

MILANO

**WINE
WEEK**

**20
24**

5-13 OCTOBER 2024

**#WineTogether
#MWW2024**



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MILANO
WINE
WEEK
2024 —

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THE PERFECT — PAIRING



Milan is

the international capital of fashion and design, and a springboard for Made in Italy on a global scale. With 11 million tourists from across the world, 5800 restaurants (including 17 Michelin-starred), 4800 bars, 2000 hotels and 2 million professionals in the catering sector, it is also one of Italy's hospitality capitals, as well as a hub for innovation with over 300 thousand businesses and 2600 startups. Thanks to Milano Wine Week, the city has also become the stage for the largest international wine event outside the trade fair circuit

Fonte: Comune di Milano 2021





With thousands of bars and restaurants and a wine offering that is among Italy's most vast and international, Milan has always welcomed the wine world and set off new trends and consumer habits, favoring the growth of a community that is attentive and open to innovation. The metropolis holds the 4th position worldwide and the 1st in Italy for wine consumption, and 2,5% of Italians' yearly expenditure on wine takes place here.

Source: Supermercato24, 2020

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Its style, energy, entrepreneurial fabric and international calling make Milan the “natural seat” to provide new business and promotion opportunities for the wine sector.

The ideal place to evolve the industry towards new instances and ways of communicating, which can also reach young consumers from the up-and-coming generation.



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WHAT TO — EXPECT

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The Format

Milano Wine Week turns Italy's most dynamic metropolis into an international hub for wine experience.

For the public: Wine and food, music, design, art and culture. Milano Wine Week's program allows consumers - and the wineries involved - to create their own tailor-made experience, choosing from hundreds of unique and surprising activities, with hundreds of venues and locations involved across the city.

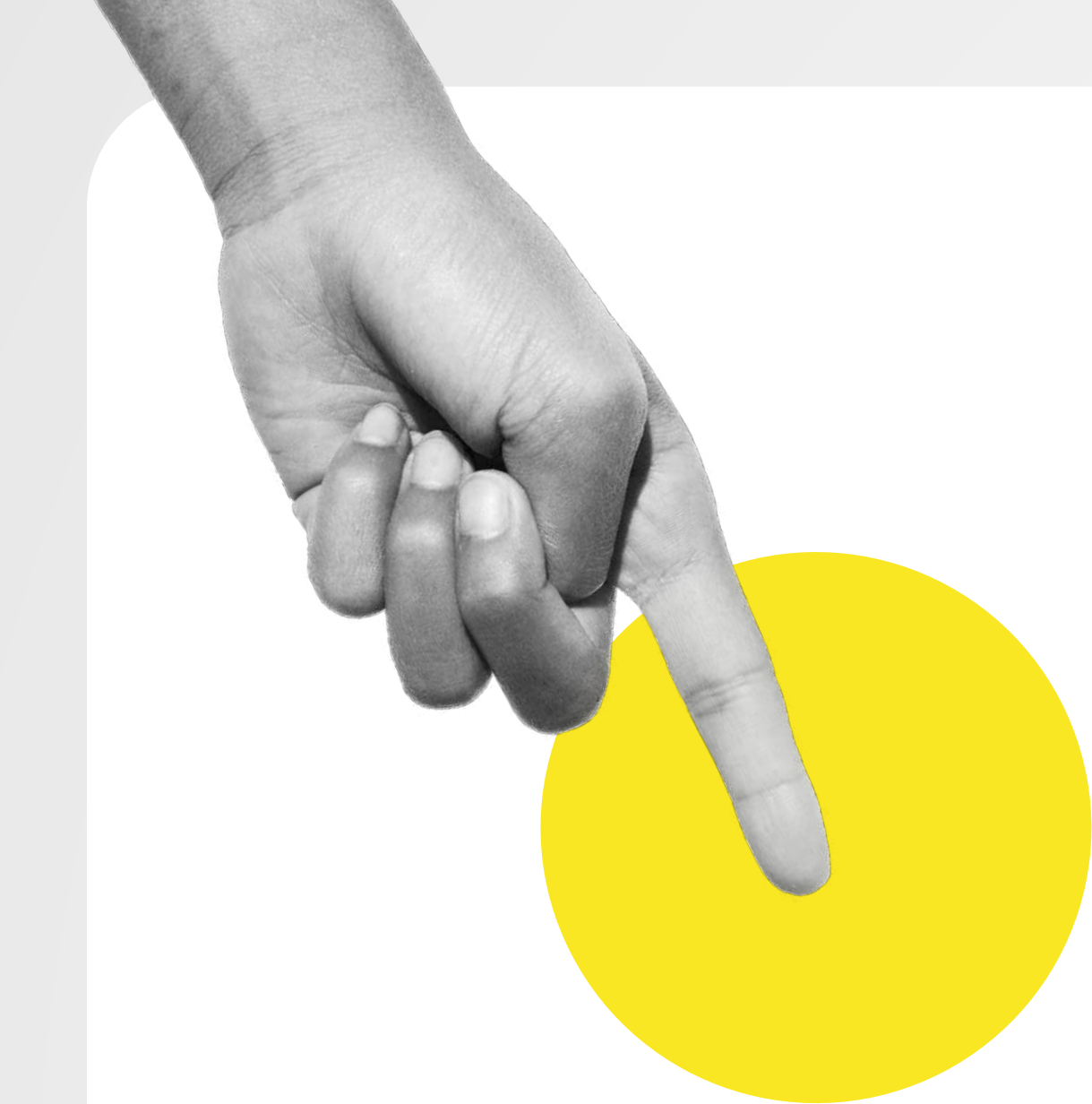
For the trade: with one of the largest and most international offerings in Italy, Milano Wine Week provides opportunities for visibility, creativity, training, networking and business that cannot be found anywhere else.

