

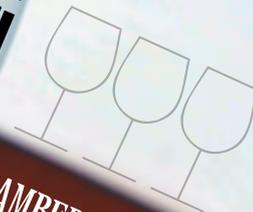
INVITATION

Under the auspices of the



Consulate General of Italy

trebicchieri



GAMBERO ROSSO

Reservation required

VANCOUVER

THURSDAY, MAY 22, 2014

12:00 NOON – 1:00PM | MEDIA

1:00 – 5:00PM | TRADE

Fairmont
PACIFIC RIM

Star Sapphire Ballroom
1038 Canada Pl,
Vancouver

[Click here to watch Gambero Rosso World Tour video](#)

For further information call +1.604.682.1410

RSVP: iccbc@iccbc.com

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The Tre Bicchieri Show goes Vancouver

Gambero Rosso brings a unique tasting of the best Italian wines to the Pacific Northwest Coast

The Gambero Rosso Tre Bicchieri World Tour takes off in Vancouver. After the surprising results of last year when the city was extremely proactive in welcoming an event of this type for the first time, the tour, restricted to those wineries that achieved the highest ratings in Vini d'Italia guide book, returns to the shore of the Pacific.

The event is scheduled for **Thursday, May 22**, at the **Fairmont Pacific Rim** in downtown Vancouver. The opening ceremony takes place at noon and participants will include the CEO of Gambero Rosso, **Luigi Salerno**, and **Eleonora Guerini**, curator of Vini d'Italia. Then, from 1 p.m. to 5 p.m., the gala tasting will follow, with the best of Italian wines as determined by Gambero Rosso: the Tre Bicchieri winners. No other Italian wine event has such a restrictive selection filter, a guarantee of absolute quality: from the 45,000 wines tasted, each year barely 400 achieve Tre Bicchieri recognition.

Barbara Philip, the only female Master of Wine in the country and portfolio manager for European Wines at the British Columbia Liquor Distribution Branch - BCLDB - said, "Italian wine is living through a happy moment in British Columbia. Consumption is focused on high-end wines, mostly those above \$20 a bottle. The great classics do well, especially Barolo and Brunello, but wines from the South are coming up. Consumption is strictly tied to the development of top level restaurants and wine bars where the search is on for different varieties and food-friendly bottles." Italian wines grow 7% during 2013 in the British Columbia market while the wine consumption is has now reached 15 liters per capita per year.

The Tre Bicchieri World Tour 2013/2014 has already showed up in Tokyo, Hong Kong, Shanghai, Moscow, NYC, Chicago, San Francisco, and Dusseldorf during ProWein2014. Italian wine is doing well – very well – around the world. Producers have made important leaps ahead. They multiplied their international commitments, promoting the image of Italian wine globally. They also finally grasped the importance of presenting a united front outside their borders. Over the last three years, half of the wine produced in Italy is sold abroad. Exports are growing, in 2013 reaching the threshold of five billion euros for the first time. Consumers are looking for new approaches. If you are seeking for what's small and indigenous, if you want wines that reflect a place, a personality, then the Tre Bicchieri tasting in Vancouver is the place to be.

SAVE THE DATE

Thursday, 22 May, 2014

Fairmont Pacific Rim

Star Sapphire Ballroom
1038 Canada Pl, Vancouver



Opening Ceremony

12:00 noon - 1:00 p.m. / Media

Walkaround Tasting

1:00-5:00 p.m. / Trade

RSVP:

iccbc@iccbc.com

For further information: +1 6046821410

About Gambero Rosso

Gambero Rosso® is the publishing and training leader in Italy in the field of wine and food. It is the only multimedia company in the sector that offers magazines, books, guides, a television channel – Sky 411 – as well as web and apps. For 27 years Gambero Rosso has been the institution that best represents Italian-made food and wine, testing and certifying

the quality of products, telling the stories behind the flavors and traditions of the Bel Paese. In Italy Gambero Rosso can count on Città del Gusto® sites in six cities (Rome, Naples, Lecce, Catania, Palermo and Torino), where courses at amateur, professional and managerial levels are held along with gala tastings and other wine-related events. Quality comes first.

About Fairmont Pacific Rim

The Fairmont Pacific Rim is a luxury hotel in downtown Vancouver that combines the best of the Pacific Rim in its design, décor, and culinary dining options. ORU is the perfect choice if you wish to savour food of the Pacific Northwest with flavours of the Pacific Rim. Aside an outstanding selection and pairing with extra virgin Italian olive oils, the restaurant offers a wide options of gluten –free and vegetarian meals, as well as unique dietary preferences including, macrobiotic, raw and vegan diets. Giovane cafe + winebar offer plenty of salumi, formaggi and signature pastas, perfectly paired by the all-

Italian wine list. The new addition to giovane café + winebar is ‘the market’ that takes foodies around with world, sourcing the finest handcrafted products from British Columbia, Italy and house made products straight from our ‘scratch’ kitchen. The RawBar has been recently named the city’s first 100 per cent Ocean Wise sushi destination by the Vancouver Aquarium. It has been become renowned for its innovative presentation, sustainable concept and quality of ingredients – a must-dine for the sushi-savvy.



About Vini d'Italia Guide Book



We are proud to have reached the twenty-sixth edition of Vini d'Italia Wine Guide Book, a book which represents a major milestone for Italian wine lovers all over the world. More than a thousand pages testify to the health of wine in Italy with 2,350 wineries reviewed and roughly 45,000 wines assessed. The Guide has now been translated into the Chinese language

for the third edition, for the first time into the Japanese language, and has long been available in English and German besides the original Italian. The Gambero symbol of wine excellence, Tre Bicchieri (three glasses), has become the benchmark award, and an unquestioned reference point, a guarantee of premium quality all over the world. It has even been chosen as a criteria for access into some of the most important wine monopolies in the world.

How are Tre Bicchieri determined?

Every year, traveling all over Italy for months, we carry out blind tastings. In each Italian region we call on local institutional groups. They provide an essential guarantee of reliable, unbiased organizational help with our long, complex job of rating wines for the Gambero Rosso Vini d'Italia guide. Our panels – composed of at least 3 tasters – meet to taste all the wines presented. The bottles are covered and the tasters know only the type of wine being examined and its vintage year. That is, they know they are tasting a 2006 Chianti Classico, but not the name of the producer. Obviously, wines of the same type are tasted at the same time. Once a panel has made its judgments, the bottles are revealed. At this point, we organize final tastings. Only wines with scores

that make them potential Tre Bicchieri winners go on to the next round of tastings. These are sessions that take place between July and August at Gambero Rosso's Città del Gusto in Rome. The final tasting panel is made up of the editors of Vini d'Italia, a few special collaborators and at least one representative of the region in question. The wines that achieve scores of more than 90 points – a number obtained by taking the mathematical average of the panel's individual scores – are awarded Tre Bicchieri status. All the other wines that have reached this level, considered just a step away from the peak, are awarded Due Bicchieri Rossi, that is Two Red Glasses, to distinguish them from the classic Due Bicchieri wines. Final tastings are also done blind.