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Bologna's FIVI wine market offers 8,000 wines on its closing day

More than 1,000 independent winemakers gather at BolognaFiere for tastings, direct sales and a new research initiative

Sunday, November 22, 2026



The 15th edition of the Mercato dei Vini dei Vignaioli Indipendenti, the wine market organized by FIVI, will continue at BolognaFiere through Monday, November 23, with organizers presenting the final day as a full program of tastings, direct sales and industry events centered on Italy’s independent winegrowers.

The event in Bologna has brought together more than 1,000 Italian winemakers, three delegations of European independent winegrowers and 29 independent olive oil producers. Organizers said visitors can sample and buy more than 8,000 wines during the closing day, which will run from 11 a.m. to 5 p.m.

The market is organized around producers who grow their own grapes and make and sell their own wine, a model that FIVI, the Italian Federation of Independent Winegrowers, has long promoted as a way to protect small and medium-size agricultural businesses and emphasize local identity. The fair has become one of the main annual showcases for that sector in Italy, combining public tastings with opportunities for producers to meet consumers and trade professionals directly.

On Monday, November 23, the main wine activity will remain in halls 29 and 30 of BolognaFiere, where FIVI members from across Italy will present their bottles for tasting and purchase. Organizers said 1,500 carts and trolleys will be available to help buyers move wine to the parking areas, and a home-shipping service will also be offered for those who do not want to carry purchases themselves.

The event also has an international element. Alongside Italian producers, delegations from the Bulgarian, Czech and Slovenian associations that belong to CEVI, the European confederation of independent winegrowers, are taking part in the fair. Their presence adds a cross-border dimension to a market that remains heavily focused on Italian regional production but is increasingly linked to broader European networks of small-scale wine businesses.

Wine is the main attraction, but organizers have expanded the program to include olive oil and regional food products. In hall 30, aisle D, 29 producers affiliated with FIOI, the Italian Federation of Independent Olive Growers, are exhibiting their oils. At the Oil Bar, professional tasters will lead guided samplings intended to explain quality standards and help visitors distinguish between high-quality extra virgin olive oil and oils that are not extra virgin or that show defects.

Two additional food and oil tastings are scheduled at the Oil Bar on Monday, November 23, at noon and 2 p.m. They will pair bread from Il Forno di Calzolari with extra virgin olive oils selected to highlight different taste profiles, including spicy, bitter and fruity

notes.

Regional specialty foods from Emilia-Romagna are also a major part of the program. In the area managed by the Emilia-Romagna regional agriculture department in hall 29, visitors will be able to taste products carrying DOP and IGP status, the European labels used to certify protected designation of origin and protected geographical indication. Organizers said the region counts 46 such certified products, which they describe as the highest total in Italy and in Europe.

Those products will be served both on their own and in pairings with local wines produced by FIVI winemakers and selected by Enoteca Regionale Emilia Romagna. Guided tastings led by chef Carla Brigliadori are scheduled for 1 p.m. and 2 p.m. on Monday, November 23. The products featured include Aceto Balsamico Tradizionale di Modena DOP, Pancetta Piacentina DOP, Culatello di Zibello DOP, Piadina Romagnola IGP, Parmigiano Reggiano DOP, Casciotta di Urbino DOP, Marrone di Castel del Rio IGP, Formaggio di Fossa di Sogliano DOP, Pera dell'Emilia-Romagna IGP, Squacquerone di Romagna DOP, Coppa di Parma DOP and Amarene Brusche di Modena IGP.

Beyond public tastings, the closing day will also include a professional event focused on the structure of wine businesses. At noon on Monday, November 23, FIVI will present FIVI Lab | Osservatorio sull'impresa vitivinicola verticale in the Sala Notturno at the Centro Servizi, Block D, at BolognaFiere. The new scientific project has been developed by FIVI with the Accademia Italiana della Vite e del Vino, an academic body dedicated to vine and wine research.

Rita Babini, president of FIVI, and Professor Rosario Di Lorenzo, president of the Accademia Italiana della Vite e del Vino, are scheduled to speak at the presentation. The initiative points to a broader goal behind the event: not only promoting sales and public visibility, but also gathering analysis and research on businesses that manage the full wine chain, from vineyard to bottle to market.

Food service areas remain active in halls 26 and 28, where visitors can find dishes from several Italian regional traditions. The fair is open through both the Piazza Costituzione entrance and the North entrance. Organizers said the two access points are intended to help visitors arriving on foot or by public transportation and also to distribute traffic

between the Piazza Costituzione parking area and the Michelino multistory garage, which has 5,500 spaces and sits near the Bologna Fiera highway exit.

Tickets can be bought on the event website or at the fair ticket office. The event is organized by BolognaFiere with the patronage of the Emilia-Romagna region, the city of Bologna and Confcommercio Ascom Bologna. Media partners include QN Quotidiano Nazionale, il Resto del Carlino, La Nazione and Il Giorno.