MILANO WINE WEEK 2024

Activities for professionals

Masterclasses for professionals, including events carried out simultaneously with select cities in key-markets for wine export. **Training events** delving into the present and future of the industry, featuring top Italian and international players. A **digital platform** that enhances networking and business opportunities between buyers, producers and opinion leaders. **Walk-around tastings, presentations, conferences** and much, much more.





Trade Highlights

MWW AWARDS

MWW Awards celebrate the best wine selections offered by Italian and international restaurants and retailers.

FORUMS & CONFERENCES

Delving into the latest trends, industry research, products and important issues for the wine industry.

B2B MEETINGS

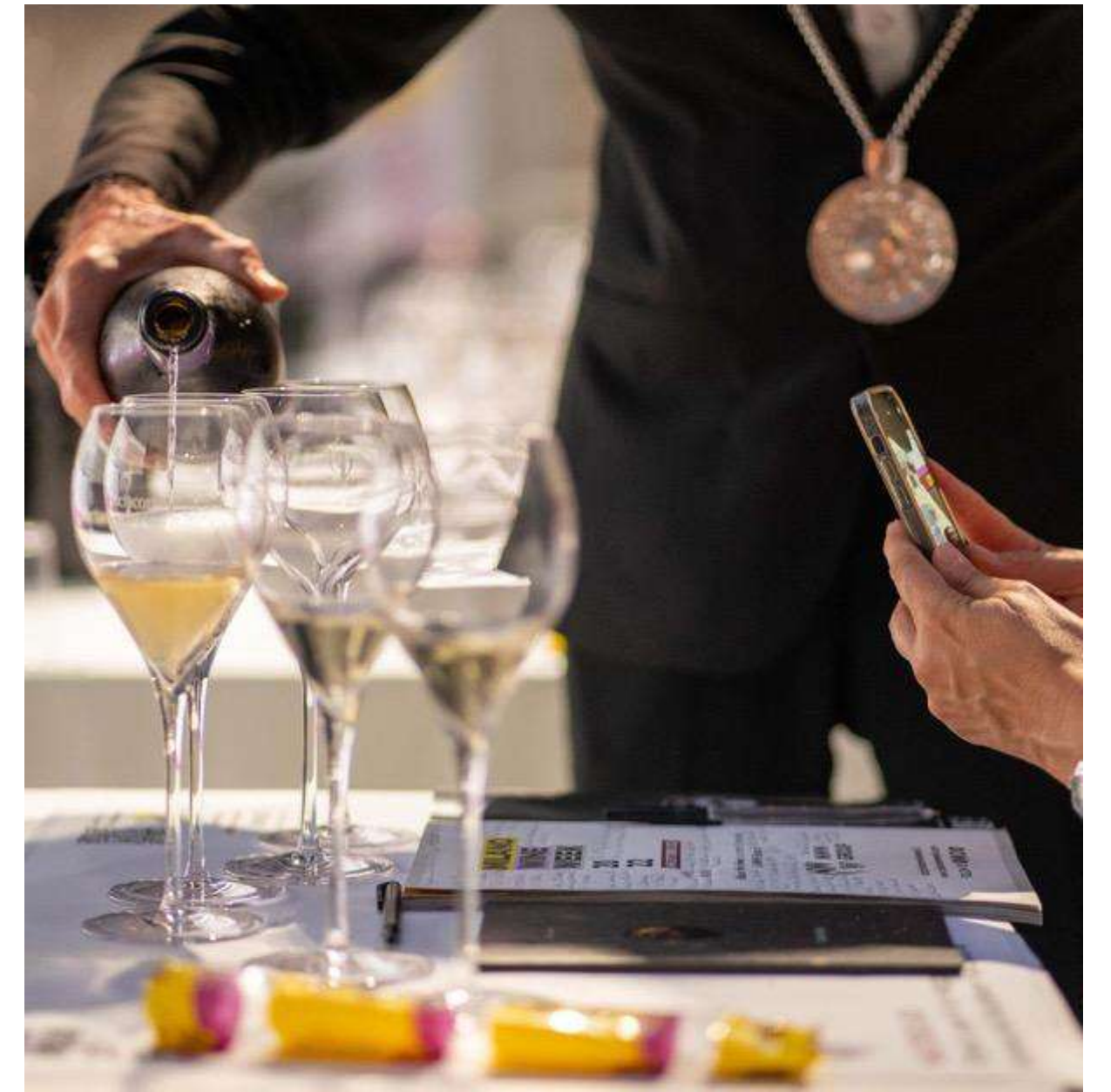
One-on-one business opportunities that connect wineries with select buyers and industry professionals, including incoming international players.

MASTERCLASSES

Guided tastings hosted by industry experts and winemakers for an audience of target professionals.

WALK AROUND TASTINGS

Collective tasting areas set up with customized stands allow attendees to discover new products and interact with producers.



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Activities for the public

Special happenings in **hundreds of venues** city-wide. Multiple MWW locations open to the public throughout the 9 days of the event, including the **Enoteca**, where hundreds of labels are available for tasting and purchase. Special promotions in major wine **retail** locations. **Workshops and guided tastings** showcasing the best wines and food pairings. **Innovative experiences** that bring wine into exciting and unprecedented settings. A **new way of communicating the wine world** that speaks to a wide audience, with a particular focus on the next generation of wine lovers.

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Consumer Highlights

WINE BOAT & WINE BUS

Don't drink & drive, drink and *ride* aboard MWW's Wine Boat, sailing on the Navigli, or aboard our doubledecker-bistrò.

ENOTECA MWW

The tasting area open to the public throughout the festival, where consumers can discover hundreds of labels and take part in activities.

