



Regione Toscana



PRESS RELEASE

Macau, Philippines, Malaysia and India among the new reference markets

200 BUYERS FROM 44 COUNTRIES IN THE WORLD DUE TO ARRIVE IN FLORENCE FOR BUYWINE 2019

THE NINTH EDITION TO BE HELD AT THE FORTEZZA DA BASSO ON 8 AND 9 FEBRUARY

This year, the largest showcase dedicated to Tuscan DOCG, DOC and IGT wines will be attended by 215 accredited Tuscan wineries. Organic certifications are growing (+ 5%)

Florence, 25 January 2019 - 200 buyers are due to arrive from all over the world at the ninth edition of **BuyWine**, the most important B2B showcase of Tuscan wines, scheduled for **8 and 9 February 2019** at **Fortezza da Basso in Florence**. Just a couple of weeks before the opening of the event promoted by Tuscany Region in collaboration with PromoFirenze, a special company of the Florence Chamber of Commerce. The outlines of a particularly lively edition are beginning to emerge.

BUYERS

The number of international buyers had a 6% increase if compared to the previous edition (200 admitted out of 309 applications) with a total of **44 countries** represented, 23 within short distance and 21 long distance. Some of the major delegations that confirmed their presence are: **USA, Canada, China, South Korea, Japan, Germany**. 64% of the buyers have participated to other editions, but there is also a large number of countries that will be attending the event for the first time, among them: **Albania, Slovenia, Spain, Argentina, Chile, the Philippines, Macao, India, Malaysia**.

SELLERS

The numbers also look good for sellers: **215 Tuscan wineries** that produce and market DOCG, DOC, IGT wines will be at BuyWine 2019, selected through a Tuscany Region tender. Of these, **80 have organic or biodynamic certification**, 37% of the total, with a 5% increase compared to last year's edition, demonstrating ever more marked attention towards environmental and health issues. The event confirms a high level of turnover: in fact, there are 59 companies that were not present in the past three editions and which will be in Fortezza on 8 and 9 February 2019.

What's more, this year the organizers have been offering to Tuscan sellers, prior to the B2B, a series of **training seminars** that provide them with tools and methods for an increasingly targeted and professional approach, depending on the country of origin of the buyer they will be facing.

TUSCAN WINE PREVIEWS

Alongside BuyWine, on **9 February** the **Tuscan Wine Previews Week (9-16 February 2019)** is due to start - a week of events during which the main protected designation Consortia will be presenting new vintages and guiding journalists and operators to discover their territories. **PrimAnteprima**, at Fortezza da Basso (Pavilion Cavaniglia), will be showcasing the latest vintages just placed on the market, including leading Tuscan Consortia such as Carmignano, Colline Lucchesi, Maremma Toscana, Montecarlo di Lucca, Montecucco, Orcia, Pitigliano and Sovana, Terre di Pisa, Val di Cornia and Valdarno di Sopra. The complete calendar of Tuscany previews is available at www.buy-wine.it and www.anteprimetoscane.it

BuyWine Press Office - First Preview 2019

ufficiostampa@buy-wine.it

Mariangela Della Monica

Francesca Puliti

Antonio Pirozzi

Claudia Ronchi

Sara Chiarello



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