

PRESS RELEASE

Lazise 27 maggio 2026/ Tinazzi and WineMe together to promote wine culture: the first WSET Level 1 course on Lake Garda

Confirming its strong commitment to wine education, Tinazzi is proud to announce a new **partnership with WineMe**, an Approved Programme Provider of the Wine & Spirit Education Trust (WSET) in Italy, for the delivery of a WSET Level 1 Award in Wines in English, hosted at the beautiful Tenuta Valleselle in Bardolino, overlooking Lake Garda.

 The course will take place **on July 24, 2025**, as a full-day intensive session. Participants who pass the final exam will receive the official WSET certificate.

Surrounded by Corvina, Rondinella, and Pinot Grigio vines, Tenuta Valleselle offers a perfect blend of natural beauty and wine vocation. Its strategic location in Bardolino, easily accessible from across Northern Italy and abroad, makes it ideal for wine lovers and professionals seeking to deepen their wine knowledge in a unique setting.

"We're excited to work with Tinazzi, a company that shares our passion for promoting wine culture. Tenuta Valleselle is the ideal setting for a course that blends learning and beauty,"
says Matteo Girardi, founder of WineMe.

"With this initiative, we aim to offer an authentic educational experience to an international audience, strengthening the bond between wine and our territory,"
adds *Francesca Tinazzi, Tinazzi Managing Director.*

Registrations are now open at www.wine-me.it — limited seats available.

WineMe and Matteo Girardi



WineMe is a leading provider of wine education in Italy. Co-founded by **Matteo Girardi**, certified WSET educator and main instructor, the school offers WSET courses in-person and online. Matteo holds the **WSET Level 4 Diploma** from London, and guides international students through WSET Level 1 to 4 certifications.

He is also a judge at international competitions such as **IWC** and **IWSC** in London and the **Berliner Wine Trophy**, and since 2022, a certified **Port Wine Educator**. He speaks five languages: Italian, English, Spanish, French, and Greek.

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TINAZZI

In the ancient Veronese tradition, the Tinazzi were containers similar to barrels where the pressed grapes were placed to ferment: a family linked to wine even in the origin of their name. The history of Tinazzi cannot but begin with this curious anecdote, which began in the late Sixties in Verona, thanks to the commitment and passion of Eugenio Tinazzi. Gian Andrea Tinazzi, the founder's son, who was still eighteen at the time, immediately followed his father in running the business and gradually expanded the company's horizons both in terms of production and markets. Over the years, the company transformed from a local business, which sold DOC Veneto wines to small businesses on Lake Garda, to the current important Group extending across Veneto, Puglia (a region of great character and growing quality potential, where the Tinazzi have been present since 2001) and Tuscany (since 2022). The architect of this growth is certainly Giorgio Tinazzi, son of Gian Andrea, who in the early 2000s began to deal with sales in Italy and abroad and is today the CEO and commercial director of the Group that exports to more than 55 countries worldwide. Francesca Tinazzi, sister of Giorgio, is the CEO and Director of Finance and Management Control. She also oversees all initiatives related to sustainability and hospitality.

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