



PRESS RELEASE

“Terracotta and Wine 2014”: a meeting of wine producers from all over the world in **Impruneta** on the 22nd and 23rd November, for the **1st International Convention**, regarding the use of terracotta in wine making

Over thirty stalls for tasting and buying wines, a conference and a musical performance

Impruneta, November 3rd, 2014

On Saturday 22nd and Sunday 23rd November, experiences and philosophies will be exchanged during **“La Terracotta e il Vino 2014”**, the 1st international convention dedicated to the use of terracotta in wine making. The event will take place in the impressive location of the old terracotta works Fornace Agresti in Impruneta. The Firm **Artenova** whose owner **Leonardo Parisi**, is the promoter of the event and leader in the field for the production of terracotta jars for wine making, has revived the fascinating alliance of terracotta and wine, already known to the ancient Greeks and the Etruscans thousands of years ago and re-introduced it to producers of organic and biodynamic wines from all over the world. With the support of the **Region of Tuscany** and the coordination of Organizational Director **Sergio Bettini**, consultant to Artenova, the two day event is also sponsored by The **Municipality of Impruneta**, The Bank **“Credito Cooperativo” of Impruneta**, **“Hotel Ristorante Bellavista”**, **“Agriturismo Vecchio Borgo Inalbi”**, **“Unipol Assicurazioni Chianti Vald’Elsa Ltd.”** and **“Vitis – Servizi per l’enologia”**.

The two intense days of the event will open on Saturday 22nd at 11.00hrs, with a technical conference during which wine experts from all over the world will meet together and share ideas and experiences. From the afternoon of Saturday 22nd and all day Sunday 23rd, over thirty wine tasting stalls, part of a designer set up by the studio **Avatar Architettura** of Florence, will be open to the public for buying and tasting wines. The programme of the event also features a performance by the Polyphonic Choir **“Chianti Fiorentino e Senese”** conducted by **Elena Superti**, with Soprano **Sofia Folli** and Tenor **Tiziano Barbafiera**.

There will also be two guided wine tasting sessions (limited number*): the first on Saturday 22nd from 15.00hrs to 17.00hrs, with agronomist and oenologist **Adriano Zago**, the second on Sunday 23rd from 11.00hrs to 13.00hrs, with oenologist **Francesco Bartoletti**. (* Those who can’t get in will still be able to taste the wines at the wine tasting stalls)

“For our bank ” - says the president of the “Credito Cooperativo” of Impruneta, **Stefano Romanelli** “it is an immense pleasure to participate in initiatives of this kind, which bring to our entire territory development, culture and innovation. Ideas like this” - concludes Romanelli – “go in the direction that we hope will become more and more diffused: towards the mentality of those who have faith in the future and who rise to the challenge the future brings. We are here now and we will be here tomorrow”. The event will be accessed by the purchase of a wineglass as entrance ticket (12 Euro). For more information: <http://giare.terracotta-artenova.com>.

THE EVENT “TERRACOTTA AND WINE 2014” – ORGANIZATIONAL DIRECTOR SERGIO BETTINI

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