

# VINEXPO 2013

## Italian wine: an endless adventure Tasting program

### Hall 2 - Tasting Lab 4

#### DIMANCHE 16 JUIN / Sunday June 16<sup>th</sup>

- 09.30 - 10.30** VITIS VINIFERA ET ARCHEOLOGIE / *VITIS VINIFERA AND ARCHEOLOGY*  
Des vignes sauvages aux vins de la côte tyrrhénienne  
*From wild vines to the wines of the Tirrhenian coast*
- 11.30 - 12.30** LE VIN DANS L'HISTOIRE / *WINE IN HISTORY*  
Les vins de la Grande Venise / *The wines from Great Venice*
- 14.00 - 15.00** LE VIN DES PARCS NATURELS / *THE WINE OF NATURAL PARKS*  
Les joyaux du Parc Naturel Adamello-Brenta  
*Natural Park Adamello-Brenta: its jewels*
- 16.00 - 17.00** VIN ET TERRITOIRE : UN BINÔME UNIQUE / *WINE AND TERROIR: A UNIQUE DUO*  
L'excellence œnologique de la région des Marches  
*The œnologic excellence of Marches*

#### LUNDI 17 JUIN / Monday June 17<sup>th</sup>

- 09.30 - 10.30** VITIS VINIFERA ET ARCHEOLOGIE / *VITIS VINIFERA AND ARCHEOLOGY*  
Les vins de l'Empire romain des frontières du Latium à la Campanie  
*The wines from the Empire between the borders of Latium and Campania*
- 11.30 - 12.30** LE VIN DANS L'HISTOIRE / *WINE IN HISTORY*  
Les chemins de Dionysos : les routes anciennes du vin  
*Dionysus' paths: the old roads of wine*
- 14.00 - 15.00** LE VIN DES PARCS NATURELS / *THE WINE OF NATURAL PARKS*  
Cinque Terre : le parc où la vigne devient héroïque  
*Cinque Terre: the park where vine becomes heroic*
- 16.00 - 17.00** VIN ET TERRITOIRE : UN BINÔME UNIQUE / *WINE AND TERROIR: A UNIQUE DUO*  
Le côté pétillant du Piémont / *The lively side of Piedmont*

#### MARDI 18 JUIN / Tuesday June 18<sup>th</sup>

- 09.30 - 10.30** VITIS VINIFERA ET ARCHEOLOGIE / *VITIS VINIFERA AND ARCHEOLOGY*  
Des premières colonies grecques sous l'Etna aux vins de Marsala  
*From the first Greek settlements under mount Etna to the wines of Marsala*
- 11.30 - 12.30** LE VIN DANS L'HISTOIRE / *WINE IN HISTORY*  
Entre l'eau et le feu - Un vin pour l'éternité : l'Amarone  
*Between water and fire - A wine for eternity: Amarone*
- 14.00 - 15.00** LE VIN DES PARCS NATURELS / *THE WINE OF NATURAL PARKS*  
Le Parc de l'Etna : patrimoine unique pour des vins uniques  
*Park of Etna: a unique heritage for unique wines*
- 16.00 - 17.00** VIN ET TERRITOIRE : UN BINÔME UNIQUE / *WINE AND TERROIR: A UNIQUE DUO*  
Cépages volcaniques : entre mythe et réalité / *Volcanic vines: between legend and reality*

### Hall 2 - Tasting Lab 1

#### MERCREDI 19 JUIN / Wednesday June 19<sup>th</sup>

- 16.00 - 17.00** Le caractère des vins de la Vénétie  
*Wines of Veneto character*

## PRESS RELEASE

### **The ICE AT VINEXPO 2013: 90 estates, 800m<sup>2</sup> of stands and 13 conferences / tasting sessions "ITALIAN WINE: AN ENDLESS ADVENTURE"**

Alongside the organisation of the Italian collective exhibition stand and its 90 estates to consolidate relations with international markets, the ICE - Agency for the Promotion and Internationalisation of Italian Companies - will be presenting **a series of 13 conferences / tasting sessions entitled "Italian Wine: an endless Adventure"**.

These conferences are intended for "global consumers", to give them a multi-faceted vision of the "intangible" values that have always been indissolubly linked with wine down the centuries.

They address a number of universal elements familiar to all, forming a narration in 13 conferences / tasting sessions that provides a variety of insights into Italy as a country, but also into humanity more generally, for all those keen to share in these universal values.

**The programme offers a journey through some of the key stages in the history of winegrowing, blending together history and culture, tradition and local territories** in a rich and original cocktail of curiosities to capture the interest of the post-modern consumer.

It will be structured around four threads analysing the following themes:

1. Vitis Vinifera and Archaeology
2. Wine in History
3. Wines of the National Parks
4. Wine and Territories / A Unique Combination

**1 - Vitis Vinifera and Archaeology:** the adventure of the vine down the years, from wild vine plant to modern vine-growing. The different stages in the development of vine-growing will be addressed, with the emphasis on the dual link with the development of cultures and societies. The varieties that are grown today are the same as those used 2,500 years ago to produce wine, all part of a never-ending story.

**2 – Wine in History:** this journey through time will look into some of the lesser-known aspects of developments in wine-growing and culture as signs of the evolution of the Italian way of life.

**3 – Wine of the National Parks:** Italy's parks are not only havens where nature has remained intact, they also bear testimony to the labours of successive generations over the centuries to carve out plots of land to cultivate on mountainsides, mainly for vines, often by building remarkable terraces. Only the pleasure procured by the wines they grew could make up for the physical fatigue from their efforts!

**4 – Wine and Territory – A Unique Combination:** the Territory is one of the keys to the many and varied interpretations that can be made regarding Italian wines. The notion of Territory also encompasses all the human experience acquired over the centuries and handed down in the knowledge and know-how transmitted from one generation to the next.

**For further information about the tasting-session programme and official participation of Italy, visit the website: [www.terroirditalie.com](http://www.terroirditalie.com)**

