

## THE NEW “WINE AREA” AT MARCABYBOLOGNAFIERE 2021

### A new edition to the exhibition line up at the Private Label sector’s leading trade event

The 2021 edition of MARCAbyBolognaFiere, the leading event for the Private Label sector, in which the key players in Grocery Retail play a central role, will take place from 13 to 14 January. The event organised by BolognaFiere with the support of ADM (the trade association for the Grocery Retail sector) will once again offer an important exhibition platform enabling participants to make plans together with the large retail groups and develop business strategies for the new year.

The 2021 edition is set to see numerous new features, including a space dedicated to “WINE” with a special area incorporated into the pavilions dedicated to the Food sector, offering top wine producers the opportunity to meet and talk with players in Grocery Retail and to reinforce the presence of their products on the supermarket shelves.

It would be inconceivable not to include Wine among the protagonists of MARCAbyBolognaFiere 2021, the substantial increase in sales of wine in **Grocery Retail** has transformed this channel into one of the main markets for the wine sector. The ever-increasing quality of **Private Label** wines on sale through **Grocery Retail** – **including also appellation and designated origin labels** – has helped change consumers’ perceptions of this product, which is gradually earning a market share of particular interest to other traditional channels, marking a net change in sales trends.

MARCAbyBolognaFiere’s focus on Wine will also be developed with a series of initiatives in the run up to the event. The first will be a webinar dedicated to **What’s happening in the wine market, data and statistics of a revolution**, scheduled for **Thursday 23 July** beginning at 11am. The debate, which will include talks from representatives of businesses and organisations involved in production, the Grocery Retail sector and local realities, will focus on the role and opportunities for wine in Grocery Retail.

For suppliers, the event will provide important pointers to help identify the most functional strategies for selling through Grocery Retail and for collaborating in the latter’s selection of product assortments; to launch and maintain effective collaborations and to discover the opportunities for international development for ‘made in Italy’ wines.

**WEBINAR: Wine trends up to the first half of 2020: prospects, channels, countries, exclusive labels and new opportunities in Italian and international Grocery Retail.**

Thursday 23 July, 11am

### Programme

Chaired by: **Paolo Palomba**, Managing Partner at IPLC Italia and Expertise on Field

*Welcome and Introduction:* **Domenico Lunghi** – MarcabyBolognaFiere

***The distribution aspect and impacts on wine sales in a 2020 full of surprises***

**Gianmaria Marzoli**, Senior Vice-President Retail IRI

**Virgilio Romano**, CGD Account Director IRI

***The role and opportunities for the categories of wine in Grocery Retail: suppliers, exclusive labels and development strategies for distributors' product ranges***

**Carlo Buttarelli** – Manager of Supply Chain Relations Federdistribuzione

***Selling to Grocery Retail or collaborating in the assortment of wine categories?***

1. How to launch and maintain an effective partnership with Grocery Retail?
2. 'Made in Italy' wines: opportunities for international development

**Stefano Ghetti** Managing Partner at IPLC Italia and Expertise on Field

***The national and international experience and approach of a marketing and commercial expert in the world of production***

**Pierluigi Calcagnile**, CEO of PROSIT SPA

***The experience and approach to managing categories of wine: a Retail case study***

**Francesco Scarcelli**, Category Manager, COOP Wines

*Questions, answers and debate*

Information and registration form:

<http://www.marca.bolognafiere.it/eventi/programma/la-rivoluzione-nel-mercato-del-vino-le-nuove-opportunita-nella-gdo/10359.html>

**Communication and External Relations Manager BolognaFiere SpA**

Isabella Bonvicini, tel. +39 051 282920 – cell. +39 335 7995370 - [isabella.bonvicini@bolognafiere.it](mailto:isabella.bonvicini@bolognafiere.it)

**Press Office BolognaFiere SpA**

Gregory Picco, tel. +39 051 282862 - cell. +39 3346012743 - [gregory.picco@bolognafiere.it](mailto:gregory.picco@bolognafiere.it)