

INVITATION



www.gamberorossointernational.com

SAO PAULO

23
NOVEMBER
2022

TOP
Italian
Wines
road show



GamberoRossolInternational

HOTEL UNIQUE

Avenida Brigadeiro Luis Antonio, 4700 Jardim Paulista

TASTING

02:00 PM - 05:00 PM | **TRADE & PRESS**

05:00 PM - 08:00 PM | **WINE LOVERS**

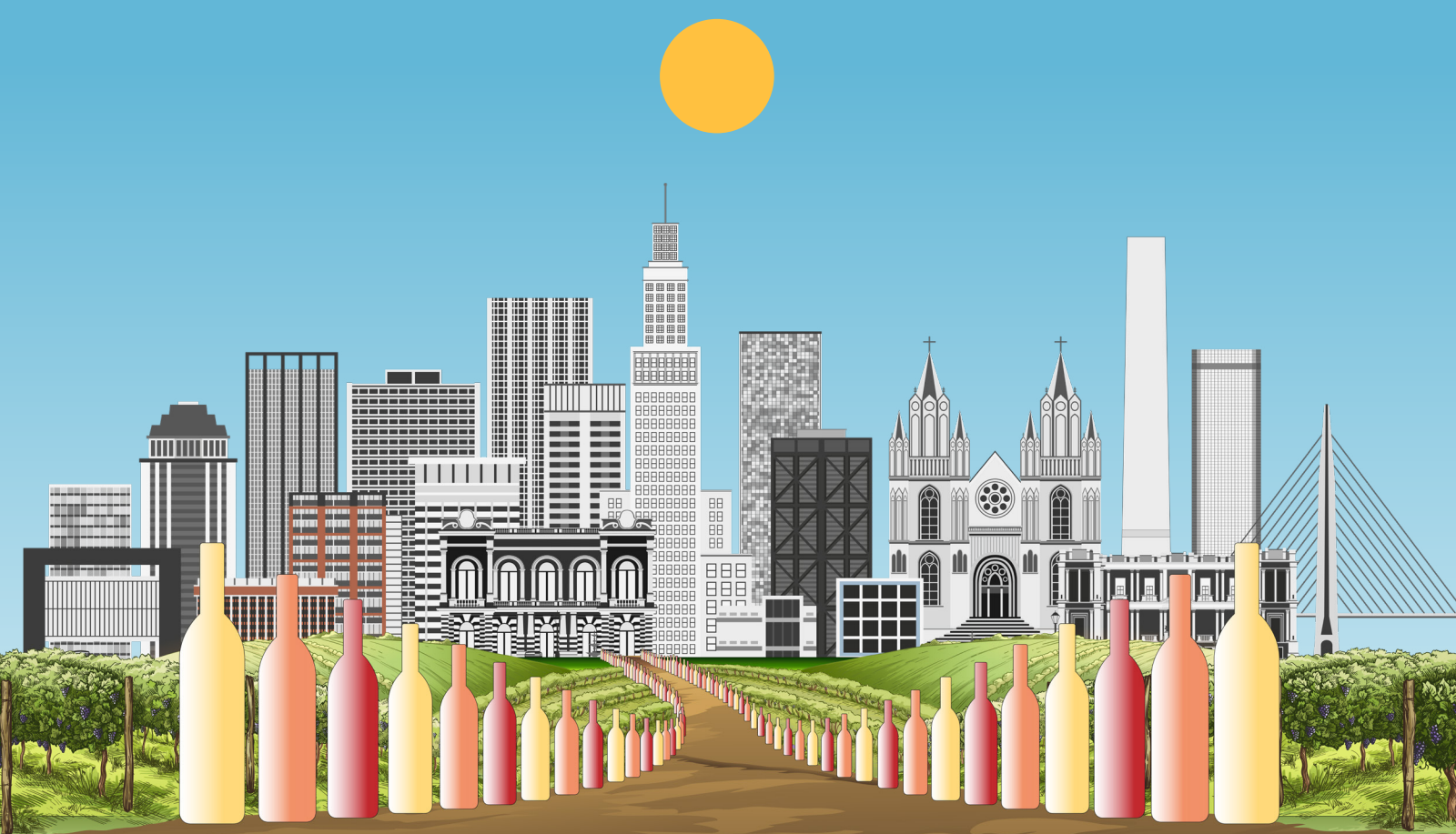
04:30 PM | **TOP ITALIAN RESTAURANT AWARDS CEREMONY**

MASTERCLASS

01:00 PM - 02:00 PM | **MASTERCLASS 1**

03:00 PM - 04:00 PM | **MASTERCLASS 2**

05:00 PM - 06:00 PM | **MASTERCLASS 3**



SAO PAULO

RSVP for tasting: contato@cristineaves.com.br - tel. (11) 5092-3246 - whatsapp (11) 97304-8920

