

ENOTECA ITALIANA: THE NATIONAL MARKET-EXHIBITION OF FINE AND APPELLATION ITALIAN WINES

The Enoteca Italiana is a public institution that was established in 1960 as an operational instrument of the *Ente Mostra Mercato Nazionale* (National Market-Exhibition Body) for Fine and Appellation of Origin Wines, which was founded in 1933 and officially acknowledged by Presidential Decree of the Republic of Italy in 1950.

Its range of activities has no parallel in Italy. Its main objective is to spread the knowledge of, enhance and promote all of the best wines produced by the many vine growing and winemaking enterprises scattered throughout the national territory.

Its headquarters are located in a captivating venue, on the north-east side of the Fortezza Medicea – a majestic stronghold designed by the Urbino architect Baldassarre Lanci, and built by order of Cosimo I de' Medici, and stands as harmonic testimony to 16th century military architecture. Here, a permanent exhibition of over 1,500 wines finds its location: only the best wines are admitted, following rigid classification by a Judging Commission. Over 600 enterprises are represented, thus offering an exhaustive picture of high quality Italian production.

Wines can be tasted on the spot – either in the rooms inside the Enoteca or on the magnificent terraces – and can be purchased directly or, otherwise, ordered from any city in Italy and abroad. Furthermore, the profile of the producing companies and detailed information on specific wines can be requested.

The wines on display at the Enoteca represent a qualified selection of the most refined national production: wines labelled with Appellation of Controlled and Guaranteed Origin (DOCG), Appellation of Controlled Origin (DOC), Typical Geographic Origin (IGT), prestigious table wines, including *spumante* (sparkling wines) and special wines, typical distilled liquors and fortified wines.

Moreover, the Enoteca organizes seminars, meetings conferences, workshops, cultural initiatives that introduce us to, for example in June, the traditional “Wine Week”, or, in February, the more recent “Oil Week”; furthermore, it participates in fairs both in Italy and abroad; it carries out an intense publishing activity that has yielded important publications such as *“Il Paese del Vino” (The Country of Wine)*.

The Enoteca Italiana has backed producing companies and foreign buyers for many years now, and regularly develops a program focused on the promotion and enhancement of wine culture both at national and international levels. Its commitment led to foster the work of many wine growing/producing enterprises through the organization of promotional events on several foreign markets, thus making of the Enoteca a crossroad between production and marketing worlds.

ENTE MOSTRA MERCATO NAZIONALE DEI VINI A D.O. E DI PREGIO
NATIONAL MARKET-EXHIBITION OF FINE AND APPELLATION
ITALIAN WINES

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