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Slow Wine Fair, the international fair of good, clean and fair wine, returns to BolognaFiere from 23 to 25 February 2025, at the same time as SANA Food

The **fourth edition** of the [Slow Wine Fair](#), the international fair of good, clean and fair wine, will take place at **BolognaFiere from 23 to 25 February 2025 simultaneously with SANA Food**, the new format on healthy eating away from home.

Organised by BolognaFiere with the artistic direction of **Slow Food**, the Slow Wine Fair promotes **wines that are the result of sustainable agriculture**.

In particular, the winemakers and vigneroni present at the Slow Wine Fair are united by the fact that they have signed, and put into practice, the decalogue of the **Manifesto for Good, Clean and Fair Wine**, committing themselves to preserving the environment and its resources, respecting the agrarian landscape and the terroir of origin of the wine, enhancing the agricultural community of which it is an expression, supporting biodiversity and making consumers more aware. The members of the **Slow Wine Coalition**, which today counts 4,200 signatories from 35 countries, recognise themselves in the Manifesto: this worldwide network brings together all the protagonists of the supply chain - producers, operators and enthusiasts - to promote a new production system.

In addition to the requirements set out in the Manifesto, the **selection of wineries** is subject to the stringent evaluations of a **tasting committee**.

The synergy between the Slow Wine Fair and SANA Food is intended to reinforce the identity of the two events, as **Giancarlo Gariglio**, editor of the Slow Wine guide and coordinator of the Slow Wine Coalition, explains: «*Thanks also to its simultaneity with SANA Food, the Slow Wine Fair 2025 will be, even more than in past editions, the Italian fair most focused on organic production. The focus of our event will be wines that, in addition to being excellent in terms of organoleptic quality, are particularly virtuous, because they are the result of a grape growing system that limits its impact on the environment, with the declared aim of revitalising the soil and passing it on to future generations healthier and less polluted*».

The placing of the two events on the same dates stems from the **strategic agreement signed between BolognaFiere (with SANA), FederBio and Slow Food (with Terra Madre Salone del Gusto)** in July 2020, at the height of the Covid-19 pandemic, to help Italian organic companies and the Horeca world restart.

One of the aims of the 'contamination' between the Slow Wine Fair and SANA Food is to **maximise the benefits of the food service and Horeca business communities** to which the two events are addressed, offering specialised visitors and buyers a broader and more qualified exhibition itinerary that has no equal in Italy.



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As **Claudia Castello**, Exhibition Manager for SANA, points out, *«we want to benefit both the exhibitors, who will have greater visibility and more opportunities for new collaborations to increase their business, and the professional public. The Horeca visitor will be able to enjoy a richer and more articulated visiting experience, among products of excellence and producers who share and put into practice the same principles, and deepen their knowledge of the aperitif segment, taking the best of SANA Food and the Slow Wine Fair's catalogue of winemakers. Not to mention the points of contact between the two events for many international buyers, who will come to the fair to purchase both organic food products and organic and biodynamic wine».*

*«In February 2024, the success of the Slow Wine Fair was decreed by 12,000 entries – commented **Alice Giuliani**, Exhibition Manager for the event –, 70% of which were Horeca operators, distributors, and importers, who appreciated the high quality of the wines on offer: almost 900 producers were present (+25% compared to 2023), with over 140 international attendees, and 5,300 labels (+75%). Many of these producers also represent potential customers for SANA Food, because they offer high quality sustainable food in their cellars. Furthermore – Giuliani concludes –, with the support of the ICE Agency and the Ministry of Foreign Affairs, hundreds of international buyers, interested in organic and sustainable food & beverage proposals, will come to BolognaFiere, creating the conditions for our exhibitors to access new markets».*

The heart of the Slow Wine Fair 2025 will be the presence of **around 1,000 Italian and international producers**, distributed in exhibition islands according to their country and region of Italy, and **thousands of wines to taste**, to discover the history of a label, the identity of the territory it represents, and the values and messages it encapsulates.