WALK AROUND TASTINGS

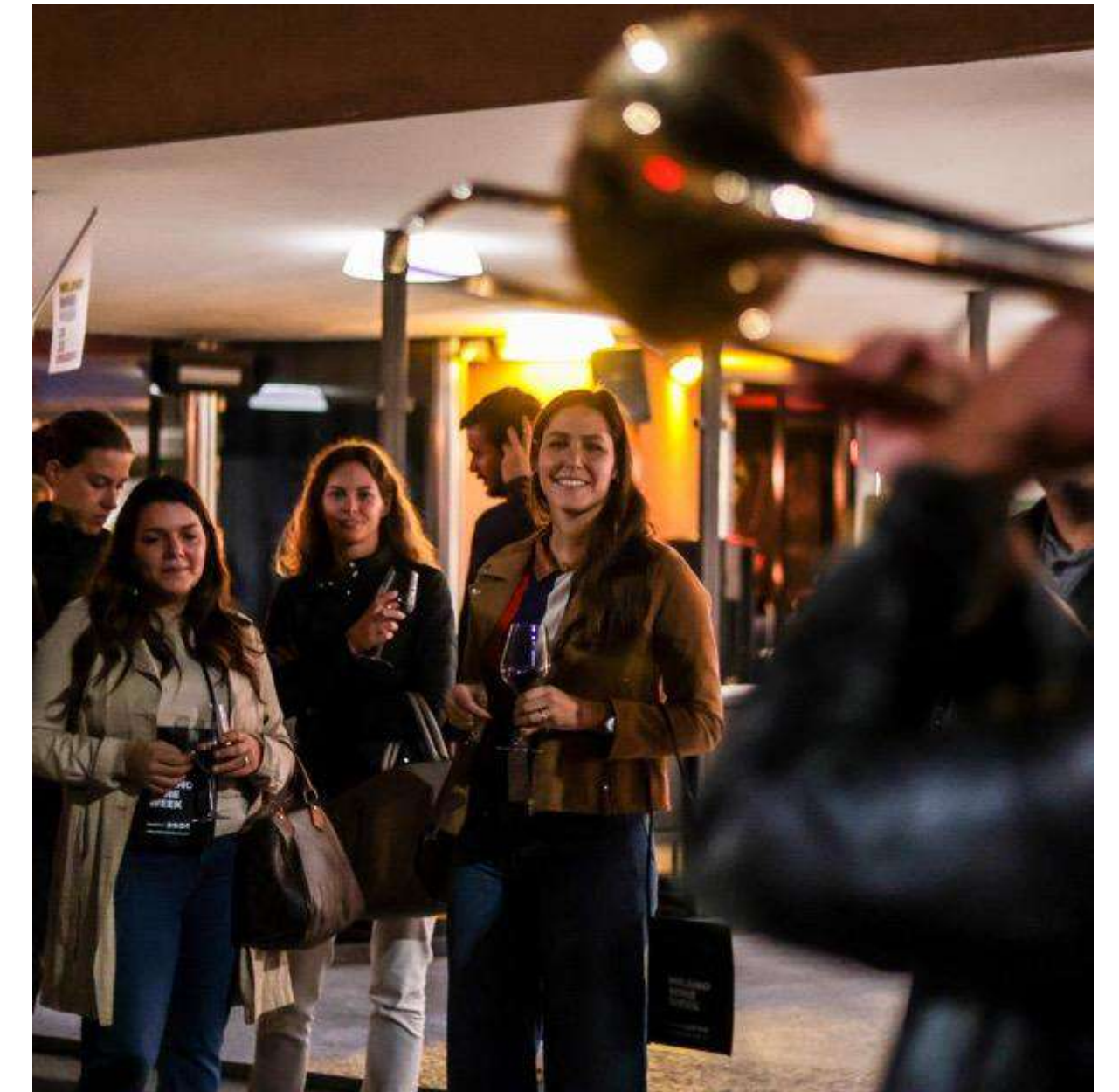
Mingle with producers, taste different wines, and create your own tasting itinerary between tens of custom stands.

