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Italy’s Vineyards Launch Spring Festival Season With Wine Tastings and Cultural Events

Historic wineries, regional festivals, and new enotourism experiences draw visitors to Italy’s diverse wine regions this spring.

Wednesday, April 8, 2026



With the arrival of spring, Italy’s vineyards are coming to life, marking the start of the high season for wine tourism across the country. In Alto Adige, the historic Abbey of Novacella, one of the oldest wineries in the region, is opening its photographic archives

to visitors, offering a rare look at over 150 years of abbey life through images and glass plates. Meanwhile, in Trentino's Valle dei Laghi, the Association of Vignaioli del Vino Santo Trentino is hosting "DiVin Nosiola: quando il vino si fa santo," an event dedicated to the local Nosiola grape and Vino Santo, featuring tastings, masterclasses, and guided tours through cellars nestled among seven alpine lakes.

In Friuli Venezia Giulia, "Giardini Aperti" on May 17 will transform vineyards into open gardens, inviting visitors to explore blooming landscapes and participate in wellness activities. The region also celebrates women's contributions to local culture with the "Che donne!" photography exhibition in Lignano Sabbiadoro until April 12.

Verona is preparing for Vinitaly 2026 from April 12 to 15 at Veronafiere, with more than 4,000 companies and over 100 official events including tastings and seminars. The city will also host "Vinitaly and the City" from April 10 to 12, a public festival blending wine with art, music, literature, and food in UNESCO-listed settings. This year's edition introduces a new enotourism experience in Valpolicella, allowing visitors to use tasting tokens for cellar visits beyond Verona.

Natural wine enthusiasts will gather at "ViniVeri - Vini secondo natura" in Cerea from April 10 to 12 and at "VinNatur Tasting" in Gambellara from April 11 to 13. Both events feature hundreds of producers from across Europe and Italy, offering tastings and discussions on sustainable winemaking.

In Piedmont's Langhe region, Le Brunate vineyard in La Morra is becoming a new meeting point for wine, cuisine, and landscape starting May 5 under the Ceretto family. From April 11 to June 23, Langhe and Roero will host high-level tasting seminars for wine lovers at regional wine shops and cellars. The Nas-cëtta grape will be celebrated at the first "Nas-cëttaland Wine Festival" at Novello Castle on June 12-13 with tastings led by wine writer Ian D'Agata.

Alba's Collisioni Festival has announced major musical guests for its June-July edition, while Turin's Eataly Lingotto will host intimate concerts paired with wine tastings. Slow Food Italy marks its 40th anniversary this year with "Terra Madre Salone del Gusto" returning to Turin from September 24 to 28. The organization continues its mission to promote biodiversity and resist standardized food production.

In Lombardy’s Oltrepò Pavese region, the “Primavera dei vini” event opens local Bonarda cellars every Sunday in Rovescala. Brescia will present Slow Food’s “Guida alle Birre d’Italia” on May 29. Mantua hosts the “Food & Science Festival” from May 15 to 17 focusing on contemporary agri-food challenges including climate change and artificial intelligence.

Milan is set for several major food and wine events: “Tuttofood” from May 11 to 14 brings together producers and buyers from over 70 countries; “Best Wine Stars” runs May 16-18 with more than 1,200 labels; “Identità Milano,” an international gastronomy congress themed “Identità future: la libertà di pensare,” takes place June 7-9; Slow Food presents its “Slow Wine” guide on October 17; and SIMEI returns November 17-20 as Italy’s leading trade fair for enology machinery.

Sondrio’s “ViVa, Vini Valtellina” returns September 12-14 with tastings and cultural experiences focused on Nebbiolo wines. In Alto Adige, Tenuta Alois Lageder hosts “Summa” on April 11-12 with winemakers from nine countries. The South Tyrolean Pinot Noir Days take place May 15-18 in Egna and Montagna.

The Conegliano Valdobbiadene Prosecco Superiore DOCG area launches its annual “Visit Cantina” program through December with over 60 wineries participating. After restoration work, Valpolicella’s Pojega Garden reopens for events blending landscape architecture with wine culture.

Bologna becomes a hub for sparkling wines with “Trentodoc in Città” on May 17 at Villa Zarri and will again host the “Champagne Experience” October 4-5 at BolognaFiere. The FIVI Independent Winemakers’ Market follows November 21-23 with more than 8,000 labels available for tasting and purchase.

Florence celebrates mixology during Florence Cocktail Week from April 16-22. The Chianti Lovers Week (May 4-10) highlights Chianti Colli Fiorentini wines with guided tastings across Tuscany. San Gimignano hosts the Vernaccia di San Gimignano Wine Fest May 30-31 celebrating both historical milestones and contemporary expressions of this iconic white wine.

In Umbria, Torgiano’s MUVIT museum displays Etruscan artifacts related to ancient wine rituals until July. Perugia’s Chocolate City offers chocolate-themed experiences through April 6. Montefalco presents new vintages of Montefalco Sagrantino DOCG during its annual event April 26-28.

Rome introduces its first Olio di Roma IGP Festival from April 10-21 coinciding with Rome’s birthday celebrations. The city also hosts documentary screenings on agroecology during the Festival delle Terre on April 11 and Champagne tastings at Rome Cavalieri on May 16.

Southern Italy features a range of events: Cuccaro Vetere in Cilento hosts six communal dinners pairing wines from across Italy; Taranto welcomes Ego Food Fest April 17-20 focusing on sustainable gastronomy; Gioia del Colle holds Radici del Sud June 3-8 spotlighting southern Italian wines; Venosa in Basilicata debuts Gusto Nobile Basilicata May 8-10 celebrating Aglianico del Vulture; Gibellina continues its year as Italy’s Capital of Contemporary Art; Carloforte prepares for Girotonno May 23-June 2 highlighting Mediterranean bluefin tuna traditions.

From March through October nationwide, Movimento Turismo del Vino organizes “Vigneti Aperti,” inviting visitors into vineyards for slow tourism experiences focused on sustainability. Slow Food Day is set for June 13 followed by celebrations marking Slow Food’s founding anniversary on July 26.

Throughout spring and summer, Italy offers a packed calendar of festivals dedicated to wine, food culture, sustainability, and regional heritage—drawing both industry professionals and passionate travelers into immersive experiences that showcase the diversity of Italian gastronomy and viticulture.