

PRESS RELEASE:

The fourth Alto Adige Wine Summit is over:

Attended by more than 80 media representatives from 12 countries

On Sunday, the fourth edition of the Alto Adige Wine Summit drew to a close. Andreas Kofler, President of the Alto Adige Wines Consortium, gives a positive summary of the event: “I believe we were able to paint an authentic and well-balanced picture of our viticulture for the wine experts, specialized journalists, and influencers invited, and find new and interesting contacts to network.”

The Alto Adige Wine Summit is the top media event of the winemaking world of Alto Adige and is organized every two years by the Alto Adige Wines Consortium with the aim of providing opinion leaders from the main markets—from Italy, Germany, Switzerland, and Austria; from Great Britain, Sweden, and the Benelux countries, but also from the U.S., Canada, Japan, and South Korea—with an overview of and insights into wine growing and winemaking in Alto Adige.

They all took great interest in the event, the fourth of its kind. More than 80 representatives of relevant specialist media and wine-savvy internet celebrities as well as Masters of Wine from twelve countries found their way to Alto Adige this year. “What matters most to us at the Wine Summit is to give influential media representatives an idea of the contrasts that characterize Alto Adige as a wine country—to show them how diverse our relatively small wine region is,” says Andreas Kofler.

With this objective in mind, a program packed with activities was organized from Thursday to Sunday, ranging from tastings of vintages, varieties, and novelties at the Crane Hall at the NOI Techpark, dinners hosted by individual winemakers, and thematic tours to the grand closing event featuring Reinhold Messner at Sigmundskron Castle.

97 producers took part in this year’s Alto Adige Wine Summit. For them, the event is an important opportunity to establish contact with influential wine experts and media representatives. “In addition, we offer our producers a stage with international coverage,” adds the President of the Alto Adige Wines Consortium. Media response was already huge during the event itself, and the organizers also expect the aftermath to resonate accordingly in the relevant channels.

Taking stock, Andreas Kofler is happy: “The interest in the summit alone only goes to show that we have managed to become an event marked in the calendars of experts and journalists, even though there have only been four editions so far,” he says. Moreover, he adds, they had managed to paint an authentic and well-balanced picture for the participants, and to get them interested in Alto Adige as a wine country. “The mere fact that we managed to attract the attention of opinion leaders in the world of wine is a great success for us—and a great motivation to host the fifth edition of the Alto Adige Wine Summit in two years’ time!”

www.altoadigewines.com