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The Mercato dei Vini will return to Bologna with 1,005 independent winegrowers

The Nov. 21-23 fair at BolognaFiere will offer more than 8,000 wines for tasting across four halls

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The 15th edition of the Mercato dei Vini dei Vignaioli Indipendenti will return to the BolognaFiere exhibition center in Bologna from November 21 to November 23, bringing together more than 1,000 independent Italian winegrowers and expanding into

restaurants and public events across the city.

Organizers said Wednesday that 1,005 winegrowers from every Italian region are scheduled to take part in the fair, along with three delegations of European producers from the Czech Republic, Bulgaria and Slovenia. The event will also include 29 members of FIOI, the Italian federation of independent olive growers. More than 8,000 wines will be available for tasting, according to the organizers.

The event, organized by BolognaFiere for FIVI, the Italian federation of independent winegrowers, has become one of the country's main annual gatherings for small and midsize producers who manage the full chain of production, from vineyard to bottle. BolognaFiere President Gianpiero Calzolari said the company has renewed its collaboration with FIVI through 2028, a move he said gives continuity to a fair that now draws exhibitors from across the country and contributes to the wider local economy.

FIVI President Rita Babini said the market's strength lies in its direct format, which allows consumers to meet producers face to face. She described the fair as a condensed map of Italian wine, with growers from every region gathered in one place.

The exhibition will cover 40,000 square meters across four halls. Winegrowers will be placed in halls 29 and 30, while halls 26 and 28 will be used for food and visitor services. Partners and sponsors will be set up in the central gallery, and FIVI will have an institutional stand in the mall area.

The fair will open to visitors at 11 a.m. on November 21 and close at 5 p.m. on November 23. Organizers said ticket prices will remain unchanged from previous editions. Discounts already available for sommeliers and industry operators will continue, and new reductions will be offered to subscribers of Bologna FC 1909 and Fortitudo Pallacanestro Bologna 103.

Several services are being kept in place for visitors buying wine at the fair. Organizers said trolleys and carts will be available to help people transport bottles to parking areas, and a home-shipping service will operate on site for larger purchases.

Access to the exhibition center will be available through both the Piazza Costituzione entrance and the North entrance. BolognaFiere said that arrangement is intended to ease arrivals for people coming on foot, by public transportation or by car. Visitors will be able to use parking near Piazza Costituzione as well as the Michelino multistory garage, which has 5,500 spaces and sits close to the Bologna Fiera highway exit.

Rail discounts will also be offered through a renewed agreement with Trenitalia. Organizers said visitors using the company's Frecciarossa, Frecciargento, Frecciabianca, Intercity and Intercity Notte services will be able to book promotional fares with discounts of up to 75% off the base ticket price, subject to the company's terms and advance purchase deadlines.

The program inside the fair includes four master classes under the theme THINK PINK: Wines and Winegrowers Building Hope. On November 21, sessions are scheduled on Rabizza Winery and on Italian native rosé wines. On November 22, the program will focus on the island winemaking of Nino Caravaglio and on the Valpolicella wines of Marinella Camerani.

The Emilia-Romagna regional government will also host eight guided tastings at its stand in hall 29. Regional DOP and IGP food products, the European labels for protected origin and geographical indication foods, will be paired with local wines from FIVI producers and presented with the support of the regional wine enoteca.

During the fair, organizers will honor this year's winners of two awards linked to the association. The Vignaiolo come noi prize will go to RECUP, an anti-food-waste group, while the Leonildo Pieropan award, named for one of FIVI's founders, will be presented to Trentino winegrower Mario Pojer.

The event will also spill into Bologna's restaurant and nightlife scene. On November 20 and November 21, five venues at Mercato Albani in the Bolognina district will host FUORI DI FIVI, an evening program with women and men from the wine trade. On November 21, the Notte bianca della ristorazione, promoted by Confcommercio Ascom Bologna, will involve 56 additional venues in Bologna and the surrounding province, with kitchens staying open until midnight for exhibitors and visitors. Combined with the Mercato Albani events, the fair's off-site program will reach more than 60

establishments.

Regional and local officials used Wednesday’s announcement to underline the fair’s economic role. Alessio Mammi, Emilia-Romagna’s agriculture and agrifood councilor, said the region continues to support the wine sector with more than 26 million euros in market measures and regional resources, while also linking wine production to tourism and rural development. Daniele Ara, a Bologna city official responsible for agriculture and agrifood among other portfolios, said the city welcomed an event that ties artisanal production to environmental concerns and newer forms of entrepreneurship.

Giancarlo Tonelli, director general of Confcommercio Ascom Bologna, said the fair helps connect producers, restaurateurs and consumers, and supports the city’s food tourism appeal. His group is backing the November 21 restaurant program as part of that effort.