RSVP for masterclasses: Edgard Reymann - edgardreymann@cristineaves.com.br - (11) 96826-0022

PRESS RELEASE

The biggest Italian wine show comes to Sao Paulo

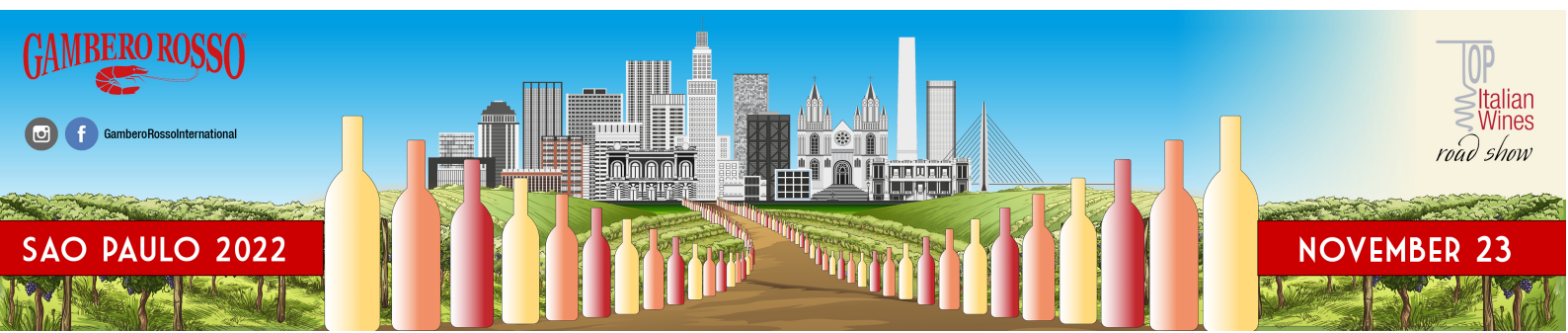
Don't miss the opportunity to join the greatest events of Italian wines in town

Back to Brazil. **On the 23rd of November** Gambero Rosso will bring a selection of the best premium wines of Italy to the *Hotel Unique* in **Sao Paulo**. From 2 pm to 8 pm, at the luxurious hotel, the leading Italian wine & food media company will host **an event entirely dedicated to premium Italian wines**. A remarkable walk-around tasting will include almost **50 wineries** and more than 150 wines to uncork. It will be an unmatched occasion to discover Italy's terroirs and the most important denominations. More over, at the event it will be possible to attend **3 Masterclasses guided by senior editor of Vini d'Italia guidebook and wine expert Marco Sabellico**. Lastly, the awarding ceremony is scheduled at 4:30 pm. Gambero Rosso will release the new list featuring the most authentic Italian restaurants, wine bars and pizzerias in town according to the ratings of the digital guide **Top Italian Restaurants**.

In Brazil last year, Italian wine exports marked a growth of 19.4% (to \$43 million) over 2020. Italian wine boasts a 9% market share of the overall wine imported, the same as France and behind Portugal, Argentina and Chile, the market leader that thanks to subsidized entry tariffs is worth about 38% of the market. In the last 3 years Brazilian wine demand has grown 28%, worth \$477 million.

About Vini d'Italia 2023

An increasing interest has been seen in Italian wines during the last years, and Gambero Rosso, the leading Italian wine & food media company, picked up the opportunity to bring Italy and its production of wine to South Korea. Solidity, vitality, enthusiasm. This is the picture that emerges from the **36th edition of the Vini d'Italia 2023 guide**: Italian wine today is capable of showing off widespread quality in all regions at a level that surprises even the most experienced taster. Vini d'Italia guide is the result of a year of work by an expert team of tasters who have travelled the country interviewing producers and visiting wineries. The guide reviews **2,626 wineries** and a total of **25421 wines**, awarding the classic scores ranging from 1 to 3 Glasses according to the quality of the label. The level of maximum quality is growing with 2,093 wines reaching the finals, and **455** that have won the coveted **Tre Bicchieri** recognition. Despite the adversities created by the pandemic crisis, manufacturers have demonstrated numerous positive results and good planning skills for international expansion. Vini d'Italia is translated into German, English, Chinese and Japanese. Available on Apple and Amazon.





