



Regione Toscana

In cooperation with
PromoFirenze
 AZIENDA SPECIALE
 Camera di Commercio di Firenze

PRESS RELEASE

The ninth edition will be held on 8 and 9 February at the Fortezza da Basso in Florence

**BUYWINE 2019: BUYERS FROM 5 CONTINENTS
 EXPECTED IN FLORENCE**

*Over 5,700 B2B meetings and 20,500 wine tastings in 2018
 Trends to watch include the growth of new markets such as
 Thailand, Lebanon, Peru, Colombia and Azerbaijan*

Florence, 20 December 2018 - The ninth edition of **Buy Wine**, the most important commercial initiative for the wine sector in Tuscany, is fast approaching. The B2B event is organized by **Tuscany Region** in cooperation with **PromoFirenze**, a company of the Chamber of Commerce of Florence, and has become a major event also on the national scene.

On **8 and 9 February 2019**, Tuscan wines will be taking the spotlight in the two-day event, held as usual at the **Fortezza da Basso in Florence**. Buyers from all over the world will arrive in the Tuscan capital to learn about the new vintages from the **over 200 wineries** of the territory, selected by a **Tuscany Region** tender.

The last edition saw **190 buyers** attend at the Fortezza, coming from **39 countries**, including emerging markets for Tuscan wine, such as **Thailand, Lebanon, Peru, Colombia and Azerbaijan**. About **5,700 one-to-one meetings** and **20,500 wine tastings** were held with **215 producers** (including 69 organic and biodynamic wine producers), who received orders from all over the world. Thanks to **tailor-made profiling**, this year buyers and sellers will also have the chance to find out who they could be meeting well in advance, and to ask to meet the operators most suitable for their needs. In 2018 this matchmaking system processed 21,632 meeting requests, before generating the agendas.

As usual, the BuyWine event will run alongside the **Tuscan Wine Previews Week (from 9 to 16 February)**, during which the Consorzi di Tutela present new vintages and guide journalists and operators to discover the territories. The **PrimAnteprima**, scheduled on **9 February at the Fortezza**, will be dedicated to a group of ten Consortia that are increasingly popular in Italy and abroad: **Carmignano, Colline Lucchesi, Maremma Toscana, Montecarlo of Lucca, Montecucco, Orcia, Pitigliano and Sovana, Val di Cornia, Valdarno di Sopra and Terre di Pisa**.

The Wine Preview calendar will continue with **Chianti Lovers, Chianti Classico Collection, Preview Vernaccia di San Gimignano, Preview Vino Nobile di Montepulciano and Benvenuto Brunello**.

According to a survey conducted during and after BuyWine 2018, in 86% of the cases taken into consideration BuyWine was successful in opening negotiations between buyers and sellers. When asked about the professionalism of the buyers encountered, 75% of the sellers answered that they were highly satisfied. Comparing the data of previous editions, BuyWine confirms the success of its format, with well over 80% of negotiations started during the event concluded successfully.

BuyWine Press Office - First Preview 2019

ufficiostampa@buy-wine.it

Mariangela Della Monica

Francesca Puliti

Antonio Pirozzi

Claudia Ronchi

Sara Chiarello



CHIANTI CLASSICO



**TERRE
 DI PISA**