

INVITATION



*Initiative conducted with the support of the Italian Ministry of Economic Development
and in collaboration with the Italian Trade Agency*



VINI D'ITALIA

2019 vs 2020

*DON'T MISS THE OPPORTUNITY TO TASTE A UNIQUE
SELECTION OF VINI D'ITALIA AWARDED WINES AND
FINALISTS TO COMPARE THE 2019 AWARDED LABELS
WITH NEW VINTAGES...*

ATLANTA

MONDAY, JUNE 10, 2019

WHITEHALL BALLROOM

AT SOUTHERN EXCHANGE BALLROOMS
200 Peachtree St. NW, Atlanta, GA 30303

2:00 PM – 6:00 PM

MEDIA & TRADE TASTING



GamberoRossoInternational

RSVP ONLINE: WWW.GAMBEROROSSO.US

QUESTIONS: SARAH@GAMBEROROSSO.US | PH (213) 985-1011



Ministero dello Sviluppo Economico



ITALIAN WINE
TASTE THE PASSION

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Italian Wines on my mind

The Capital of Georgia welcomes the Best Italian wines selected by Gambero Rosso

For the first time Atlanta is going to host a unique tasting of premium Italian wines selected by Gambero Rosso. The Vini d'Italia tour will hit the capital of Georgia on Monday, June 10, in the fascinating Whitehall Ballroom at Southern Exchange Ballrooms. The selection will feature a very huge portfolio of native Italian grapes produced by a solid group of wineries. A surprising selection of wines not yet released on the market will accompany a rich variety of awarded labels. The walk around tasting is scheduled from 2pm to 6pm. **The event is conducted with the support of the Italian Ministry of Economic Development and in collaboration with the Italian Trade Agency.**

The performance of Italian wines on the Us market is extremely positive. Italy remains the leading supplier for still wines. Sales of Italian wine in 2018 grew overall by +6.8% in value, at 1.98 billion dollars and by +1.2% in quantity, as revealed by the data of the U.S. Department of Commerce. Italian market share has risen up to 32%, compared to 31.4% in 2017. In 2018 the average prices reached 5.9 dollars per liter, compared to 5.5 dollars per liter of the previous year.

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Gambero Rosso has reached the 32nd edition of the Vini d'Italia guide, today translated into English, German, Chinese and Japanese. Vini d'Italia 2019 guide is the result of a year of work by an expert team of tasters who have travelled the country (including Switzerland's Canton Ticino) interviewing producers and visiting wineries. The guide reviews 2,485 wineries and a total of 22,000 wines, awarding the classic scores ranging from 1 to 3 Glasses according to the quality of the label. This year, 447 Tre Bicchieri have emerged: Tuscany leads the way with 85 awards, followed by Piedmont with 75 and Veneto with 42. Vini d'Italia 2019 is not just a collection of scores and ratings, it's a fundamental and essential volume for all those who work in the sector or are interested in quality Italian wines. Available on Apple and Amazon.

The biodiversity of Italian Wines is so rich that may be confusing for international consumers. This is why Gambero Rosso selections represent a guaranteed way for promoting knowledgeable, attentive and curious development of Italian territories. After Atlanta, the Vini d'Italia tour will move to San Diego on June 12.

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About Gambero Rosso

Gambero Rosso is the leading wine&food media company in Italy. In 1986, Gambero Rosso took its first steps as an insert in a daily newspaper, but by the next year its first Guida dei Vini went to print, the 1988 edition. After that, dozens of guides and books followed. In 1999, Gambero Rosso Channel, the first thematic television channel in Europe, began broadcasting. Shortly after, a constellation of the Città del Gusto sites was founded in Italy, followed by Gambero Rosso Academy in the rest of the world, with cooking classes for professionals and amateurs, along with courses about wine, journalism master programs, and seminars on restaurant management. Recently, the company was launched on the stock market. Meanwhile, a fascination with Italy has been growing in the world, a longing for its authentic products, and Gambero Rosso events organized around the globe have multiplied. Since the first ones in 1990, the number of events on our international calendar has grown to over 40 in a year.



About Top Italian Restaurants

Competitive, identitarian, increasingly proud in bringing its regional recipes to the table, and its simplest and most rustic profile, even in luxury settings. So the recipe for Neapolitan scarpariello finds its place in the major hotels in Hong Kong, the taste of Roman tripe marries Scandinavian wine cellars, Agerola fior di latte rests on increasingly good Neapolitan pizzas in New York. There are 5 million Italians living abroad, 100 thousand locals who refer to our traditions. In the Top Italian Restaurants guide we have selected 500: places managed by professionals, offering above all true Italian flavor. One made of products that speak of the production area, of who we are, and how we live. These are often stories of courage, chefs, pizza makers and sommeliers seeking something more. And success stories. Available for free:

www.gamberorosso.it/restaurants

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