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FOR IMMEDIATE RELEASE

A Tasting Of Wines From Italy TM / Une Dégustation De Vins D'Italie ^{Mc} 2023

A Tasting Of Wines From Italy TM / Une Dégustation De Vins D'Italie ^{Mc}, the Italian wine roadshow exclusively for trade professionals and organized by the Italian Trade Commission (ITC) offices in Canada, will kick start its tour in Vancouver at the Terminal City Club on October 24, 2023 then head to Calgary at the Brownstone on October 26. The show will continue in Toronto at the Roy Thomson Hall on October 30 and end in Montréal at the Marché Bonsecours on November 1. Over the years, this initiative, now in its 28th edition, has become the most anticipated and accredited Italian wine event in Canada and a main one for the Canadian industry as a whole. The shows in Vancouver and Calgary are finally back, after a six years' absence.

Overall, more than 3,500 wine agents, representatives from provincial Liquor Boards, Ho.Re.Ca. specialized media, opinion leaders, wine collectors and other specialized participants are expected at the four events. They will be met by 86 Italian winemakers in Toronto and Montreal and 34 in Vancouver and Calgary.

All four events will feature **walk around tastings** and interactions with producers and/or their agents. In Toronto and Montreal masterclasses open to the media and top sommeliers are also being offered.

The Toronto masterclass, entitled **"Geographic Precision: Understanding Italy's Latest UGA's, MAG's, CONTRADA's and PIEVE's"** and conducted by Master Sommelier John Szabo, will provide insights about new wine denominations, tasting 6 top wines in the spectacular auditorium of the Roy Thomson Hall.

In Montreal, the masterclass entitled **"L'Italie Viticole, La Reine Des Bulles!"**, led by Guénaël Revel, author of works on sparkling wines from around the world, will present Italian appellations dedicated specifically to that category. Through a tasting of selected cuvées, "Monsieur Bulles" will explore Franciacorta, Prosecco, Trento, Lambrusco, Alta Langa, Brachetto d'Acqui, Oltrepo Pavese and Asti with his renowned passion for history.

"Italy possesses the most autochthonous grape varieties — more than a third of the world's total of about 1,368.(...) Of Italy's 545 varieties, 341 are designated DOC (Denominazione di Origine Controllata). What should be of serious interest to wine lovers is the intent of Italian winemakers to kick serious ass on the international front. Italy is pushing the quality — and the sustainability — envelope ever higher. This is no small feat in a world of climate chaos, rising prices and a drinking public given an embarrassment of choice. But of the big three winemaking countries —Italy, France and Spain —

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Italy is owning the conversations.” writes Dick Snyder wine journalist for Canada’s 100 Best, in the article entitled, [“Why Italian Wine Rules”](#).

Italian wine on the Canadian market is indeed in great shape. The wine sector is a fundamental pillar of Made in Italy in Canada. In 2022, Canada imported wine from the world for a value of CAD 2.9 billion; and was the 5th outlet market for Italian producers with 80.2 million liters sold, for a value of CAD 583 million. In terms of quantity Italy was the 1st supplier country with a share of 20%, while in terms of value it came in second place with a share of 22%, immediately after France. In 2022, the two leading provinces as far as Italian wine importation was concerned were Quebec with CAD 253 million and Ontario (225) followed by Alberta (85) and British Columbia (60).

“At **A Tasting Of Wines From Italy™** we are proud to witness the consolidation of Italy's leading position on the Canadian market, fostered by important factors such as sustainability and variety. Thanks to the growing demand for Italian wine and to public and private investments in promotion, our Offices here work almost continuously on the sector, throughout the year. " says Toronto based Marco Saladini, head of the Italian Trade Commission (ITC) offices in Canada. "It is also fair to say that knowledge of the territory goes hand in hand with the awareness of the quality of Italian wines. That is why the ITC continues to offer Canadian professionals opportunities beyond the annual tasting such as specialized seminars, study trips and sponsored participation to trade shows. Our Agency also collaborates with the provincial monopolies, in particular by supporting promotional campaigns for Italian products in hundreds of stores, as well as via the Internet. As a testament to our continued collaboration with the provincial liquor boards, we are proud recipients of the [LCBO 2023 Elsie Award for Best Aeroplan Trade Partner 2023](#)”, concludes Saladini.

Check out our website <https://extraordinaryitalianwine.ca/>

To Register to our upcoming events please click on the event of your choice

Vancouver October 24th
Calgary October 26th
Toronto October 30th
Montreal November 1st

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