



## The Slow Wine Coalition

*A global network that brings together all of the leading players in the sector to enact a revolution in wine production in the name of environmental sustainability, safeguarding the landscape and social and cultural growth in rural areas*

The first major meeting of the Coalition is in **Bologna, from 26 February to 1 March 2022**. Sana Slow Wine presents the **Slow Wine Fair**, the international event for winemakers, professionals from the sector and wine enthusiasts with debates, workshops and walk around tastings

Bologna, 2 September 2021 - The aim of the Slow Wine Coalition is to pave the way for a new revolution in the world of wine, bringing together all the key players in the sector around the awareness that the role of wine can no longer be merely hedonistic, linked to the pleasure of tasting, but will increasingly follow the path of environmental sustainability, the safeguarding of the landscape and the cultural and social development of wine-producing areas. This is the [Slow Wine Coalition](#), Slow Food's new worldwide network, born from the experience and principles that have evolved with each edition of the project the Slow Wine guide.

### **The Slow Food Manifesto for Good, Clean and Fair Wine**

The Slow Wine Coalition aims to bring together the players in the wine sector – from producers to importers and distributors, wine shop owners to restaurateurs, sommeliers to communications specialists and journalists as well as wine lovers – inspired by the idea of good, clean and fair wine for all. [The Slow Food Manifesto for Good, Clean and Fair Wine](#) is a set of guidelines that outlines a number of key points concerning the winemaking profession, agronomy and oenology, extending the discussion to other areas such as biodiversity, the true value of the land and the relationship with those working in the vineyard and in wine production.

“The manifesto, previewed in Bologna on 11 October 2020 during Sana Restart, is the result of a long process that spans the entire history of the Slow Food movement. It is inspired by the reflections of hundreds of winegrowers who met in Montecatini and Florence in 2009 for the second edition of Vignerons d'Europe and is not intended as a closed document, but a starting point around which to compare and discuss,” emphasises the coordinator of the Slow Wine Coalition, Giancarlo Gariglio. “The roots of our association, at the beginning of the 1980s, originated in the vineyards. In these 40 years the association has grown and broadened its horizons, maintaining its link with wine thanks

to Slow Wine. But although this project has been a success and has united many enthusiasts under the banner of good, clean and fair wine, the guide, the website, the events and the large group of collaborators are not enough to create a community. In this historical phase we have understood that no challenge can be overcome alone. This is why it is essential to create a community united around recognised and shared values.”

### **The three cornerstones of the Slow Wine Coalition: environmental sustainability, safeguarding the landscape and the social and cultural growth of the countryside**

Pollution, impoverishment of biodiversity due to the use of herbicides and desiccants, monoculture in areas of great natural value, exploitation of labour... These are some of the scourges that unfortunately still stain the world of wine production, the legacy of an old agricultural culture that many producers are giving up in favour of a real revolution that is slowly reshaping the face of this sector. The road is long and requires a collective effort, particularly at the beginning, but those who have already set out on the journey can lead from the front.

As part of a general agricultural renewal, many wineries have begun experimenting with, and using, **sustainable cultivation systems**, practising organic and biodynamic agriculture. In the future, especially in the light of the fight against climate change, this sector will inevitably have to speed up and set a virtuous example for all other crops, which are often less fortunate in terms of profitability.

And that's not all: very often the most suitable vineyards are located on hills or mountains, in steeply sloping areas, often in territories where grapes are the only opportunity to create value and maintain a human presence. Therefore, the modern winery also assumes a central role in **safeguarding the landscape**, protecting its beauty and integrity, and encouraging the development of a system of tourism that is attentive to ecology and gastronomy.

Lastly, wineries are a place of **integration** for many foreign workers who now provide essential labour in the fields while at the same time becoming new inhabitants of the hills and villages that survive thanks to wine production. This relationship should aim to enhance their skills and, if possible, add new ones.

### **Alliances, a response to the crises of our time**

Alliances, thematic networks and coalitions are models that have been identified by Slow Food since the first editions of Terra Madre to respond to the crises we are experiencing. Transversal and collaborative networks that unite all the players in a given supply chain around shared values, abandoning the model based on competitiveness. The latest of these is the Slow Food Coffee Coalition, which brings together all the players in the coffee sector, from producers to roasters, distributors to enthusiasts, all united by their love for this drink.

### **The programme of the Slow Wine Coalition**

The Slow Wine Coalition has a packed calendar for the coming months. Starting in July, Slow Food will help organize meetings between the Coalition's protagonists in Italy and abroad, who will sign the Manifesto and talk about the principles that inspire them.

The most important event for all winemakers, wine professionals and wine lovers all over the world who identify with the ten points outlined in the Manifesto will be held in **Bologna, from 26 February to 1 March 2022**, with Sana Slow Wine that will present the

[Slow Wine Fair](#), the international event dedicated to good, clean and fair wine. The event, organised by **BolognaFiere** with the creative direction of Slow Food, will host the first international meeting of the **Slow Wine Coalition**, an opportunity for discussion and debate involving all the players in the network, following in the footsteps of almost 20 years of Terra Madre. During the four days of the Slow Wine Fair, hundreds of producers from all over the world will gather for conferences, debates, tastings and an exhibition of thousands of labels from all over the world. The latter part of the fair will be enhanced by the collaboration with **Società Excellence**, which brings together the eighteen leading distribution companies in Italy, and will see Sunday open to wine enthusiasts, while Monday and Tuesday will be dedicated to professionals.

The Slow Wine Coalition is an international alliance, based on the desire to discuss crucial issues for the future of our planet, an alliance that has found fertile ground in Bologna and Emilia Romagna, thanks to the determination of all the players involved in this initiative. The Slow Wine Fair is, in fact, the result of an agreement between Slow Food and BolognaFiere that began between the 2020 editions of Sana Restart and Terra Madre Salone del Gusto: two events that, starting amid the challenges of the pandemic period, have been able to build and implement a fruitful path of cooperation based on shared values.

The Slow Wine Fair will see the participation of FederBio, BolognaFiere's long-standing partner for SANA, an organization also active in collaborations with Slow Food, which will be organising a section dedicated to organic certified wines.

Isabella Bonvicini, +39 335 7995370 [isabella.bonvicini@bolognafiere.it](mailto:isabella.bonvicini@bolognafiere.it)  
Gregory Picco, +39 3346012743 [gregory.picco@bolognafiere.it](mailto:gregory.picco@bolognafiere.it)

Valter Musso, +39 335 7422962 [v.musso@slowfood.it](mailto:v.musso@slowfood.it)  
Elisa Virgillito, +39 345 2598615 [e.virgillito@slowfood.it](mailto:e.virgillito@slowfood.it)  
Marco Gritti, +39 335 778 9849 [m.gritti@slowfood.it](mailto:m.gritti@slowfood.it)