

VincPigro

Il blog di Lizzy, giornalista del vino

Tips &
tricks!

AN INTRODUCTION TO VINITALY 2016

YOUR SURVIVAL KIT



Pag.3

4 things to do before to go

Pag.6

How to get ready

Pag.10

How to get to Vinitaly

Pag.12

What to do, where to go

Pag.16

Vinitaly For You: the party is out there

- 1 -

4 thing to do
before to go

4 things to do *before* to go

Hosted in Verona (Italy), **Vinitaly** is the most important wine show, founded **50 years ago**. This year, it counts more than 4000 exhibitors.

If you have not a plan for visiting it, chances you will waste your time, going around in circles, and finally leave tired and unsatisfied.

So, better to schedule everything (or almost) in advance.

1. **Check out the weather forecasts in the previous days of the event:** oddly, “Vinitaly’s weather” is usually pretty bizarre. It can be sunny and pleasant, as well as rainy and cold. If the sky is going to be gray and cloudy, take with you a small umbrella. If it’s going to be clear of clouds, don’t forget the sunglasses.
2. **Carefully decide when to go.** If possible, avoid going on Sunday, the official opening day: it’s packed with people, and there are the usual (boring) official ceremonies with Italian politicians, international guests, and so on. The best days are Monday and Tuesday. On Wednesday, the exhibitors are tired and cannot wait to go back at home, so around the beginning of the afternoon, chances are many people aren’t there anymore.
3. **Decide what you wish to taste/see.** Don’t exaggerate with the number of stands to visit, there are hundreds of meters among the pavilions, so you can’t have all the time you need. **Set your plan:** take a look to the list of exhibitors (<http://catalogo.vinitaly.com/en/cat>), and set a planned route to take. About this,
4. **Download a map of the quarter** on your smartphone, or tablet (you can find it here: <http://www.vinitaly.com/globalassets/pdf/mappa/mappa-vinitaly-2016.pdf>). Study it carefully, store the position of the hall and/ or of the stand you are interested in: in this way, you don’t waste time finding your way when you are in the fair site (and in the crowd)

**BUY YOUR VINITALY TICKET
ONLINE!**

IT'S EASY!

(to purchase it, you have to register
on the official website,
www.vinality.com)



- 2 -

How to
get ready:
5 tips

How to get ready: 5 tips

1) In the halls the temperature gets warm rapidly even though the weather is uncertain; choose your clothing accordingly. A casual apparel should be fine.

It's mandatory to wear your most comfortable shoes:

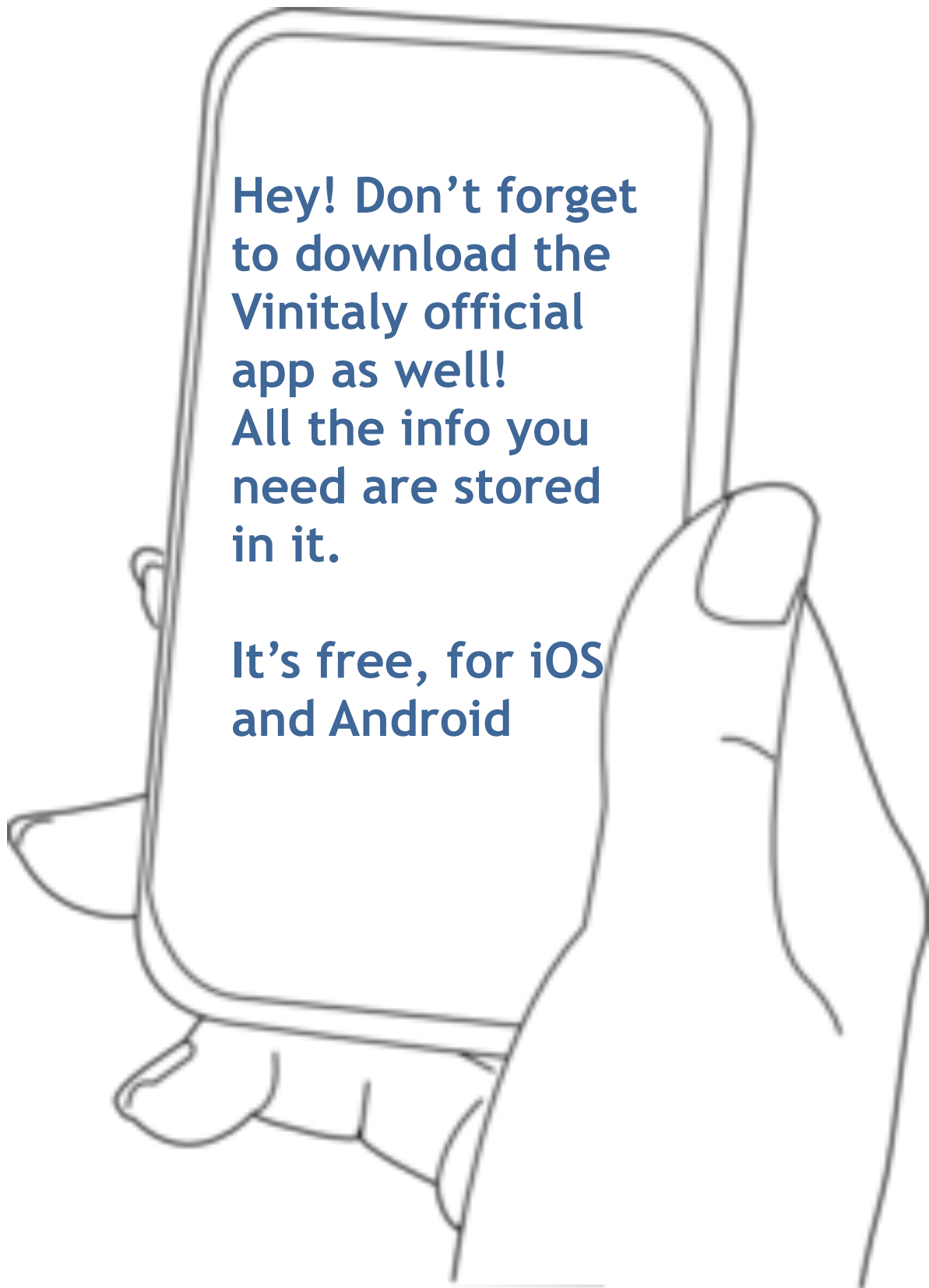
You have to walk a lot, and stay standing for hours, thus - if you are a lady - forget your beloved high heels!

