

AMARONE PREVIEW 2021- DIGITAL EDITION

Friday, February 26th (from 11.00 am to 12.15 pm): discussion on 'Modern channel, HORECA, e-commerce: the commercial future of wine is multichannel'. Speakers: Denis Pantini, head of Nomisma Wine Monitor, Francesco Scarcelli, head of Coop Italia spirits, Paolo Zanetti, founder of Callmewine, Alessandro Boga, specialist Wilson Daniels portfolio Italia, Luca Pizzighella, brand manager Signorvino, Roberto Burro, professor of psychology at the University of Verona. (IT language)

- Digital tasting in English.

1) **Amarone** (from 2pm to 3pm). Speakers: Wojciech Bonkowski, wine expert and journalist, Enrico Nicolis, enologist, Maurizio Ugliano, professor at the University of Verona, and Jc Viens, Wset educator.

2) **The 'new' Ripasso** (from 3pm to 3:50pm). Speakers: Michelle Cherutti-Koval, Master of wine, Alessandro Bellotto, oenologist and consultant Giotto Consulting, Tone Veseth Furuholmen, senior product manager Vinmonopolet As and Alberto Brunelli, oenologist and consultant of Consorzio vini Valpolicella.

3) **Valpolicella** (from 4pm to 4.50pm). Speakers: Alberto Ugolini, Sensory analyst and Wine Educator, Gabriele Gorelli, Ceo Brookshaw&Gorelli, Nick Bielak MW and Lin Liu MW.

Saturday, February 27th:

Institutional opening (from 4pm to 4.50pm): "New policies to support the Italian wine market". Speakers: Federico Caner, Councillor for Agriculture for the Veneto Region, Paolo De Castro and Herbert Dorfmann, both members of the Agriculture and Rural Development Commission of the European Parliament, Giovanni Mantovani, General Manager of Veronafiore, Paolo Castelletti, Secretary General of the Italian Wine Union and Christian Marchesini, President of the Valpolicella Wine Consortium. (IT language)

Presentation of the research on the 'positioning of Valpolicella wines on the main target markets' (from 11.00 to 11.40). Speaker: Denis Pantini Report: 'Climate change: influences in Valpolicella', speaker: by Diego Tomasi Crea-Vit researcher.