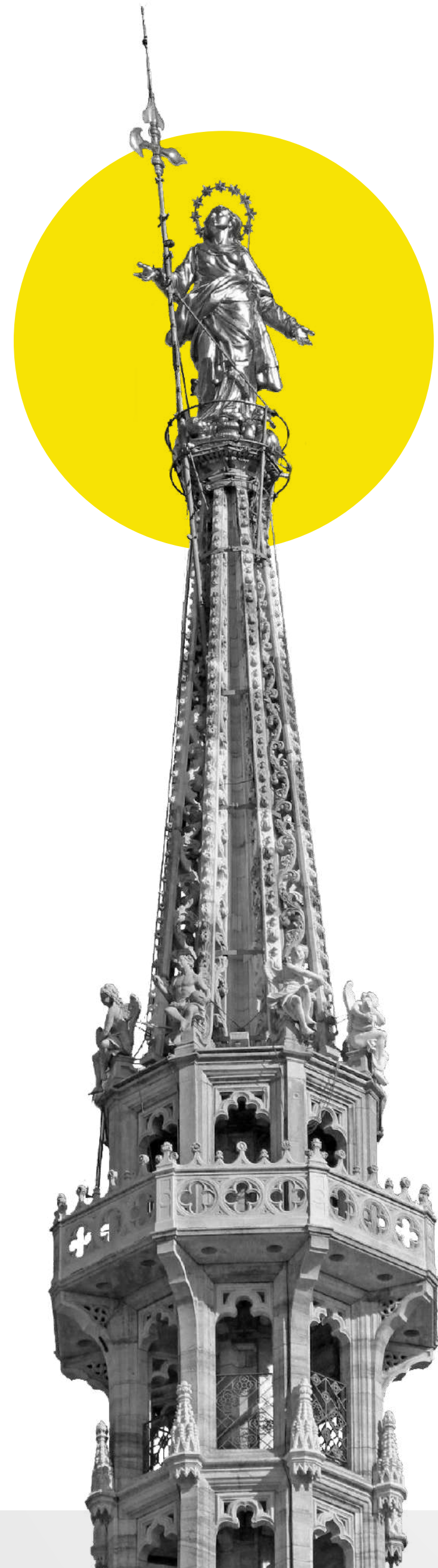
WINE ICONS

A special project celebrating Italy's most iconic labels, showcased in a series of workshops and tasting events as well as with special promotions on products in affiliated retail locations.

CITY VENUES

Hundreds of bars, restaurants and retail locations across Milan take part in Milano Wine Week with special menus and activities.





