

INVITATION



UNDER THE PATRONAGE OF
ITA
ITALIAN TRADE AGENCY
ICE - Italian Trade Commission

UNDER THE PATRONAGE OF
Ambasciata d'Italia
Tokyo



trebicchieri 2019

WE ARE PROUD TO PRESENT A SELECTION OF TRE BICCHIERI
RATED WINES, AWARDED IN VINI D'ITALIA 2019 GUIDE

TOKYO

TUESDAY, OCTOBER 30, 2018

THE RITZ – CARLTON TOKYO

Tokyo Mid Town, 9-7-1 Akasaka Minato – Ku

TASTING

11.00 AM - 11.30 AM | OPENING CEREMONY

11.30 AM - 6.00 PM | WALKAROUND TASTING

MASTERCLASS

12.30 PM – 2.00 PM | PROSECCO DOC

3.00 PM – 4.00 PM | CUSTOZA WHITE & GOLD

5.00 PM – 6.00 PM | VINI D'ITALIA 2019 SPECIAL AWARDS



GamberoRossolInternational



RSVP: GAMBEROROSSO@ASAHIAGENCY.COM



JAPAN SALT

Surgiva
ACQUA MINERALE NATURALE
TRENTINO ITALIA

ASAHI
Agency

6000
イタリアワイン六千年
SEIMILA ANNI DI VINO
ITALIANO

trebicchieri 2019

PRESS RELEASE

Tokyo, it's Tre Bicchieri Time!

The celebration of the best Italian wines is scheduled on October 30

The Tre Bicchieri World Tour takes off in Tokyo. After the brilliant results of the previous years, the Italian premium tasting, restricted to those wineries that achieved the highest ratings in the Guida Vini d'Italia, returns to the Japanese capital. The event is scheduled for Tuesday October 30, in the elegant reception rooms of Hotel Ritz Carlton in the Akasaka neighborhood of Tokyo. The opening ceremony takes place at 11am, and participants will include Luigi Salerno, CEO of Gambero Rosso, Marco Sabellino, Senior editor of the Guida Vini d'Italia, and Mr. Isao Miyajima, who translated the Japanese version of Vini d'Italia. During the ceremony, Lorenzo Ruggeri, editor of Top Italian Restaurants guide, is going to award the best Italian restaurants in Tokyo, including fine dining restaurants, trattorias, pizzerias and wine bars.

Then, from 12 to 18, the gala tasting will follow, with the best of Italian wines as determined by Gambero Rosso: the Tre Bicchieri winners. This year on the spotlight there will be three successful consortiums which will present their wines: Consorzio Tutela Lugana DOC, Consorzio Tutela Vino Custoza and Consorzio Tutela Prosecco Doc. The three Masterclasses will feature the Prosecco area, the versatility of Custoza wines and the Special Awarded wines of Vini d'Italia 2019, the top wines of the guide. The walk around tasting will be brighten up with several show cookings sponsored by Barilla.

No other Italian wine event has such a restrictive selection filter, a guarantee of absolute quality. Thanks to the extraordinary interest that Japanese consumers show in quality Italian wine, the Guida Vini d'Italia has been translated into Japanese since 2013, joining editions in Chinese, English and German. Tokyo is one of the world's cities that has shown the most marked interest in Italian food and wine. That sensibility is encouraged by excellent local Italian restaurants. Together with San Francisco and Copenhagen, Tokyo displays the best Italian food scene around the globe. Gambero Rosso Top Italian Restaurants guide is available on www.gamberorosso.it/restaurants

After Tokyo, the Tre Bicchieri World Tour will move on to Hong Kong on November 7 and Shanghai on November 12. After a brief pause, the Tour goes to Moscow on November 22. In February and March, as usual, will be the month for the American Tre Bicchieri Week, with four events scheduled: Chicago, New York, San Francisco and Los Angeles on respectively. The tour will includes stops also in Munich, Stockholm, London, Dusseldorf, Verona and Bordeaux.

Exports are growing, in 2017 reaching the threshold of 6 billion euros for the first time. Consumers are looking for new approaches. If you are seeking for what's unique and indigenous, if you want wines that reflect a place, a personality, then the Tre Bicchieri tasting in Tokyo is the place to be.

