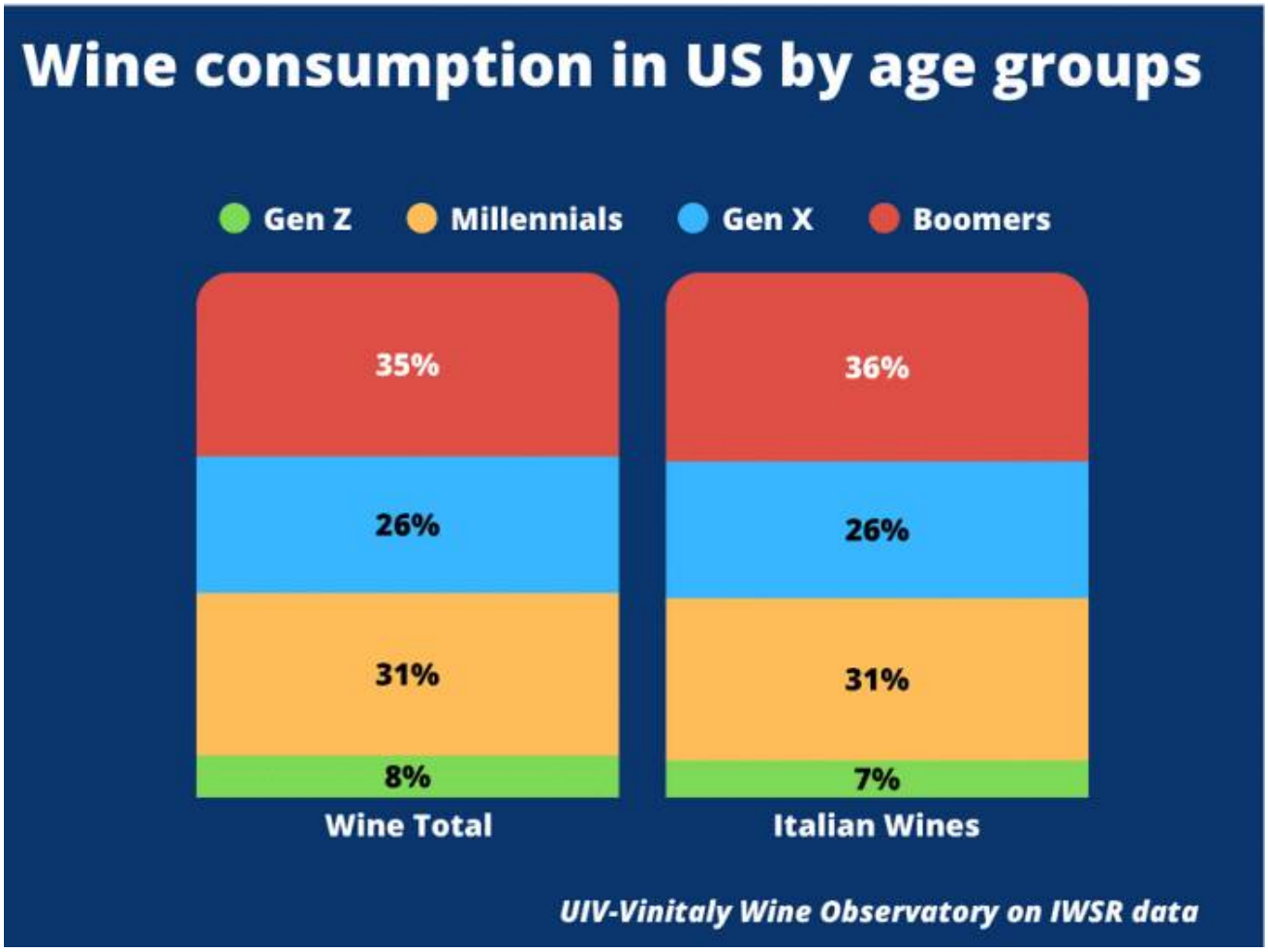
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Vinitaly.USA 2025 to Highlight Italian Wine Growth at Chicago's Navy Pier

Event targets new markets and younger consumers as Italian wine exports reach $2.25 billion in the United States

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Vinitaly.USA 2025 is set to open its doors at Chicago’s Navy Pier on October 5 and 6, bringing together 250 exhibitors from Italy’s leading wineries and consortia. The event comes at a time when Italian wine continues to hold a strong position in the U.S. market, with exports reaching 345 million liters in 2024 and an import value of $2.25 billion. This makes Italy one of the top suppliers of imported wine to the United States.

The organizers, Veronafiere, have chosen Chicago as the venue for this year’s edition, aiming to reinforce Italian wine’s presence in key American markets while also targeting new areas for growth. According to Adolfo Rebughini, General Manager of Veronafiere, the U.S. market is far from saturated. “Seventy-five percent of U.S. Italian wine consumers are concentrated in about fifteen states, led by California, New York, Florida, Texas, and Illinois,” Rebughini said. He noted that most current consumers are Boomers and Gen X, who make up 62% of the market in these states. Brand awareness among these groups stands at 72%, with a purchase conversion rate of 55%. Rebughini emphasized that Vinitaly.USA aims to build on this foundation while reaching out to new audiences and emerging markets.

An analysis conducted by Unione Italiana Vini (UIV) and Vinitaly, using data from the International Wine and Spirits Record (IWSR), highlights several regions and consumer segments with strong growth potential for Italian wines. In California and Florida, there are opportunities to attract Millennials with both approachable reds like Lambrusco and premium wines such as Amarone della Valpolicella and Primitivo. In Texas, younger consumers show interest in Chianti and Lambrusco, indicating room for both light and structured red wines.

Other states are also showing promise for Italian wine expansion. In Georgia, Illinois, and the Carolinas, younger drinkers could drive demand for fresh reds like Nero d’Avola and Shiraz, as well as sparkling wines such as Moscato d’Asti. In New York and Washington, D.C., Millennials present an opportunity to expand the white wine category beyond Pinot Grigio to include varietals like Vermentino and Ribolla.

Ohio is emerging as a market where Gen Z consumers could become significant buyers of Italian wine. In Colorado and Arizona, older consumers may be targeted with structured whites such as Verdicchio and Soave alongside premium reds. Arkansas

stands out for its Millennial population’s interest in structured reds like Brunello and Merlot, complemented by sparkling wines.

Emerging states such as Louisiana, New Mexico, and Indiana are also being watched closely by industry analysts. While these markets currently lag behind the national average in Italian wine consumption, they offer room for future growth.

Vinitaly.USA 2025 will not only serve as a showcase for Italian wines but will also provide educational opportunities through the wine2wine Vinitaly Business Forum and Vinitaly International Academy training programs. These initiatives aim to support professional development, networking, and deeper market understanding among participants.

With shifting consumption trends and growing interest from younger generations such as Gen Z and Millennials, Italian wine producers see significant opportunities to expand their reach across both established and emerging markets in the United States. The event in Chicago is expected to draw importers, distributors, retailers, sommeliers, and other professionals at levels similar to last year’s attendance figures.

As Italian wine continues to adapt to changing tastes and demographics in the U.S., events like Vinitaly.USA play a central role in connecting producers with new customers while strengthening ties with existing ones. The focus on education, market insights, and strategic networking reflects a broader effort by Veronafiere to ensure that Italian wine remains a dynamic force in America’s evolving beverage landscape.