2) Take your time to have a good breakfast before going: don't start the many tastings of the day on an empty stomach. Take the opportunity to enjoy a great Italian breakfast, with the best coffee - or cappuccino, or chocolate - you can find!

3) Put in your bag a bottle of water. In the exhibition area there are no fountains, only the exhibitors have some bottles of water in their stands... and you are not going to spend your time asking for a sip of water, aren't you? Nevertheless, if you wish to have some tastings, you need to drink a lot of water, if you don't want to have a horrible headache at the end of the day: **don't forget that alcohol dehydrates very much.**

4) Have you downloaded Delectable or Vivino app already? They are the best you can find to track all the wines you're going to taste. Both of them are for iOS or Android smartphone/tablet - so you can put down your old Moleskine ;))

5) About our beloved electronic "toys", keep in mind that in Vinitaly area you won't find any public charging stations: take with you your **extra battery** and you won't have any power issues!



**Hey! Don't forget
to download the
Vinality official
app as well!
All the info you
need are stored
in it.**

**It's free, for iOS
and Android**



“Vinitaly is a party, and at parties everybody’s always cheerful and smiling”.

- Emilio Pedron, Bertani Domains

- 3 -

How to get to Vinitaly

How to get to Vinitaly

Traffic is messy during the Vinitaly days. It's far better if you **don't try to reach the Vinitaly by car** (if you can, of course). The car parks are expensive, and parking on the streets is forbidden.

Uber does not exist in Verona - and the normal taxi is expensive.

Free shuttle buses serving the main routes from and to the car parks, the railway station, the airport and the city centre ensure the connections with the Exhibition centre.

Each of them takes approximately 15-20 min. to go back and forth: before going inside Vinitaly, take a look to the **timetable** in front of the main entrance.

About the entrance, there are 4: the main ones (A1, A2, Cangrande) are busy, so choose the alternative ones: **San Zeno, Re Teodorico, Giulietta e Romeo** (this latest is almost on the back of the area). The exhibition area is huge: wherever you enter, you find halls and stands to visit.

- 4 -

What to do,
where to go

What to do, where to go

Vinitaly is not just wine. It's also **olive oil and food - and culture**. So, the very first tasting I suggest having is... olive oil.

Visiting **SOL & Agrifood** may be a good starting: you'll find olive oil coming from all around the world. Above all, an oil tasting prepares your stomach for the following wine tastings - and curbs a bit the absorption of alcohol.

Wine tastings: start with sparkling wines, then approach the lighter white and red, and finally the strongest ones: aged red wine, sweet and /or fortified wines.

Do not mix the wines! **Don't pass from a wine to another randomly:** follow a logical progression.

DRINK WATER. DRINK WATER. DRINK WATER.

Take a sip of water after every sip of wine, or almost. Remember to spit the wine, always. Unfortunately, you will absorb alcohol anyway, through the mucous membranes of your mouth, so don't hesitate to spit when you can. In addition, if you are not used to drinking wine on a daily basis, **don't overdo with the tastings**. Drunk people are a painful show.

After a couple of hours of meetings and tastings, take a break to breath and eating something. The many bars inside the exhibition are pretty uncomfortable and crowded, the food is mediocre: why not try a **gourmet restaurant**? There are many, and every day there is some special cooking show - check the Vinitaly app for this info. Book your seat in advance, and when it's lunch time, you only have to sit down and enjoy your meal.

Sorry! Vinitaly is an exhibition, not a market. You cannot buy and remove any bottle



- 5 -

Vitality For
you: the party
is out there



Tired of the exhibition? Dive yourself in the city: the true party is outside the exhibition area. During those days, Verona offers wine and food, art and music, meetings and entertainment. An experience you won't forget, hosted in 4 different locations downtown the city Verona:

Piazza dei Signori and Cortile del Mercato Vecchio
(close to Piazza Erbe);

Arsenale di Verona (close to Castelvecchio);

Piazza Bra

*April 8-11, from 11 am to 12 pm,
Friday and Monday: 5 pm- 12 pm*

***This may be your alternative Vinitaly!
No stress, more fun!***

(Purchase your ticket online in advance...it's more affordable!)

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VinoPigro

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