

Merano WineFestival 30th edition, from November 5th to 9th, the Merano kermesse will be the stage for Helmuth Köcher's, The WineHunter, selection.

"The Wings of Beauty" is this year's theme and, in collaboration with 5Hats in the Spirits Emotion area, the Cocktail & Drink Competition "Mixed Itineraries" is this year's novelty in the 5 day program that will take place in full compliance with COVID safety regulations.

Merano (BZ), October 25, 2021 - The 30th edition of the international kermesse that since 1992 has been a symbol of excellence in the wine&food panorama and where **every year The WineHunter Award selection is staged by Helmuth Köcher with his tasting commission of sector specific experts.** A traditional format with the new theme "The Wings of Beauty" to celebrate the multitude of beauty that reigns in the world of wine & food: from **November 5 to 9, the Merano WineFestival** will take place as usual in the Kurhaus, the GourmetArena, the Teatro Puccini, the Hotel Terme Merano and other selected hotels of Merano. The event takes place assuring the safety of all visitors, thus offering producers and visitors the opportunity to experience the excellence of tastings in physical presence. Thanks to the **WineHunter HUB** platform, created a year ago for the 29th digital edition of the Festival, it will also be possible to follow the event online and virtually meet the producers.

The program is entirely live and open to the public, albeit with reduced numbers in compliance with current anti-Covid regulations. The patron **Helmuth Köcher**, after last year's digital edition, brings back **The Official Selection**, the beating heart of the event, in the halls of the Kurhaus, **where wine producers take turns in two sessions, the first on Friday 5th and Saturday 6th, the second on Sunday 7th and Monday 8th November.** Same format for the **Food-Spirits-Beer, Territorium and Consortium** section hosted in the adjacent **GourmetArena** where up to 100 producers will participate at the same time, also divided in two sessions. Also in **GourmetArena Territorium Campania Felix** with a selection of wines and culinary delicacies of the Campania region in addition to the showcooking scheduled with star chef Gennaro Esposito. **Naturae et Purae - bio & dynamica** returns, staged over the five days, the space inside the Hotel Terme Merano dedicated to the best wines from organic and biodynamic agriculture, natural and PIWI. The **WineHunter Area**, the precious collection of over 400 labels produced by more than 400 different wineries, occupies the podium of the Kursaal and extends from Friday to Sunday also to the lounges of selected Merano hotels, in each of which it will be possible to taste wines from a specific region of Italy, thanks to **The WineHunter Hotel Safari** initiative. Finally, on Tuesday 9th, **Catwalk Champagne** will conclude the Festival as usual with the most renowned French Maisons and Italian sparkling wine producers. For the entire duration of the event, there will also be the **Merano WineCitylife "fuorisalone"**, which brings together entertainment, tasting areas and master experiences along Corso Libertà, as well as the **Side Events**, the collateral events that enrich the festival through a schedule of meetings, competitions and tastings related to current issues and trends in the world of wine and spirits. The **WineHunter Talks** brings a series of meetings dedicated to sustainability in the wine industry, wines in Amphora, bio&dynamica and PIWI wines and a "Bar chat", dedicated to spirits. The highlight of the 30th edition in the Spirits Emotion area is "Itinerari Miscelati", the **Cocktail & Drink Competition** in collaboration with **5 Hats** involving 26 bartenders and 26 bars, divided into three sessions on Friday, Saturday and Sunday. Special opportunity to enhance the world of spirits that for many years has been the protagonist of Merano WineFestival, the competition wants to anticipate the presentation of the new guide "Itinerari Miscelati" to be published in December; the guide brings in review the **professionals and the places that have been awarded the new Globe Rosso, Gold and Platinum by the jury of The WineHunter Award.**

The **Gala Event** for the inauguration of the 30th edition is scheduled for Saturday, November 6th in the Kursaal of the Kurhaus, where The WineHunter **Helmuth Köcher**, in the presence of a reserved audience, will start the Festival among guests of honor and speeches that pay homage to the search for excellence encapsulated in his motto "Excellence is an Attitude", concluding with the **Platinum Awards** and the winners of the **Emergente Sala** award by Luigi Cremona and Lorenza Vitale. **Safety and compliance with anti-Covid regulations** are guaranteed by controls for the access of producers and visitors - such as the possession of the Green Pass - and by procedures of disinfection, ventilation and spacing inside all the environments involved.

Exhibitors: <https://meranowinefestival.com/en/exhibitors-2020/>

Platinum Award: <https://winehunter.it/?lang=en>

Area Press: <https://meranowinefestival.com/en/press-area/>

Ticket:

https://meranowinefestival.midaticket.it/buy/?lang=en&id_evento=487&nome_evento=MERANO%20WINE%20FESTIVAL%202021

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