



«The Future of Wine or the Wine of the Future?»

A symposium on the topic is closing the 20th International Wine Competition «Emozioni dal Mondo Merlot e Cabernet Insieme» on October 19th in San Pellegrino Terme.

«The Future of Wine or the Wine of the Future?» This is the central theme of the symposium organized by Consorzio Tutela Valcalepio and Vignaioli Bergamaschi as part of the 20th International Wine Competition «Emozioni dal Mondo Merlot e Cabernet Insieme.»

The symposium is scheduled for Saturday, October 19th, 2024, at 9:00 AM at the Cine-Theater in San Pellegrino Terme.

Italian and international speakers will address this intriguing question from various perspectives.

After the welcome and opening by the competition director, oenologist Sergio Cantoni, the first presentation will be by Francesco Benatti, Head of the Historical Archive and Library of the Unione Italiana Vini, with his talk «*The Wine Market Today: Between History and Moderate Consumption*» which will provide a historical framework for the current situation of the wine market in Italy.

Following this, Vincenzo D'Antonio, a journalist from *Italia a Tavola*, will delve into the ambiguous issue of wine consumption today with his talk «*Nobody drinks wine anymore: Common Myth or Future Outlook?*»

Dutch journalist Dennis Doorakkers will focus on a controversial aspect of the current international wine market, canned wine, in his talk «*Innovation in Wine: Are Canned Wines the Next Chapter?*»

Nan-Young Baek, a journalist for *Sommelier Times*, will offer a perspective on the consumption of Italian wines in South Korea.

Moving on to more technical presentations, Joana Mesquita, Wine Business Consultant, will explore «*The role of cork in the wine packaging of the future.*»

Attilio Viganò, CEO and Sales Director of VetroBalsamo will focus on sustainability and future prospects for wine packaging.

Two technical presentations will provide the scientific framework for the previous speeches: the first by Luigi Odello of the Centro Studi Assaggiatori, «*The Value of Imperfection: Is Wine Going Too Far?*» and the second by Professor Martina Cirlini of the University of Parma, «*Imperfection Seen in Gas Chromatography.*»

During the conference, a temporary philatelic space by the Italian Post Office will be set up, where attendees can obtain a unique cancellation stamp to celebrate the 20th anniversary of the competition. For the occasion, a unique cancellation mark with the Emozioni dal Mondo logo has been created, along with two postcards dedicated to the event and its first twenty years. This unique anniversary mark will be archived in the Historical Museum of Communication in Rome to become part of the postal history collection.

At the end of the symposium, the organizers will announce the wines awarded during the 20th International Wine Competition «Emozioni dal Mondo Merlot e Cabernet Insieme.»