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Vinitaly 2026 Launches in Verona With Global Buyers Flocking to Italy’s Premier Wine Fair

Organizers target expanded international markets and highlight innovation as over 4,000 Italian wine companies prepare to exhibit.

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Vinitaly 2026 is set to take place in Verona from April 12th to 15th, marking the 58th edition of Italy’s most significant wine event. The fair comes at a time when the Italian wine sector faces a complex international landscape. After reaching a record €8.1

billion in exports in 2024, the industry saw a slowdown to €7.7 billion in 2025. Despite this decline, Italian wine remains resilient amid global challenges such as wars, international crises, tariffs, and shifting health-driven consumption trends.

The event was officially presented in Rome at Palazzo Montecitorio with key figures in attendance, including Lorenzo Fontana, President of the Chamber of Deputies; Francesco Lollobrigida, Minister of Agriculture; Matteo Zoppas, President of the Italian Trade Agency (ITA); and Veronafiere's leadership. Vinitaly aims to bring together the world's wine professionals to explore the quality and diversity of Italian wine, which contributes 1.1% to Italy's GDP. The sector is supported by 670,000 hectares of vineyards, 530,000 companies, and 870,000 direct employees.

This year's Vinitaly will feature more than 4,000 Italian wine companies exhibiting at Veronafiere. The program includes over 100 official events such as tastings and educational sessions. The fair will also host "OperaWine" on April 11th, an exclusive prologue organized by Wine Spectator that will showcase 150 leading Italian wineries.

A major focus for Vinitaly 2026 is strengthening business connections with global markets through targeted programs for international buyers. The incoming campaign by Veronafiere and ITA has already invited over 1,000 top buyers from more than 130 countries. North America leads the list of participating countries, with a notable increase in Canadian buyers compared to last year. Engagement with Asian markets has also grown, particularly with China, India, Japan, Thailand, Vietnam, South Korea, Singapore, Malaysia, and the Philippines showing increased interest. South America is another key region for growth, especially Brazil and Mexico. African participation has expanded to include operators from 10 countries this year. Within Europe, Germany and Nordic countries remain central markets for Italian wine.

Vinitaly is not only a trade fair but also a celebration of Italian culture and lifestyle. This year's event coincides with UNESCO's recognition of Italian cooking as Intangible Cultural Heritage. On-site catering will highlight regional Italian cuisine with restaurants such as "Ristorante Cracco" by Carlo Cracco in the Emilia-Romagna space and "Piemonte Land" featuring chef Davide Palluda.

Policy discussions will also be part of the agenda. On April 14th at the Ministry of Agriculture, representatives from France, Spain, and Italy will meet to discuss the new EU “Wine Package,” which includes measures aimed at involving young entrepreneurs in areas like wine tourism.

Veronafiere President Federico Bricolo emphasized that Vinitaly continues to adapt to market changes by offering tools and networking opportunities that support both commercial growth and strategic development for companies. The fair’s digital platform Vinitaly Plus has been enhanced with a new Buyers Club to facilitate business between producers and international buyers.

Vinitaly is expanding its focus on emerging trends such as no- and low-alcohol products through NoLo - Vinitaly Experience. This initiative will feature a new exhibition area and a schedule of tastings and masterclasses dedicated to this growing segment. The spirits sector will also have renewed visibility with Xcellent Spirits, an area designed to connect the wine and spirits industries internationally.

Wine tourism is gaining prominence at Vinitaly through dedicated hubs created in collaboration with partners like Wine Tourism Hub and Wine Suite. These hubs will offer conferences, research presentations, and B2B meetings aimed at promoting experiential travel centered on Italian wine regions.

Beyond Verona, Vinitaly’s international roadmap includes events such as Wine South America in Brazil (May 12th-14th), Wine to Asia in Shenzhen (May 14th-16th), Vinitaly Kazakhstan Roadshow (June 29th), Vinitaly @ Wine Vision by Open Balkan in Belgrade (October 10th-12th), and Vinitaly USA in New York (October 26th-27th). Additional roadshows are planned for Asia later in the year and India in early 2027.

As Vinitaly prepares for its next edition, it aims to reinforce its role as a global hub for Italian wine by connecting producers with qualified demand worldwide while supporting innovation across production, marketing, tourism, and digital services.