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BolognaFiere and Slow Food will unveil the 2027 Slow Wine Fair in Milan on December 1

The launch will introduce the February 2027 trade event to buyers and restaurateurs, with RAW WINE founder Isabelle Legeron on the program

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BolognaFiere and Slow Food said they will present the 2027 edition of Slow Wine Fair at a press conference in Milan on December 1 at 11 a.m., as organizers begin outlining the program and commercial strategy for the wine trade event set for February 21-23, 2027, at BolognaFiere.

The press conference is scheduled to take place at Signorvino, in Viale Pasubio 2, and is expected to bring together senior figures from the fair's organizing bodies, representatives from the wine sector and hospitality businesses, and an international guest linked to the natural wine market. The meeting is meant to introduce the upcoming edition of the fair and to frame its position within Italy's broader wine industry and export landscape.

According to the organizers, opening remarks are to be delivered by Gianpiero Calzolari, president of BolognaFiere, and Federico Varazi, vice president of Slow Food Italia. ICE Agency is also listed on the program, with participation still awaiting confirmation. The presentation of the event is set to include Rossano Bozzi, director of BolognaFiere's business unit, Giancarlo Gariglio, coordinator of the Slow Wine Coalition, and Isabelle Legeron, founder of RAW WINE.

The lineup also includes speakers invited to describe their direct experience in the wine and restaurant trade. Those scheduled to speak are Daniele Caccia, sommelier and owner of Trattoria Visconti in Ambivere, near Bergamo; Luca Sarais, owner of the Milan wine shop Cantine Isola; and Daniele Carlini, marketing manager at Classica distribuzione. Their participation suggests that the organizers want to present the fair not only as a trade show for producers and buyers, but also as a meeting point for restaurants, retail and distribution.

Slow Wine Fair has become one of the main events in Italy for wines associated with sustainable production, identity-driven viticulture and small and medium-sized wineries. The fair is organized by BolognaFiere in collaboration with Slow Food, a partnership that has helped shape the event's focus on environmental standards, agricultural methods and market access for producers working within stricter quality and sustainability criteria. By announcing the event in Milan before the February opening in Bologna, the organizers appear to be targeting the country's commercial

and media center as they seek visibility among buyers, importers, distributors and restaurateurs.

The fair will take place with the support of ICE, the Italian agency that promotes foreign trade and the internationalization of Italian companies. That backing points to the export dimension of the event, which has become increasingly important for Italian wine producers facing intense competition abroad, shifting consumer preferences and rising attention to production methods. Organizers also said the fair has the patronage of the Ministry of Agriculture, Food Sovereignty and Forests, the City of Bologna and the Bologna Chamber of Commerce.

The event’s institutional and commercial backing also includes several main partners. Organizers listed Reale Mutua, Guala Closures, Winterhalter and UniCredit among the companies supporting the fair. Their presence underlines the mix of agriculture, finance, logistics, packaging and food service interests that typically surround large wine trade events in Italy, especially those aimed at connecting producers with buyers and hospitality operators.

The December 1 presentation is likely to provide more detail on the size of the 2027 edition, the number of exhibitors and international buyers expected to attend, and the role of collaborations such as the one with RAW WINE. The inclusion of Legeron on the program may signal continued attention to international networks focused on low-intervention and naturally produced wines, an area that has attracted growing interest among importers, retailers and consumers, even as definitions and standards remain debated across the industry.

For BolognaFiere and Slow Food, the press conference will serve as the formal public launch of a fair they are positioning as both a commercial marketplace and a platform for discussion about the future of wine production. With the February 21-23, 2027 dates already set, the Milan event will mark the start of the fair’s public rollout and the first detailed presentation of its next edition to the press and trade professionals.