For media enquiries: gamberorosso@asahiagency.com





UNDER THE PATRONAGE OF



UNDER THE PATRONAGE OF



trebicchieri 2019

PRESS RELEASE

TUESDAY, OCTOBER 30, 2018

TOKYO

THE RITZ-CARLTON TOKYO

Tokyo Mid Town 9-7-1 Akasaka Minato – Ku

11:00 AM - 11:30 AM | **OPENING CEREMONY**

11:30 AM - 6:00 PM | **WALK AROUND TASTING**

12:30 PM - 02:00 PM | **MASTERCLASS: PROSECCO DOC: MORE THAN JUST SPARKLING**

03:00 PM - 04:00 PM | **MASTERCLASS: CUSTOZA WHITE & GOLD**

05:00 PM - 6:00 PM | **MASTERCLASS VINI D'ITALIA 2019 SPECIAL AWARDS**

For media enquiries: gamberorosso@asahiagency.com



GamberoRossolInternational





UNDER THE PATRONAGE OF



UNDER THE PATRONAGE OF



trebicchieri 2019

PRESS RELEASE



The Prosecco fever doesn't slow down. Prosecco DOC, which can be produced between Veneto and Friuli, is the most sold sparkling wine in the world with a yearly production of 500 million bottles. Exports absorb more than 70% of the production. Light, versatile, fragrant, easy drinking: Prosecco Doc can be considered an "everyday luxury". During the Tre Bicchieri event in Tokyo, the Consortium Prosecco Doc will arrange a special corner with a wide range of producers and difference styles, while the Prosecco DOC seminar is scheduled at 12:30 pm. The producers will be on the front line.



Light, fresh and crispy. Custoza is a white wine, with a surprising long aging potential, which can be produced in Veneto within the municipalities of Sommacampagna, Sona, Valeggio sul Mincio, Villafranca di Verona and Bussolengo. The Consortium will arrange a wine tasting corner in Tokyo, which will feature a fine selection of Custoza wines from the morainic soils of Garda lake, ranging from the floral, slightly aromatic styles to the more spicy profiles. The Custoza seminar scheduled at 3:00 pm.



The Consorzio per la Tutela del Lugana was established in 1990. Its objectives are to preserve and manage the precious uniqueness of Lugana wine. The Consorzio di Tutela is also responsible for promoting and showcasing the Lugana brand by participating in the most important national and international fairs. At the same time, it is charged with organizing events to communicate the image and quality of Lugana wine. Lugana was the first DOC recognized in Lombardy and one of the first in Italy, further proof of the immense historic and cultural value of the area and its wine.



In honor of this special event, Gambero Rosso has joined forces with Barilla to bring the best of Italian food and wine around the world. During the tasting, show-cooking from Barilla chefs will delight participants with a variety of pasta dishes to pair with fine Italian wines. Barilla, the world's largest pasta company, is the number 1 pasta brand in Italy, the USA and many other countries around the world. Based in Parma, a city famous for Italian food products like Parmigiano and prosciutto, Barilla is also the leader in continental Europe for pasta sauces.

For media enquiries: gamberorosso@asahiagency.com



GamberoRossolInternational

trebicchieri 2019

PRESS RELEASE

About Vini d'Italia 2019

Gambero Rosso has reached the 32nd edition of the Vini d'Italia guide, today translated into English, German, Chinese and Japanese. Vini d'Italia 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 starting this year) 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. Vini d'Italia 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

About Top Italian Restaurants

Abundant carbohydrates, heavy on the red sauce, and a good dose of folklore: Italian restaurants abroad have lived on that reputation for a long time. That time is over. The quality of the "cucina italiana" abroad has reached the next level. Gambero Rosso has released the second edition of the digital guide to Italian restaurants around the world. For rating places Gambero Rosso calls its well-known system: from one to three, forks for fine dining restaurants, shrimps for traditional restaurants, pizza slices for pizzerias and bottles for wine bars and enoteca. Authentic character, product traceability, purity of flavors (cucina italiana can't exist without a proper extra-virgin olive oil), service and the quality of the wine list were important criteria. From the 100,000 estimated eating places that serve up our traditions in wine and food, we selected 400 for now – as the guide will expand month by month. Available for free:

www.gamberorosso.it/restaurantsFor media enquiries: gamberorosso@asahiagency.com