



Merano
WineFestival
& Gourmet

The **Merano WineFestival & Gourmet** will take place from 31st October to 9th November 2009 in the pretty town of Meran, the pearl of the Alps. The festival offers exclusive events with first class Italian and international wines as well as Italian culinary specialities. The perfect combination of hotels and star chefs gives an elegant ambience.

The **Merano WineFestival & Gourmet** is the most prestigious oenogastronomic event nationally and one of the most elegant in Europe. The Liberty style Kurhaus in Meran provides the perfect background and the ideal meeting place for trades people and enthusiastic gourmets.

From 31st October to 3rd November 2009 the two events **GourmetHotelCollection** and **Locande del Gusto** will take place in the GourmetArena on the Thermenplatz. Luxury hotels and gourmet restaurants will present themselves and their excellent cuisine and the head chefs will offer their creations along with first class wines for tasting. Taking part in the event are Hotel Hassler in Rome, Albereta Relais & Châteaux in Erbusco (BS), Masseria Torre Coccaro di Savelletri in Fasano (Brindisi) and the Palazzo Bontadosi in Montefalco (PG).

The event **bio&dynamica** will take place for the 5th time on 6th November 2009, and this year for the first time it will be held in the Pavillon des Fleurs of the Meran Kurhaus. In this event certified organic and biodynamic wines from Italy, France and Austria will be presented.

The 18th edition of the **Merano International WineFestival & Culinaria** will take place in the Kurhaus Meran from 7th to 9th November 2009. Oenological produce from Italy and the whole world will be offered for tasting. Of special significance are the 31 Chateaux der Union des Grands Crus de Bordeaux, the 25 producers of the Verbandes Deutscher Prädikats- und Qualitätsweingüter and the 17 Champagne producers. The event „Vini futuri” presents 25 up and coming producers from Italy. The famous oenologist Roberto Cipresso will present his wine philosophy with view of the future and guide the visitors through the fascinating realm of Terroir. The event **Culinaria** offers home made Italian specialities including olive oil, balsamic vinegar, chocolate, cheese and much more for tasting. Aquavitae & Liqueores presents producers who make distillates and liqueurs.

CookingXWine takes place in the GourmetArena on the Thermenplatz from 7th to 9th November 2009. This show cooking event with famous star chefs such as Philippe Leveillé from Restaurant Miramonti l'altro in Costorio di Concesio (BS), Nico Romito from Restaurant Reale di Rivisondoli (AQ) and Francesco Bracali from Restaurant Bracali in Massa Marittima (GR) will greatly impress the visitors. This year the event **Beer Passion** will take place for the first time and will no doubt be a great hit with all beer fans.

The **Merano WineFestival & Gourmet** promotes its exclusive wines and gastronomic produce through the **EuroTour** which stops at various European capitals. In 2009 the **EuroTour** stopped in Munich, Vienna, and Moscow as well as in Vilnius, Riga and Tallinn in the Baltic States and attracted 3.400 visitors, including 1.400 trades' people. The 3.900 copies of the 4 catalogues and the collaboration with various institutes in each capital contributed to the success of the EuroTour. Vienna, Bratislava, Munich, Frankfurt, Moscow and the Baltic States are all on the programme for the EuroTour 2010.

The **Merano WineFestival & Gourmet** is promoted every year through 5.000 flyers, 55.000 brochures, 6.000 Guides to Merano International WineFestival & Culinaria, through monthly newsletters to 12.000 addresses, 400 posters and through our website www.meranowinefestival.com.

The **Merano WineFestival & Gourmet** is promoted to the press and trade through "Anteprima" Exclusive Presentations that take place in October. This year the presentations take place on 2nd October in Rome and Naples, on 7th October in Milan, on 12th October in Verona, on 14th October on the legendary Orient Express and finally on 21st October and 3rd November 2009 in Meran. The Festival is promoted all year round by the untiring organiser and president Helmuth Köcher.