



Vitality India Road Show 2025

Description

Vitality, a globally recognized benchmark for the wine industry and one of the leading wine and spirits trade fairs, hosted the **Vitality India Road Show** in New Delhi for the first time on 8th Sept at Hotel Taj Vivanta Dwarka. It was organised by **Verona Fiere** (Italy) in collaboration with **Indian Chamber of Commerce**.



Vitality Hall at Taj Vivanta New Delhi

This premier event which provided an excellent opportunity for networking and exploring the rich diversity of Italian wines, offered the following to the citizens of the capital city:

- A curated selection of Italian wines from renowned wineries.
- Expert-led sessions on wine tasting techniques, pairing, and the history of Italian viticulture.
- Networking opportunities with fellow wine enthusiasts and industry professionals.

The Curtain Raiser

As a curtain raiser, the **Ambassador of Italy to India HE Mr Antonio Bartoli** organised a wine tasting and dinner at his residence a day before the main event, where the **Vinitaly India** event kicked off with an exclusive preview. This was well attended by wine enthusiasts and also people from the trade.







The Italian Team

The event saw participation by 12 Wine Companies from across the wine map of Italy. Each of these was represented by a dedicated representative to manage all activities related to showcasing their wines. In the picture below they are all seen together at the venue of the event.



Representative from 12 participating wine companies. Image by Verona Fiere.

Inauguration and Felicitation

On 8th Sept morning, once all the invited guests arrived at the venue, the formal **inauguration** of the event was done by Ribbon Cutting.

This was followed by **felicitation** of key persons from **Vinitaly** and **Verona Fiere** in the **traditional Indian manner**.



Dedicated Stalls for the Wine Companies

Each wine company was given an exclusive stall to showcase its wines. You can find the names of all twelve of these depicted at their respective stalls, as seen in the images. Six of these were towards the left as one entered the hall as seen below:













Similarly the remaining six wine companies had their stalls laid out towards the right of the hall:













Italian Wines Masterclass

One of the main attractions of Vinitaly India Road Show was the Italian Wines Masterclass conducted by **Alex Vasario** for a discerning audience which included both the trade professionals from the Indian Wine Industry and the Delhi wine enthusiasts.



Masterclass by Alex Vadario

This professionally conducted session specially on **Wines of Piemonte**, Italy was both interactive and knowledgeable. The attendees who got to taste five excellent quality wines from this region expressed their views freely.





During the course of the session, Cavaliere Subhash Arora brought as to how the **Barbaresco** is more preferred by Indian wine consumers than the **Barolo** (which although comes with excellent quality and lineage, can be bit intimidating to the quintessential Indian palate).



Discerning audience in the Masterclass

The speaker also touched upon subtle (yet glaring to a wine student) differences between the **Barbera from Alba vs Asti**. Overall it was an engrossing and an interesting Masterclass.

The Humble Host

Vinitaly India Road Show 2025 witnessed a great enthusiasm by the attendees including both wine professionals and the wine enthusiasts.





The premier wine event was conducted under the overall aegis the Embassy of Italy in India. As the **main host**, Honâ??ble Ambassador of Italy **HE Mr Antonio Bartoli** was conspicuous both by his continuous presence almost through the event, as also for his humility in freely mixing and interacting with guests. His support and encouragement certainly helped in the successful conduct of the event.





Visits to Indian Wine Distributors

Although Vinitaly India 2025 culminated on 8th Sept itself but this did not deter the motivated Italian team to utilise the next day also for B2B interactions in the city.





The left picture above is of the team's visit to **G Town Wine**, one of the premium retailers in Gurgaon, India, and in the second picture on the right, the team is seen visiting **Discovery Wines**.

And thus ended the immensely successful first edition of Vinitaly India Roadshow at Delhi, with a hope and waiting for another one next year.

I end this post here with an image which displays the relaxed enthusiasm of the participants, which comes from the having successfully accomplished the given task.



Nota Bene â?? although most of the images shared in the post above have been clicked by me however at places I have taken the liberty of using pictures of Vinitaly Official, Indian Chamber of Commerce and Verona Fiere, all in interest of the write up.

Hope you all liked reading this blog post.

Cheers !!