



Press Release – March 2nd, 2026

Fiera dei Vini Returns to Piacenza Expo, November 14–16, 2026

Three days of tastings, meetings with producers and direct wine purchases in the heart of Emilia-Romagna. Vinemakers' applications already open on the exhibition's website.

From **November 14th to 16th, 2026**, **Piacenza Expo** will host the **fourth edition of Fiera dei Vini**, a wine fair and marketplace dedicated to discovering wine regions and producers from across Italy and Europe.

Wineries interested in exhibiting **can already apply** through the event website <https://www.fieradeivini.it/en/>. Applications will be reviewed by the event's technical committee, established since the first edition to ensure the quality of participating wineries, in collaboration with the organizing team.

Held in **Piacenza**, the fair has become an established event in the Italian wine fairs calendar, welcoming both industry professionals and wine lovers for a three-day journey through tastings, conversations with producers and opportunities to purchase wines directly.

During the event, it will in fact be possible to **directly purchase** the wines from their producers, a fair format **originally developed in Piacenza**: a concept that places the visitor's experience and direct interaction with producers at the centre of the event. **Easily accessible** exhibition spaces, a large **free parking** area and the city's **strategic location** are among the key strengths of the fair.

“We are already working on the next edition of Fiera dei Vini, which will introduce several new initiatives aimed at further defining the event's identity,” says **Gregorio Amoretti**, event manager.

“These initiatives will strengthen an already successful model while expanding our communication towards younger wine enthusiasts and new distribution channels. Our goal is for the event to stand out nationally as a place where producers and visitors can meet and connect naturally, and where wine can be shared and explained in a direct and accessible way. We want to build a recognizable platform that highlights wine territories and the stories of the people behind them, while maintaining a strong focus on quality, accessibility and real commercial opportunities.”

The first two days of the fair – Saturday and Sunday – will be primarily dedicated to wine enthusiasts, while **Monday will feature activities specifically designed for wine trade professionals and the HoReCa sector**, further strengthening the event’s B2B dimension.

Piacenza, Fiera dei Vini in a nutshell

When: Saturday, Sunday, and Monday, November 14–16, 2026

Where: Piacenza Expo

Public Opening Hours: Saturday and Sunday from 11:00 AM to 7:30 PM – Monday from 10:00 AM to 4:30 PM

Admission: €25.00 (includes tasting glass). Reduced rate of €15.00 for affiliated association members. Free entry for minors (who are not permitted to taste wines)

Parking: Free

Visitors Extra Services: 1,000 trolleys available; discounts for city museum tickets

Website: <https://www.fieradeivini.it/en/>

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