



Press release: July 16th, 2025

WINE TOURISM AND MIXOLOGY: LA *FIERA DEI VINI* 2025 EXPANDS ITS HORIZONS

Piacenza Expo's wine fair, from November 22nd to 24th, 2025, enters and explores the mixology world, thanks to AIBES's patronage, and shines a spotlight on wine tourism. Online ticket sales now open.

The 2025 edition of *Fiera dei Vini*, taking place from November 22nd to 24th opens to **new perspectives**. This year's event introduces **two major new features**: an expanded area dedicated to **mixology** – made possible thanks to the endorsement of **AIBES** (Italian Barmen and Supporters Association) – and a **new visit route** designed to showcase wine producers that offer not only their products, but hospitality and wine tourism experiences as well. More than half of the exhibitors – already including 18 Italian regions, as well as Austria, France and Slovenia – provide in fact structured wine tourism options. This will be highlighted via **dedicated signage** in the pavilion and marked in the **fair catalogue**, which will be distributed at the event entrance.

This initiative ties into the ongoing partnership with the **National Association of Wine Cities (Città del Vino)**, which will host an institutional meeting during *Fiera dei Vini* with municipalities in the Emilia-Romagna region that are part of its network. The project's aim is that of promoting more integrated wine tourism itineraries across the territory.

The **successful format** of the previous edition is confirmed for this year's event: a **human-scale showcase** where direct conversation between producers and wine lovers is at the heart of the experience. Visitors will be able to meet winemakers at tasting counters, sample wines, and make purchases directly – with the convenience of trolleys available on-site for their shopping.

The experience is also accompanied by a wide selection of **gastronomic and artisanal products**, as well as a rich **cultural programme**. Returning for this edition is, in fact, "*Filari di Libri*", a special area featuring Italian editorial proposals focused on winemaking and its territory.

“*Fiera dei Vini*” proves once again to be, in its 2025 edition, the most dynamic and complete wine market exhibition, able to reflect the current winemaking scenario thanks to a selection of over 200 winemakers. – declares Piacenza Expo’s General Coordinator Sergio Copelli – Of particular interest is the focus on the HoReCa channel, supported by a marketing activity focused on fostering B2B networking between industry professionals.”

Online tickets sale is now open; the link is available on the event website:

- Pre-sale early bird tickets are available at a price of
 - o €18 until September 12th,
 - o €22 from September 13th to November 21st
- Two-day online pass is available at a fixed price of €40, from now until the end of the event

AIS, ONAV, FISAR, AIC, AIBES members, as well as industry professionals, can request a reduced-price ticket – with a price of €15 – upon registration and accreditation. Starting from **September 1st**, visitors will also be able to **purchase online tickets for the thematic masterclasses**, including one dedicated to extra virgin olive oil, hosted by Luigi Caricato, director of the *Olio Officina* magazine.

Piacenza, *Fiera dei Vini* in a nutshell

When: Saturday 22nd, Sunday 23rd and Monday 24th November 2025

Where: Piacenza Expo

Opening hours: Saturday and Sunday from 11:00 a.m. to 7:30p.m. – Monday from 10:00 a.m. to 4:30 p.m.

Admission:

- Standard ticket €25,00 – tasting glass included
- Reduced-price ticket €15,00 for affiliated sector associations
- Free entry for under-18s, tastings not permitted

Parking: free

Useful information: 1,000 trolleys available for purchases, visitor discounts at city museums

Website: www.fieradeivini.it

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