PRESS RELEASE

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WEDNESDAY, NOVEMBER 23, 2022

HOTEL UNIQUE

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PROGRAMME

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05:00 PM - 08:00 PM | WINE LOVERS

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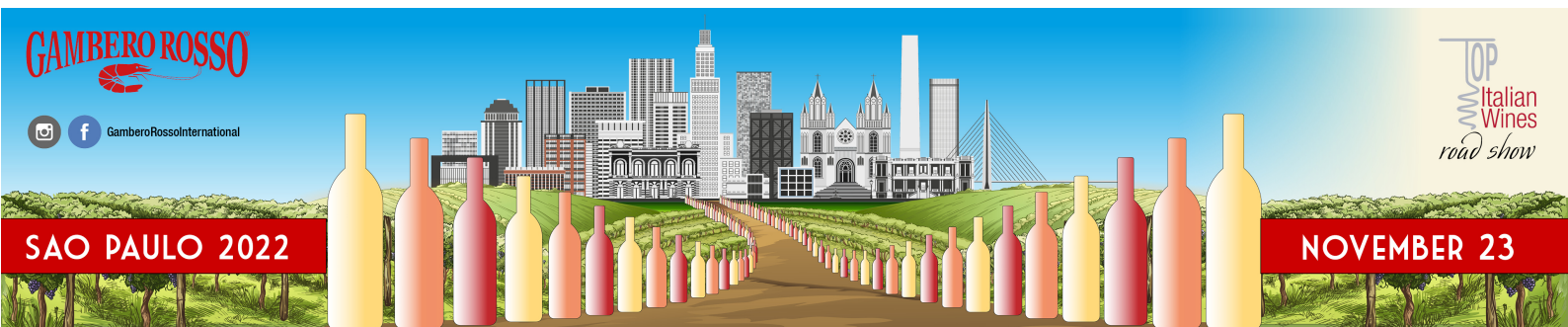
MASTERCLASS

01:00 PM - 02:00 PM | MASTERCLASS 1

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PRESS RELEASE

About Gambero Rosso

Gambero Rosso, the most important multimedia brand in the Italian food and wine world, celebrates its 36 years of activity. In 1986, Gambero Rosso took its first steps as an insert in a daily newspaper, but by the next year its first Guida dei Vini went to print, the 1988 edition. After that, dozens of guides and books followed. In 1999, Gambero Rosso Channel, the first thematic television channel in Europe, began broadcasting. Shortly after, a constellation of the Città del Gusto sites was founded in Italy, followed by Gambero Rosso Academy in the rest of the world, with cooking classes for professionals and amateurs, along with courses about wine, journalism master programs, and seminars on restaurant management. Recently, the company was launched on the stock market. Meanwhile, a fascination with Italy has been growing in the world, a longing for its authentic products, and Gambero Rosso events organized around the globe have multiplied. Since the first ones in 1990, the number of events on our international calendar has grown to over 40. They are above all, but not only, dedicated to wine, supported by the translations of the guide Vini d'Italia. That volume is translated in German, English, Chinese and Japanese.



About Top Italian Restaurants

On the international level, Italian cucina is living a golden moment. For appeal, variety, new openings, wider distribution. In large hotel groups, Italian restaurant dining is no longer one of the many, but rather the flagship place. At the same time the new openings dedicated to our flavours have tripled, while the buzz revolving around pizza is simply extraordinary, from the surprising global trend of Roman-style pinsa, to the new gourmet versions, while the success of Neapolitan pizza keeps on at full speed. The world wants Italy, products with local flavour, native grape varieties, new and surprising intensity: customers who cross the threshold of a restaurant want to cross our borders, marrying our style of enjoying the table. The work of mapping Italian flavour in the world continues at full speed, the Top Italian Restaurants guide celebrates its fifth edition, enhancing the experiences of authentic Italian taste abroad. Starting from restaurants, awarded with Forks, bistros and trattorias with Shrimps, wine bars and wine tables with Bottles, pizzerias with Slices; the rating is the classic Gambero Rosso one, from one to a max of three. Approximately 800 places are selected in the guide.
www.gamberorossointernational.com/restaurants



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NOVEMBER 23