And again with a view to involving targets of interest for both the Slow Wine Fair and SANA Food at the fair, from 23 to 25 February, BolognaFiere and Slow Food are engaging in dialogue with the **catering world**, thanks also to **Slow Food's 30 years of experience** with the publication of the **Osterie d'Italia guide**, a compendium that brings together thousands of diners that place wine at the centre of their offerings to customers.

Confirmed are the **masterclasses** and **conferences**, very popular in 2024.

Through **guided tastings**, wine enthusiasts and professionals will be able to discover Italian and foreign wineries, wines and terroirs, expand their oenological vocabulary, give greater depth to their tasting moments and better understand the value of good, clean and fair wines.

From the **online conferences leading up** to the Slow Wine Fair to the **appointments** scheduled at the fair, **leading experts in the sector** will first of all delve into the **main theme** of the 2025 edition, i.e. the **sustainability of the wine supply chain**: the different bottling, transport and storage methods, their impact on the carbon footprint, the possibilities of reducing these sources of pollution, the different types of wine certifications. But they will also inform about projects around the world that promote viticulture that respects the land and its social fabric, stimulating the public to go beyond the goblet, to understand how it gets from the vineyard to the bottle.

In addition to participating in conferences and masterclasses to increase their knowledge of vintages, terroirs and producers, operators will be able to take advantage of an **exclusive and free matchmaking service** (b2match) on the event's website, to filter exhibitors according to the characteristics of their interest, create an agenda of **meetings** and thus make their visit to the fair more profitable.



The Slow Wine Fair will also give even more space to bitters (as has been the case since 2023) and spirits (already present last year), which have received excellent feedback from both the professional public and enthusiasts.

The **area dedicated to spirits** will involve the world of **Mixology** and will be **renewed, expanded and divided into themed sections**; among these, the section on bitters will revolve around the **5th edition of the Fiera dell'Amaro d'Italia**. Organised in collaboration with Amaroteca and ANADI - Associazione Nazionale Amaro d'Italia, the Fiera dell'Amaro d'Italia is the most qualified event for **producers of excellence**, who will be able to display their bitters and tell their history, peculiarities, links with the territory and its traditions.

At the centre of the area is the **Mixology Lab**: in this showcase, exhibitors will be able to illustrate the **characteristics and production methods** of their spirits – use of local ingredients from sustainable cultivation, low environmental impact defence products, organic fertilisation, and other requirements for participation –, while Drink Factory's **bartenders** will enhance them, elaborating **new cocktails** for the public to taste. The same products will also be presented in selected **bars and restaurants** in Bologna during the **Off Events**.

In the idea of virtuous circular production, a key role is played by the **supply chain** sector, which supports the efforts of producers to reduce their environmental impact.

For this reason, as in previous editions, an exhibition area of the Slow Wine Fair 2025 will be reserved for companies in the wine supply chain that, through innovative machinery, equipment and technologies, contribute to the renewal of the agricultural system and enable winemakers to adopt **sustainable and environmentally friendly production methods**.

So, there will be lightweight glassware with low impact on logistics, sustainable packaging materials, organic and biodynamic fertilisers and plant protection products, techniques for recovering and reusing wastewater, nurserymen who pay attention to native species, and the best high-tech and digital solutions for quality viticulture.

Last but not least, the **Wine Retail Awards for Terroir and Slow Spirit**, which highlights the **best Italian and international wine lists**.

On the Slow Wine Fair website, wine lovers can nominate their favourite restaurants and wine bars in one or more of the categories defined for the 2025 edition. The restaurants most voted by the public will access the next stage, in which a jury of experts will decide the winners, who will be awarded during the fair.

The Slow Wine Fair 2025 has the patronage of the Ministry of Agriculture, Food Sovereignty and Forestry, the Municipality of Bologna, the Bologna Chamber of Commerce and Confcommercio Ascom Bologna.

For more information: slowwinefair.it

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