



Press Release – May 22nd, 2025

FIERA DEI VINI 2025: AIC AND CITTÀ DEL VINO ENDORSE PIACENZA EXPO'S WINE TRADE FAIR

The event, scheduled for November 22nd – 24th, gains momentum with new endorsements. The technical committee also expands, ensuring quality among the selected companies.

From November 22nd to 24th, 2025, *Fiera dei Vini* returns to Piacenza Expo for its third edition, enriched by **prestigious new endorsements: the **Italian Chefs Association (AIC)** and the National Association of Wine Cities (**Città del Vino**). These two nationally significant organizations, with complementary expertise, will help broaden the scope of the event.**

Founded to promote Italian cuisine worldwide through events, conferences, engagement with institutions, and competitions such as the Culinary Olympics, the **AIC – Italian Chefs Association** will host **live cooking shows** during the three-day event, focusing on regional specialties and traditional recipes.

“Supporting Fiera dei Vini means promoting an event of high cultural and professional value, where wine excellence meets culinary excellence. It is also a great opportunity for us chefs to engage directly with producers, sommeliers, restaurateurs, and industry professionals in a shared growth perspective,” said President **Simone Falcini**. “Wine, just like cuisine, is an expression of land, history and change. This is the reason why we believe the exhibition organised by Piacenza Expo is a key event that deserves support and recognition. Its strength lies in the ability to attract a knowledgeable and engaged audience, thus enhancing select products and fostering authentic connections amongst the agri-food sector’s professional operators. Events like this are essential to shape the future of Italian gastronomy, where the focus on quality and sustainability is ever-increasing”

The **National Association Città del Vino** – a network of municipalities safeguarding winemaking traditions and home to at least one DOP or IGP designation – also acknowledges the **strategic value** of the event. “The National Association of **Città del Vino** is proud to endorse *Fiera dei Vini*,” states

President Angelo Radica. “We see this as a contribution to the success of a growing event that offers a vital opportunity for winemakers, restaurateurs, wine shop owners, sommeliers, and public administrators to engage directly and stay up to date in a sector that demands ongoing study and adaptation. Wine is culture, identity—and also future. Fiera dei Vini is a first-class platform that deserves recognition.”

This view is shared by **Paolo Grazia**, Città del Vino’s Coordinator for the Emilia-Romagna region: “*Fiera dei Vini* focuses on a select audience and exhibitors, therefore ensuring its high quality. The event is thus positioning itself as a benchmark not only regionally, but on a national level. The exchange of knowledge and innovation makes showcases like this essential for the growth of our sector.”

The technical committee of the trade fair, established from the first edition to ensure high standards through the careful selection of participating companies and guidance on educational content, **is also expanding**. It now includes **four high-profile experts**: joining **Antonello Maietta** (Former President of AIS – Italian Sommelier Association, journalist and food and wine educator), **Vito Intini** (President of ONAV – National Wine Tasters Organization), and **Roberto Donadini** (President of FISAR – Federation of Italian Sommeliers, Hoteliers, and Restaurateurs), is **Giuliano Boni**, wine educator and consultant with over 30 years of experience in the wine industry.

“With these developments, our **Fiera dei Vini** is returning with an ever-growing edition, renewed in content and strengthened by new partnerships,” says **Sergio Copelli**, General Coordinator of Piacenza Expo. “This is an event that places wine culture, connection to the territory, and the quality of relationships between winemakers, professionals, and wine lovers at its core, making it a strategic opportunity for the Italian wine sector.”

Piacenza, Fiera dei Vini – Highlights

When: Saturday, Sunday, and Monday, November 22nd – 24th, 2025

Where: Piacenza Expo

Opening Hours: Saturday and Sunday from 11:00 A.M. to 7:30 P.M. – Monday from 10:00 A.M. to 4:30 P.M.

Entry fee: €25.00, tasting glass included. Reduced-price ticket €15.00 for affiliated industry association members. Free entry for minors – who are not permitted to taste wines.

Parking: free

Additional info: 1,000 carts available for purchases; visitor discounts for city museum tickets.

Website: www.fieradeivini.it

Organising secretariat: Piacenza Expo fieradeivini@piacenzaexpo.it – 0523.602711

Press office contacts:

Anna Sperotto | anna@studiocru.com | 349 8434778

Cecilia Bay | cecilia@studiocru.com | 371 1135535

Anita Bonani | anita@studiocru.com | 351 4754085

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