

The programme for the 28th Merano WineFestival (8-12 November 2019) was presented at the Preview event at the Roman Aquarium. This 2019 edition of the Merano event celebrates Leonardo da Vinci's 500th anniversary, and focuses on the latest news from the Fuorisalone and on issues such as sustainability, innovation, and women and wine.

Rome, 14 September 2019 - The programme for the 28th edition of the Merano WineFestival was unveiled at the Roman Aquarium. The Festival will be running **from 8 to 12 November**, and is one of the most glamorous occasions on the wine & food scene. It features some top-quality wines chosen by Helmuth Köcher, The WineHunter and event patron, who is constantly in search of the best labels and finest quality culinary products. Among the novelties this year is a conference on innovation, staged in collaboration with the H-Farm platform, and a round table discussion on the Japanese model and women's role in the world of wine. Entrepreneurs, export managers, journalists, wine bloggers, winemakers and professionals of wine will discuss this Asian example of an increasingly female sector. In addition, the town of Merano will feature very prominently for the first time, with **special Fuorisalone areas** and **evenings** to enjoy mixology-themed trails **in the cocktail bars** of Merano.

In the setting of the imposing, historic Roman Aquarium, **Helmuth Köcher** outlined the programme for this year's festival, with all its exciting new additions. The event was compered by TG2 journalist, **Umberto Gambino**, and **Helmuth Köcher** was joined on the stage by **Luigi Cremona**, partner of **Emergente Sala**, and journalist **Dante Del Vecchio**, representing the excellent wines and food products of **Campania**. Another contributor was **Stefano Pesce** of **les Collectionneurs**: partner in the event and present at the Rome Preview until the following day, with show cooking by associate chefs Andrea Besana, Alberto Sparacino, Antonio Ziantoni and Iside de Cesare. The Merano WineFestival programme offers five days of excitement, interesting content, the exchange of opinions, and novel ideas: under the banner of the best that Italy has to offer in food and wine. As in previous years, event patron **Helmuth Köcher** has sought out many stories of excellence, working together with his tasting committees to select some unique wines and gastronomic specialities. The Merano WineFestival therefore becomes a time to share these stories, which often provide a link between past and future. The WineHunter has also chosen to use the event **to celebrate the genius of Leonardo Da Vinci**, who died exactly five hundred years ago this year. A man such as Leonardo certainly embodies the motto of the WineHunter: "Excellence is an attitude". By 1500, Leonardo was far ahead of his time, a specialist in fields such as oenology and the search for excellence in wine-making: one of his abiding interests. Helmuth Köcher has dedicated a special area to Leonardo, at a location right at the centre of the festival: the Kursaal of the Kurhaus. The **Kurhaus** is one of the most typical Liberty-style buildings in this whole Alpine region, and will be used to stage important events. **Naturae et Purae – bio&dynamica** will take place there on the opening day, **8 November**, with a display focusing on natural, organic, biodynamic, orange and PIWI wines; while **from 9 to 11 November** the space will house **The Official Selection**, the real centre of the festival. Visitors will have the chance to taste all the top labels on display, including those chosen for **The WineHunter Awards** and so listed in **The WineHunter Award Guide**. Finally, on **Tuesday 12 November**, the Kursaal will be the venue for the grand finale of the Merano WineFestival: **Catwalk Champagne**, a glamorous parade dedicated to the top champagne houses, and combined with some real gourmet treats. Fans of gastronomic specialities and culinary products should visit the GourmetArena, the area next to the Kurhaus that houses the **Culinary, Beerpassion** and **Aquavitae** sections, as well as the **Territorium** and **Consortium**. These will be open **from 9 to 11 November** and also on **the 8th**, but then **with entry limited to the press and sector operators**. The multi-purpose space known as **The Circle - People, Lands, Experiences** is also back this year. This covered area of 450 square metres in Piazza della Rena acts as a stage for meetings, debates, tastings and musical performances, reflecting the richness of some of Italy's loveliest regions in terms of food and wine, culture, history and landscape. Those wishing to increase their knowledge of wine can visit the **Hotel Terme Merano** for the annual **Charity Wine Masterclasses**: a series of vertical tastings, with all the proceeds going to charity. Finally, there is the area dedicated to spirits and mixology, the **Spirits & Mixing Arena**, located on the splendid Promenade beside the Passirio River, a chance for enthusiasts and the simply curious to explore the latest from the sector and sample current trends.

With over 950 wine producers, among the best in Italy and the world, and more than 120 makers of artisan products, with stylish, exclusive events, opportunities for learning and comparing, fun and entertainment; and with a special blend of interest, excitement and a unique setting: the 28th edition of the Merano WineFestival has so much to offer.

By accessing the [Press Area](#) on our website, journalists, bloggers and influencers can request a permit to attend the event, in line with **the terms for**

admission: <https://meranowinefestival.com/area-press/>

Link to the DIGITAL PRESS FOLDER: goo.gl/LxbVH4

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