



Press release, 28 July 2026

***NATIONAL PHOTOGRAPHY CONTEST:
FIERA DEI VINI TELLS THE STORY OF WINE THROUGH IMAGES***

**The new contest celebrates vineyard work and conviviality.
Winning entries will be awarded during the event.**

Piacenza Expo launches the *Fiera dei Vini 2026 National Photography Contest*, a thematic initiative created for the fourth edition of the trade show, taking place at the Piacenza Expo fairground from **Saturday 14 to Monday 16 November**.

Open to professionals and amateurs alike, the contest invites participants to tell stories through images of the traditions, gestures and places tied to wine culture. **Entries**, accompanied by a completed registration form and signed regulations, must be **submitted by 9 October** to segreteria@fieradeivini.it; a jury will select the **winners**, who will be **awarded during Fiera dei Vini 2026**. A **further award** will be granted by a **popular jury**, voting via social media by 2 November. Two categories are featured: "**La fabbrica del vigneto**", focusing on the sustainability of viticulture and, more broadly, on vineyard work and the daily practices that precede the wine reaching the glass, and "**Il vino in osteria**", relative instead at the convivial and social dimensions of wine as a culture of encounter, celebrating the places and occasions where it becomes a vehicle for human connection.

"Reaching our fourth edition, with **19 Italian regions** already represented by **230** participating exhibitors, we see *Fiera dei Vini* growing both in numbers and in identity," says **Gregorio Amoretti**, event director. "Our goal is to build an **increasingly complete experience**. To this end, we have developed a food offering that goes beyond a simple catering service, becoming a proposal that engages with the wine and the territory and makes the visitor journey all the more meaningful."

Another new feature of the 2026 edition will be the creation of a genuine ***Osteria Piacentina within the fairground***. Each gastronomic speciality will be an **integral part of the visitor experience**, no longer a secondary element, but a **tool designed to accompany tastings** and help tell the story of the relationship between food, wine and local identity.

A fresh approach also characterises the **masterclass** programme, conceived to share stories and create opportunities for connection through a more direct and accessible language. Among the already confirmed events, a **guided tasting reserved for producers and wine lovers under 30**, featuring four labels, will explore the future of wine through a dialogue between new generations.



Piacenza, Fiera dei Vini in a nutshell

When: Saturday 14, Sunday 15 and Monday 16 November 2026

Where: Piacenza Expo

Opening hours: Saturday and Sunday 11:00 – 19:30; Monday 10:00 – 16:30

Admission: €25.00, including tasting glass. Reduced rate €10.00 for affiliated associations. Minors can access free of charge but need to be accompanied and are not permitted to partake in tastings.

Parking: Free

Useful info: 1,000 trolleys available for purchases; visitor discounts for entry to city museums

Website: www.fieradeivini.it

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Fiera dei Vini – Piacenza Expo

Fiera dei Vini by Piacenza Expo is a trade show designed to help wine lovers discover new producers and new wine regions, through an experience centred on the visitor and on direct engagement with producers. The three-day event, with its final day reserved for trade professionals in a well-established format, offers an opportunity to taste, purchase and discover new wineries. Exhibitor selection is entrusted to a technical committee, established as guarantor of the quality of participating companies and of the overall standard of the event.