



Press release of 22 th February 2023

## WINE FAIR STARTS OFF IN PIACENZA

**From 18th to 20th November 2023 Piacenza Expo hosts a new market exhibition focusing on the visitor's experience. Pre registrations for producers from 15th March 2023**

**From Saturday 18th to Monday 20th November Piacenza Expo** organizes the first edition of the **Wine fair**: the market exhibition designed to let an audience of passionate winelovers discover new companies and new territories, through a functional and practical visit tour focused on the visitor's experience.

As a tradition, it will be possible to purchase the wines tasted thanks to a proven format born right in Piacenza. Features and dimensions of Expo make it the ideal facility for this event: an area **on human scale** where it is easy to arrive and reach the **free car parking** with a full cart of purchases. Furthermore, Piacenza offers an highly strategic geographical position as well as a communication creativity which has created significant results regarding audience feedbacks.

Territory and sustainable quality will be the guidelines of the selection of companies coming from all Italian regions, many of which are completely new to the public. No foreclosure on membership of associations or legal nature: the only lighthouse will be the quality of the proposal offered to the visitor. To guarantee this, there will be a Scientific Committee which will examine the applications received in order to maintain a first-class standard. Companies wishing to apply will be able to **pre-accredit on the website [www.fieradeivini.it](http://www.fieradeivini.it)** from 15th March 2023. The Registration fee will be different according to the production size, from an inclusive point of view, which always distinguishes Piacenza.

The Event will develop over 3 days: after the first two days dedicated to the audience, on Monday it is expected, as in previous years, an increasing presence of professional operators in the commercial sector and HoReCa both italians and foreign.

There will not miss in the manifestation deeping moments with masterclass and a whole hall dedicated to a specific selection of gastronomic and agri-food producers who will be preparing meals meant to be tasted onsite as well as products to buy and to take home in view of Christmas season.

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**Piacenza, Wine Fair** - Saturday 18th, Sunday 19th and Monday 20th November 2023 at Piacenza Expo

### **Opening Hours to the Public:**

Saturday and Sunday from 11.00 AM to 19.00 PM - Monday from 10.00 AM to 17:30 PM

**Entry:** 25,00 including glass for tastings – reduced € 15,00 for conventions with sector associations. Minors do not pay entrance fees and are not allowed to tastings.

**Parking:** free

**Useful Info:** 1000 trolleys available for purchases, discount for visitors for entrance to city museums.

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