From Milan to the World

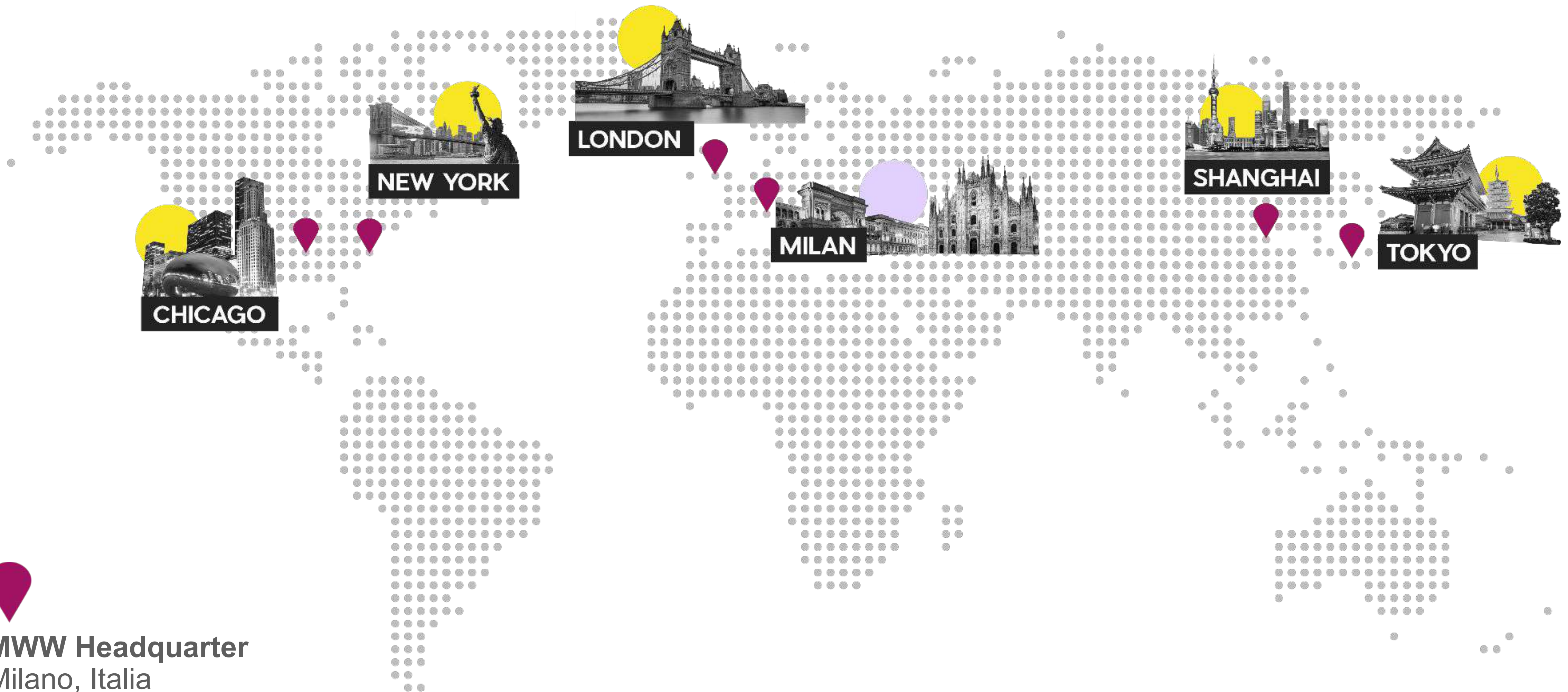
Hundreds of industry professionals worldwide, tasting the same wines, at the same time, be they in Milan or New York, in Chicago, Houston or London, in Shanghai or Tokyo: it's possible thanks to a new mode of interaction launched by MWW in 2020.

