Italian Wines Take Center Stage in NYC

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Now in its 5th edition, VINO 2016 -Italian Wine Week will take place this February 3-9 and has been

deemed an incredible event of cultural and oenological exchange by Mayor Bill De Blasio. “During Italian Wine Week, we celebrate the festive spirit and good taste that define both New York and Italy,” the mayor has declared, “I am delighted to applaud the Italian Trade Commission, its partners, and all those associated with VINO 2016 for strengthening the ties between New York and Italy while uniting people of all backgrounds in this celebration of Italian craftsmanship.”

The week of events, which will be hosted by the Hilton Midtown Hotel, will feature grand tastings, Meet & Greet appointments where new producers seeking US representation can hold meetings, a series of 11 master classes, tastings, workshops and demonstrations. Over 200 producers from renown wine producing areas will participate and present over 1000 wines, spirits and craft beers.

“Italy is leader on the North American market as far as wine is concerned,” Forte continued to explain during the opening event on the 3rd, “But we must continue fighting to keep this position of leadership and actually improve it. From today on, you will all witness an invasion of Italian products.”

At the launch, along with Forte, were present Kevin Zraly, founder of Windows on the World Wine School, Stevie Kim, Managing Director of Vinitaly International and David Rosengarten, food writer who moderated the actual presentation.

Kevin Zraly reinforced Forte's aforementioned position of leadership of Italian wines on the American market stating that “American restaurants have hundreds of Italian wines on their lists and choosing what to drink becomes harder and harder. Stevie Kim, instead, presented the week's calendar and the initiatives linked to event partner Vinitaly and the Vinitaly International Academy, which are scheduled to hold two seminars on Italian artisanal wines.

“The two exclusive seminars will address noteworthy topics such as Grignolino (one of Italy’s 500 indigenous grapes) and the strategic importance of Artisanal Wines (the heart and soul of Italian Wine Production),” Kim has stated. “The American market has for a long time been one of the leading if not the most important wine market where our efforts are aimed at the promotion of Italian Wine education.” As part of this educational effort, trade journalists, wine experts and professionals will participate at VINO 2016 -Italian Wine Week to deliver exceptional hands-on market insight covering numerous topics including US market trends.
“VINO- Italian Wine Week has evolved into the leading industry event in the US,” Forte has added, “We have created a virtual yearly crossroad for trade, press and educators that ultimately strengthens trade relations and positively impacts both the US consumer and perception of Italian wine in America.”

VINO-Italian Wine Week will come to an end on February 9th, with Tre Bicchieri Gambero Rosso; 190 producers will present their wines to members of the trade and press.

Following the presentation, Fabio Giavedoni, curator of the Slow Wine guide, presented a grand tasting featuring the wines of 80 Italian producers from all over the peninsula. That was just an initial taste of what is to come. “I hope you will find the wine that touches your hearts,” Giavedoni concluded.

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