

“Quo Vadis?” The central theme of the 33rd Merano WineFestival, taking place from November 8th to 12th. Dialogues on the future of wine; the novelties and confirmations in the event program.

From November 8th to 12th, 2024, the Merano WineFestival returns, the international showcase celebrating excellence in Wine, Food, Spirits, and Beer selected by The WineHunter Helmuth Köcher and his WineHunter Scouts. The “Breath and Cry of the Earth” Summit on sustainability is confirmed, and among the novelties is the Round Table titled “Quo Vadis?” on the evolution of the wine world, between new trends and the rediscovery of ancient techniques. Additionally, The WineHunter Stars – The Magnificent Seven awards will honor personalities who have distinguished themselves in the wine & food world. Online ticket sales, operator accreditations, and press accreditations are now open.

Merano (BZ), July 25th, 2024 – “Quo Vadis?": the 33rd edition of the Merano WineFestival poses this question to all the actors in the wine and gastronomic sector, which is being tested by multiple challenges: climate change, sustainability from vineyard to shelf, declining consumption, opening to new international markets, and the new generations of consumers. The most glamorous event in the Italian and international gastronomic scene will be held from November 8th to 12th, 2024, and reaffirms itself as a forum for producers, technicians, the scientific community, and institutions to engage in healthy debate on the key topics addressed throughout the year, with the goal of identifying shared, concrete, and feasible solutions. In Merano, the excellence of Wine, Food, Spirits, and Beer, featured in The WineHunter Guide 2024, will also take center stage, which will be presented on August 19th. Among the novelties, **bio&dynamica & more** will not only feature organic and biodynamic wines but also wines from Equalitas and SQNPI certified viticulture, a section dedicated to Piwi vines, and another to amphora wines. The **The WineHunter Stars - The Magnificent Seven** awards will also return, honoring the stars of the enogastronomic world who, with their brilliance, make it shine through their personalities.

SUSTAINABILITY, NEW CONSUMPTION TRENDS, AND THE INTERNATIONAL CHALLENGE: THE TALKS OF MERANO WINEFESTIVAL 2024

Not just a prestigious showcase for the producers selected in the new edition of The WineHunter Guide, under the motto “**Excellence is an attitude**”: Merano WineFestival is increasingly becoming the cultural salon of reference for the food & wine sector, a place for exchange and discussion on the future of the industry. A new feature of the 2024 edition is the Round Table on Friday, November 8th: a conference on the future of viticulture with in-depth discussions on different sustainable practices, including organic, biodynamic, natural, integrated farming, with SQNPI and Equalitas certifications, but also resistant Piwi vines, natural wines, amphora winemaking, and underwater aging. From the vineyard to the cellar, trends related to container choices will also be addressed, with the gradual abandonment of wood by some producers in favor of less impactful materials like amphora or concrete, to give more space to the natural characteristics of the vine and terroir. Finally, the topic of international expansion will be explored, aimed at reducing the dependence of Italian producers on domestic consumption and opening or consolidating new export markets. For each topic, an expert speaker from the sector will be invited, and at the end of the Round Table, a Manifesto signed by all involved parties will be produced. The Round Table will take place on the day dedicated to **bio&dynamica&more**: a new feature that not only highlights organic and biodynamic wines but also wines from Equalitas and SQNPI certified viticulture, a section dedicated to Piwi vines, and another to amphora wines. The “**Breath and Cry of the Earth**” Summit returns, reopening the discussion between field experiences from production realities, agronomic studies in sustainable viticulture, and the presence of institutional interlocutors, to delve into environmentally respectful practices and develop reflections on possible solutions to the effects of climate change on viticulture, with an eye to the future.

THE WINEHUNTER AWARD IN 4 CATEGORIES: WINE, FOOD, SPIRITS, AND BEER. THE 2024 GUIDE'S NOVELTIES AND THE WINEHUNTER STARS

As every year, the Merano WineFestival shines a spotlight on the excellence selected over the course of the year by The WineHunter Helmuth Köcher and the WineHunter Scouts of the 13 tasting commissions who sampled about 8,000 wine labels and 600 products from the Food, Spirits, and Beer categories. The result of a year of selection and research, guided by passion and dedication, will culminate in the 2024 edition of **The WineHunter Award Guide**, which will be available online from August 19th. Inside, all the products awarded with the Red and Gold Awards, based on the scores

assigned, can be found; among these, the candidates for **The WineHunter Platinum Award**, the highest recognition of The WineHunter Guide. Among this year's novelties is the introduction of specific awards for each product category other than wine: **The WH Food Award, The WH Spirits Award, The WH Beer Award**, which will also have their own recognition in The WineHunter-branded events. A glamorous new feature is the **The WineHunter Stars - The Magnificent Seven** awards, dedicated to personalities and professionals who have distinguished themselves in the wine & food world, in 7 different categories: **“Winemaker, Wine Manager, Wine Producer, Wine & Food Journalist, Wine Artist, Food Star, and Communication Star.”**