

The Consorzio Tutela Vini D'Abruzzo Front-of-Stage at Prowein 2023

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Abruzzo wines are ready to return to Düsseldorf for the German wine event, 19–21 March, meeting buyers and operators during a special masterclass dedicated to Cerasuolo d'Abruzzo

Ortona, March 2023 – Abruzzo wines are a leading player in Düsseldorf again this year, thanks to a 12% growth (compared to 2021) in export value and precisely thanks to Germany, which continues to be the main foreign market. Exports in general were up by 10% compared to the previous year so we are able to continue to invest in relevant promotion and development, starting with our presence at strategic appointments like Prowein.



"The fair has always been a crucial showcase for our wines, which are extremely popular on the German market, where we have had constant sales growth for years now," says Consorzio President Alessandro Nicodemi and continues: "In addition to pursuing growth of a system to promote our wineries at international level, we also work to improve their rankings by increasing leverage of the wine-terroir of origin connection. Our message is that our wines come from Europe's greenest region, set between sea and mountains, made by cellars who know how to show the region's unique characteristics to best advantage." Nicodemi emphasizes that "this will also be an opportunity to prepare buyers further for the introduction of the Abruzzo Model. From the next vintage we will finally be able to issue a clearer, more specific offer by simplifying designations, aiming to drive the market presence of our wines."

A collective of 46 wineries will come together in the consortium's Prowein space. A masterclass dedicated to organic Cerasuolo d'Abruzzo is a special opportunity this year. The tasting includes a selection of eight strictly organic wines from the various production areas and will be led by journalist Christian Eder (of *Vinum* magazine), who vaunts three decades of industry experience and is hugely experienced in Italian and, of course, Abruzzo wines. The masterclass is a trade-, sommelier-, and press-only event, scheduled for Monday 20 March at 4.30pm in the *Vinum* space (Hall 1 – Stand A40).

Consorzio Tutela Vini d'Abruzzo at Prowein

- 19-21 March 2023
- Hall 17 / E05

