S.p.A., **Adolfo Rebughini**. “Indian buyers are already regular guests at Vinitaly: more than one hundred attended the last edition - but that's not all: we hope to give attendance at our event an increasingly central role. We are here, today, to promote Italian wine alongside some of Italy's most important companies, while also seeking to raise the level of partnership through continuous and preferential relationships that aim to identify and attract even more professional operators to Vinitaly. India is enjoying strong economic growth and is more familiar with Western culture and traditions, which it already shares in part, than other Asian countries."

The Vinitaly India Roadshow event will be preceded by a gala dinner scheduled this evening at the Italian Embassy in New Delhi. Speeches will be made by Ambassador **Antonio Bartoli** and **Vas Shenoy**, Chief Representative for the Italy Indian Chamber of Commerce. These addresses will be followed by a video message by the Italian Minister of Agriculture, **Francesco Lollobrigida**, and greetings from **Federico Bricolo**, President of Veronafiere, **Abhuday Jindal**, President of ICC, **Matteo Gelmetti**, Vice President Veronafiere, **Adolfo Rebughini**, General Manager of Veronafiere and **Rajeev Singh**, Director General of ICC.

The market for Italian wine in India has a retail value of 33 million US dollars (including taxes) for an import market share of almost 17%. Italy is the third largest supplier by value in a market worth $418 millions dominated by domestic wines (77%) which account for a 50% share of value. Italy ranks second as regards imported product volumes, with approximately one million litres, while in terms of value Italy comes in behind Australia (30% share) and France (19%). Positioning is the critical issue for Italian wine: 70% is linked with entry-level products, while France dominates the premium segment. The **Uiv-Vinitaly Observatory based on IWSR data** suggests that Italian sparkling wine is enjoying strong growth, with sales likely to double by 2028 up to 20 million dollars. These figures are also likely to be upgraded once the free trade agreement announced by Indian Prime Minister Narendra Modi and European Commission President Ursula von der Leyen, which is expected to be finalised and signed by the end of this year.

**Vinitaly India Roadshow 2025 - Who is taking part**: Maria Faretra (Apulia), Foss Marai Spumanti Valdobbiadene (Veneto), Uvaitaly, Cantina Scriani (Veneto), Hadrianum (Abruzzo), Boschetto Campacci (Tuscany), Angelini Wines & Estates, Masciarelli (Abruzzo), Giuseppe Cortese (Piedmont), G.D. Vajra (Piedmont), Italia del vino Consorzio and Piemonte Land of Wine.

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