

the CONSORZIO ITALIA DI VINI E SAPORI CALIFORNIA SUMMER TOUR 2016

The **Italia di Vini e Sapori (IDVES) Consorzio** starts its 2016 international promotional tour from California, home of the Golden Gate Bridge and one of the “wine capitals” of the world. The Consorzio is comprised of 21 companies representing the entire range of wine production in the Veneto region.

CAMPAGNA FINANZIATA AI
SENSI DEL REGOLAMENTO
CE N. 1308/13



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ACCORDING TO (EC)
REGULATION NO.
1308/2013.

On the 10th of August IDVES will attend *The Best Tasting Wines of Italy in San Francisco*, a trade and tasting event organized by UNICA Comunicazione and held by Deborah Parker Wong, DWSET aimed at various audiences including buyers, distributors, journalists, wine educators and wine bloggers, who represent a new group of peer influencers, with the goals of educating them about the finest wine-producing traditions of the Veneto region. During the lunch the Consorzio will present the **Prosecco DOC Brut by Progetti Divini** (www.progettividini.it) and the **Chardonnay barrique DOC Piave by Barollo** (www.barollo.com).

From 11th to 14th the Consorzio will attend the **Wine Bloggers Conference in Lodi**. The annual Wine Bloggers Conference is the premier gathering of citizen wine bloggers, industry bloggers and writing professionals who come together for educational sessions, networking and social gathering. It is the platform from which many learn about regions, wine brands, new offerings and evolving trends. Entering its ninth season, the conference provides a forum for bloggers and writers to network; includes educational content on blogging, technology, and social media; and provides intense experiences in the local host wine industry.

On Friday the 12th the **Italia di Vini e Sapori Consorzio** will stand a table during the **lunch** and sponsor a **Discovery session** held by journalist and educator Deborah Parker Wong, DWSET. The day after the Consorzio will present its wines during the “**Wines of the World**” session scheduled on Saturday the 13th.

The wines presented during the WBC are:

- **Prosecco Millesimato Bosco del Merlo - Paladin** (www.paladin.it)
- **Prosecco DOC Brut - Progetti Divini** (www.progettividini.it)
- **Valdobbiadene Prosecco Superiore DOCG - Masottina** (www.masottina.it)
- **Rive di Ogliano Conegliano Valdobbiadene Prosecco Superiore DOCG - Masottina** (www.masottina.it)
- **Custoza DOC - Cavalchina** (www.cavalchina.it)
- **Chardonnay barrique DOC Piave - Barollo** (www.barollo.com)
- **Valpolicella Ripasso - Villa Mattielli** (www.villamattielli.it)

The **Italia di Vini e Sapori Consorzio California Summer Tour 2016** aims to enhance and support the wine tradition of the Veneto territory by stimulating and spreading an interest towards the quality wines of the region. Amongst its priorities, the IDVES implements targeted promotions of P.D.O. and P.G.D.O. quality wines, taking them beyond European borders.

FOR MEDIA ENQUIRIES, OR IMAGES, PLEASE CONTACT

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