

2018



**The Best of Australia at Vinitaly  
Verona, Italy**

**15-18 April 2018**



**The World's biggest  
International Wine Exhibition**

**52<sup>nd</sup> Edizione**

**WINESTATE**  
MAGAZINE



*"All the world's wine buyers go to Verona to buy wine - not just Italian wine!"*

The 52nd Edition of Vinitaly will be held in the northern Italian city of Verona from 15th – 18th April 2018, and attracts major buyers from all the world's largest customer bases including Europe, Asia, Russia, and North America. Vinitaly hosts displays from many wine producing countries in the world – it IS the world's number one wine expo.

The "romance of Italy" attracts buyers - they come to buy wines from around the world, including Australia. Winestate has attended and displayed every year since 2008.

In a rapidly changing world a diverse distribution plan is

desirable. It should be noted that the UK and Europe (particularly Scandinavia and Eastern EU) is a huge wine marketplace and offers an alternative to the currently popular Asian market.

Winestate will present a limited number of Australian wines in 2018. The offer represents an opportunity to promote these wines or have them professionally presented by Winestate and The Italian Chamber of Commerce (Melbourne) to an international buying group at a lower cost than establishing & running your own site. Winestate usually is the ONLY Australian display at the fair.

### Vinitaly – Key points

Display area – 89,000 m2 of display area over 14 halls, plus external exhibitions  
 Displays (2017) – over 4,400 displays and distributors  
 Attendees (2017) – over 150,000 over 4 days

### Points of Difference

**Why should my wine be on show at Vinitaly and not other large EU wine events?**

- The Winestate Australia Display is usually the ONLY Australian display out of 4,000+ displays – this means EVERY buyer who attends and is interested in Australian wines should see your wine,
- The wines on display are limited to 12 only Australian companies – your wine will NOT be one of hundreds,
- Every single producer who attends will have their wine displayed and featured in the Australian Wine Masterclass program,
- All participants will be referred to buyers from Scandinavia prior to the event.
- Winestate can represent your brand if you can't attend.
- Vinitaly participants receive an advertising bonus from Winestate Magazine.

### Bonus

Every producer who participates will have a FREE Half page display advertisement ) in the January 2018 issue of Winestate (all print & Digital), valued at \$4000 (AU, NZ, Singapore as well as Airlines and International).

### The Australian Wine Masterclass Program

Your wine will be presented at the Tasting Express Class to invited (paying) buyers (importers, hospitality and distributors) and influential media representatives. All wines will be professionally presented by Winestate in a class environment hosted by the AIS (Association of Italian Sommeliers). If you are at Vinitaly you will be expected to present in the class program.

### The Wines of Australia Display (International Hall I)

Winestate will have a fully equipped Australia display - your wines will be presented over the entire week. The booth will be staffed by Winestate. During this week Winestate will present wines that may have no or only limited overseas exposure. Veronafiere will supply glassware for the 4 days and a glass service (all inclusive). In 2018 the Winestate booth will again be laid out in a business meeting format rather than as a normal tasting booth.

### Overview - Doing Business at Vinitaly

Your future importer or buyer (particularly Asia, Eastern EU or Russia) may or may not be in a "traditional" wine business. They could come from any industry or business or business contact you make and from any country. Some may even come through a local association or private club contact.

Whilst no guarantee of securing or even meeting the right buyer or distributor is given or implied, it is important in our view winery owners or sales executives investigating this market make this first step - this event is designed to introduce your wine to the buyers from all over the world, not just Italy.

### Marketing Assistance

Winestate will employ our specialist PR Firm to assist and promote your attendance. The event will also be promoted in Vinitaly catalogues, and on [www.vinitaly.com/EN](http://www.vinitaly.com/EN) The Winestate January (Annual) 2018 issue of Winestate will feature your advertising - your promotion and branding in this publication will be an important sales tool (brand awareness).

### Some Key Points to consider

Set up day is 14 APRIL (1000 – 1600 hrs) then the Fair runs 15-18 APRIL 2018 inclusive (0930 – 1830 hrs daily)

### Location

(E.A. Fiere di Verona), Viale del Lavoro, 8, 37135 Verona, Italy (closest airports are Milan and Venice)

### Amount of wine required

Selected wineries will be required to ship 12 bottles (of each wine to be promoted) to Verona 6 weeks prior to the event. (Wine can be brought with you if you are attending). Optional Shipping Consolidation is available at your cost.

### Customs and Shipping

The winery will be responsible for any shipping costs, import charges or duty charged by the Italian Government or your freight company. Winestate will arrange a consolidated shipment ex SA with our preferred shipping agent – Mainfreight International (based in Regency Park, South Australia) [salesenquiries@mainfreight.com.au](mailto:salesenquiries@mainfreight.com.au)

### Marketing Material

Please bring 100 sets of brochures, along with your agent's business cards (if you have one).

### Attendance

This event is ideal for SALES focused staff members to attend and learn in the most exciting trade show in the world. Winestate staff will present your wine if you choose not to attend. (NOTE - If you currently do not have an EU distributor this is an ideal opportunity to find one).

### Cost

The cost for a selected Australian winery to participate will be Euro 3,990. The event will be invoiced in October 2017, and payable in full by 15 January 2018.

### Bonus

Each winery that is selected to participate will be provided with a HALF Page Colour advertising feature valued at more than \$4,000 with Winestate Magazine. There will be a special extra print run for Vinitaly. This issue will be the January 2018 Winestate Annual. This "Vinitaly Special" will be given or sent to buyers at the show, as well as distributed worldwide including Australia, NZ, Airlines and Asia.

### Agents and Distributor Support

Your European based agents and distributors are more than welcome to attend the tastings. All sales referrals can then be passed immediately to your EU based distributors, or will be referred back to the winery. If you have local agents please include your local agent's business cards with your wine that is sent to Vinitaly.

### Sales leads

It is strongly suggested that you follow up leads within 60 days of the event, and be prepared to attend meetings after the close of the fair each evening.

### Export Development Grants / State Government rebates

Participants may be entitled to a export grant or rebate from State or Federal Government agencies. You should seek your own advice regarding this matter.

### Spots are limited to 12 producers

To secure one of the spots please complete the application and return to:

### Winestate

Official Australian Exhibition and Masterclass Program  
VINITALY 2018

Ph 08 8357 9277 | Fax 08 8357 9212

[sales@winestate.com.au](mailto:sales@winestate.com.au)

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**WINESTATE**  
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Italian Chamber of  
Commerce and Industry  
in Australia – Melbourne Inc.



# Application to participate in Vinitaly 2018 Tasting Express & Display Program

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Name of Winery / Company

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Wine brand to be promoted

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Contact Person

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Contact Email

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Mobile Phone

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Do you have a EU or UK agent?

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Package includes HALF Page to be placed in all issues of Winestate Magazine (JANUARY 2018)

Do you need assistance with artwork / graphic design?

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Will you or your agent be attending Vinitaly 2018?

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Name

Signature

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Date

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When completed return to Winestate Magazine, 81 King William Rd, Unley AUSTRALIA 5061 or  
fax +61 8 8357 9212 or email [sales@winestate.com.au](mailto:sales@winestate.com.au)

\*May be subject to AUD/EUR exchange rate variation (until account paid in full).

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