MWW's International Program virtually connects Milan to leading international export markets, where **tasting events are held simultaneously** with the masterclasses taking place in Milan, for an audience of select buyers and opinion leaders. Thanks to a live broadcasting system, participants abroad can interact directly with the speakers in Milan, contact producers and live the same experience as participants in Italy, creating **new opportunities for business worldwide**.



INTERNATIONAL MASTERCLASS PROGRAM 2024

LOCATIONS IN CMO MARKETS



How we communicate

Milano Wine Week can count on a communications infrastructure that integrates physical and digital event promotion with year-round storytelling.

Web and social: anticipating and narrating the event, and offering details on the wines, companies and Consortia taking part to thousands of consumers and professionals that access the website www.milanowineweek.com and over 25 thousand followers on our social media channels - Facebook, Instagram, LinkedIn, YouTube.

Out of Home (OOH): totems, flags and installations spread out across the city, customized with the Partners' logos for a systematic visibility across the city center, throughout all 9 days of the event.

Press office: promotional activities on national and international, paper and digital press, thanks to a dedicated press office that is also capable of supporting Partners with **customized campaigns**.

Digital trade platform: Launched in 2020, our **B2B digital platform**, Digital Wine Week (www.digitalwineweek.it), allows all of the event's contents to be viewed remotely, in streaming or on demand, in Italian and in English, and also enables professionals from all across the world to connect with any other user registered to the site, and interact with producers, wineries and Consortia.





MWW Guide and map: with over **100.000 copies printed**, the guide and map are distributed in over 600 bars, restaurants, wine bars, hotels, clubs and shops across Milan to inform the public of consumers, wine-lovers and tourists on the activities going on during the event, our Partners, and participating wineries and Consortia.

Vendemmie.com: Launched in 2021, Vendemmie is the online magazine for wine lovers published by MWW Media, the editorial branch of MWW Group, offering daily news and insights on the wine world year-round. During Milano Wine Week, the Magazine offers a further platform to narrate and promote the festival and its protagonists.

