

Preview Merano WineFestival / Naturae et Purae from 18th to 20th of June 2021

A spring preview of wines who will receive the prestigious WineHunter Award, at the annual event, in November, in the city of Merano.

Merano, May 25, 2021 - In conjunction with the **Merano Flower Festival (MFF)**, from **18th to 20th of June 2021**, the **Merano WineFestival (MWF)**, the famous annual wine lover appointment in South Tyrol, will hold a preview to the main event in November and present some of the wine and food excellences

Merano WineFestival (MWF) will present itself under the guise of Naturae et Purae, an event dedicated to sustainability, with a variety of interesting contents, targeted at a select audience (no more than 250 people per session) and consisting of a sensory journey through aromas and natural scents, combined with the purity of the wine.

The **5-Hats srl Team**, having already been present alongside Gourmet's International promoting Italian wine territories through the shared WineHunter Tour project, will be co-organizer of the event and its The Whynery Journal will be the official media partner of the initiative.

In compliance with the anti Covid-19 legislation, the following rules will be respected: 5m² per person (producer, visitor, service staff), maximum 250 people per session, table length of at least 5m, space between tables of at least 1m, a maximum of 3 people to steward a single table, at most 3 visitors per table with a minimum gap in-between of 1m.

The event program includes five distinct cores:

- Campania Felix – Blanc de Blanc, Kurhaus - Kursaal
- Cult Enologist, Kurhaus - Kursaal
- Catwalk Rosè, Kurhaus – Kursaal
- Think Tank – Sustainability of the Wine Industry, Digital Event
- Flower Cocktail & Drink

Campania Felix - Blanc de Blanc will consist of a presentation and tasting of typical products originating from the various winegrowing areas and zones of Campania. The focus will be on white wines from Campania and Territories - Consortia - Companies will participate.

During **Cult Enologist** on the other hand, presentations and tastings of the best wines of 10 internationally renowned cult winemakers, with products selected from 50 wineries.

Catwalk Rosè will be an event within the event, dedicated to Rosè and sparkling wines, which will be presented by wineries representing the Rosè and sparkling wine consortia.

The topic of the Think Tank will be the sustainability of the wine sector; a digital event on WineHunterHub, with members of Universities and Institutions.

Flower Cocktail & Drink, one of the very first Italian bartender competitions of 2021 entirely in presence, will see the best mixologists of Trentino Alto Adige compete against each other by creating a variety of themed recipes.

Finally, **Naturae et Purae 2021** will be featured on the digital platform WineHunterHub (winehunterhub.com) to ensure greater visibility and to provide a digital meeting space for producers, visitors, press and wine lovers. In addition to the platform, several live streams will be broadcast on the social networks of *The Whynery Journal*

merano

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Follow this link to learn more: <https://www.winehunter.it/naturaeetpurae>

Further informations: www.merano.eu

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