

Vinitaly 2024 comes to an end, Tinazzi's assessment

Extraordinary results from all points of view for the cellar from Verona. The number of wine lovers, buyers and journalists who visited the fair exceeded all expectations.

Lazise (VR), 30 April 2024 As the 56th edition of Vinitaly comes to an end, the Tinazzi group cannot but make a positive assessment. Attendance at the fair was exceptional in terms of both quantity and quality, reflecting the interest raised by Venetian, Apulian and Tuscan wines. Bianco Garda DOP, launched at the fair, was welcomed particularly well, but the rosé wines from Cantine San Giorgio in Puglia and the new Chianti Classico from Tenuta Pian del Gallo were also popular.

As far as Tinazzi was concerned, the numerous initiatives at Vinitaly 2024 were an occasion to meet various members of the public. We are talking about Taste & Wine, i.e. the matching event with operators selected by the Veronafiere national and foreign delegates, as well as Vinitaly and The City, the side event dedicated to wine lovers including art, culture, masterclasses and wine talks in the most beautiful squares in the Verona city centre. Precisely during Vinitaly and the City, in the spaces dedicated to the respective consortia, we presented and enjoyed our Valpolicella Reguso, Lugana Ca'de'Rocchi and Pino Grigio Arnasi and Istà.

A joyful atmosphere could be experienced in the streets of the centre, especially on 12th April at the Grifoni store in Via Sella where Tinazzi organized a tasting event and a DJ Set that attracted over 100 wine lovers. The party continued on 16th April at Tenuta Valleselle in Bardolino, the Tinazzi family property where family and friends gathered to savour the wines paired off with specialities from the Veneto and Puglia.

*"This year too - says owner **Giorgio Tinazzi** - the Verona stage provided a prestigious background for our products, once again confirming itself as a dynamic and lively space. Within this context, our wines definitely caught the attention of a varied and qualified public, to whom we were able to convey the thousand hues of our wine heritage."*

TINAZZI

In the ancient Verona tradition, Tinazzi were barrel-like containers where pressed grapes would be put to ferment - a family linked with wine even in the origin of its name. The Tinazzi story, which starts at the end of the 1960s in Verona thanks to the hard work and passion of Eugenio Tinazzi, cannot but start with this peculiar anecdote. Gian Andrea Tinazzi, son of the founder who was only 18 at the time, immediately followed in his father's footsteps progressively expanding the company horizons in terms of both production and markets. Over the years, the company developed from a local cellar selling DOC wines from the Veneto to small businesses on lake Garda to the current Group that is active in the Veneto, Puglia (a region filled with character with growing potential when it comes to quality and where the Tinazzis have been present since 2001) and Tuscany (since 2022). The man behind this growth is definitely Giorgio Tinazzi, the son of Gian Andrea who started dealing with the sales aspect in Italy and abroad in the early 2000s and who is currently the sales manager of the Group that exports to over 55 countries worldwide. Giorgio's sister Francesca Tinazzi, on the other hand, deals with Finance and Management control as well as with all the initiatives linked to sustainability and hospitality.

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