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MWW BY THE NUMBERS

MILANO WINE WEEK 2024

MWW2023 - 6th EDITION



+1000
WINERIES



300+
EVENTS
across the city



5
FOREIGN CITIES
Participating in the
International Program



3
OFFICIAL
LOCATIONS
Besides partnering venues



30+
MASTERCLASSES



10k
PAYING
ATTENDEES
In consumer events



+5k
PROFESSIONALS

MWW WEBSITE

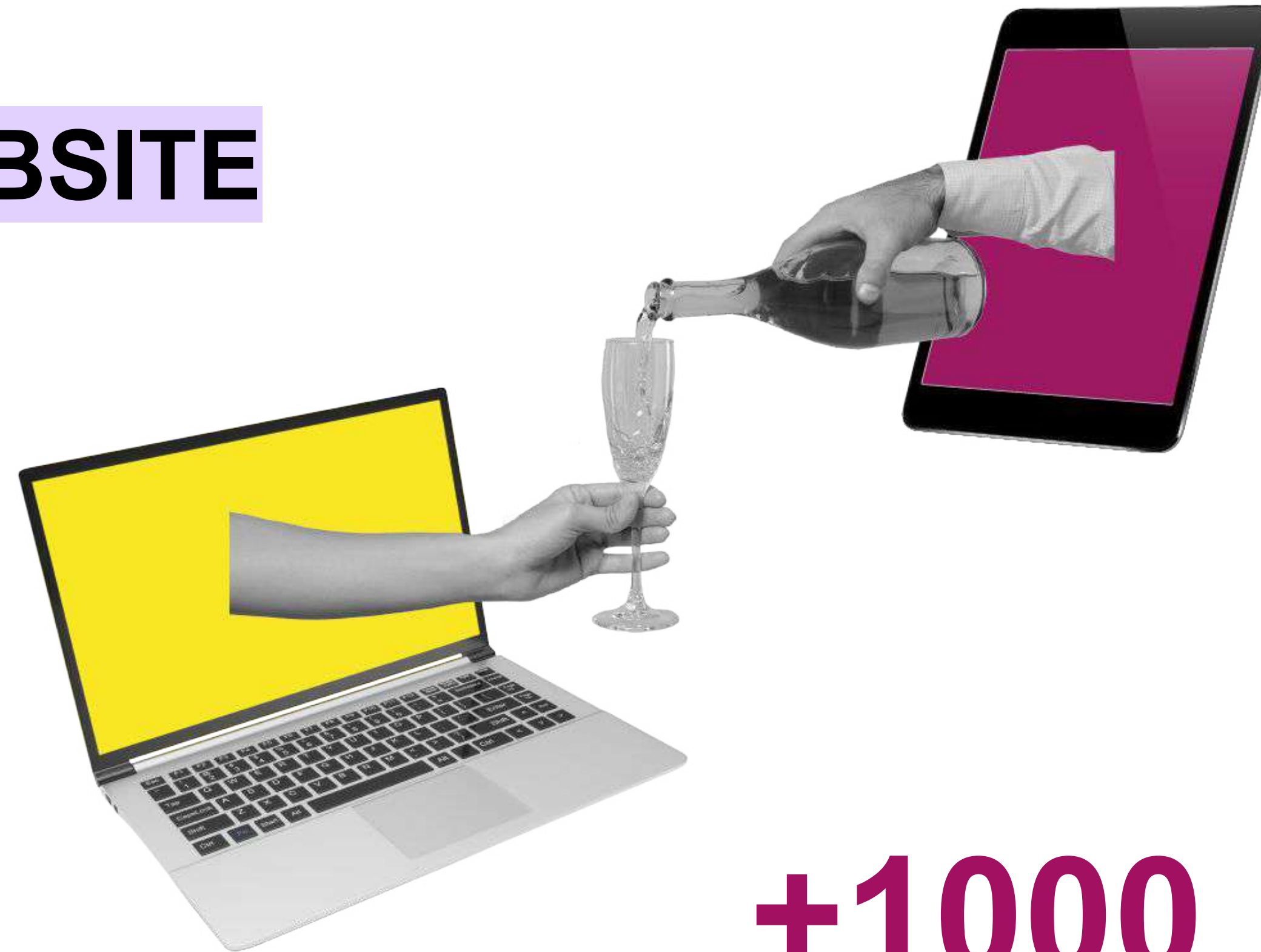
+25k

USERS

1/09 - 31/10

+50k

PAGE VIEWS



DIGITAL WINE WEEK PLATFORM

+1000

NEW USERS

1/09 - 31/10

+50

HOURS OF STREAMED EVENTS



PRESS COVERAGE



+900 ONLINE
ARTICLES

+50 PRINT
ARTICLES

6 TV REPORTS
On the main national broadcasting
channels (RAI, Sky)

+10 RADIO FEATURES

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JOIN — US

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**For further information
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Thanks

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