

VINITALY: WINE AND MIXOLOGY: EVERYTHING'S POSSIBLE! NEW COCKTAILS BASED ON WINE AND GRAPPA ARE MORE POPULAR THAN EVER - BOOM DEBUT AT VINITALY

(Verona 12 April 2022). The 54th **Vinitaly** at Veronafiere until tomorrow keeps pace of new trends with the sold-out **Mixology** area - a full-scale trendsetter for the evolution of consumption habits, from aperitifs to low alcohol or alcohol free cocktails. And wine explodes into this world in an increasingly decisive way in mixed drinks, thanks not the least to growing demand among young people for low-alcohol, easy-to-enjoy drinks. The survey by the UIV-Vinitaly Observatory into the American market, which has always been an authentic incubator of new trends, highlights how new generations increasingly "mix" wine with new socially popular drinks. A kind of Spritz or Bellini 4.0 based on "ready to drink", new cocktails such as Negroni with vermouth or Red Splash - based on tequila, red wine, lemon, lime and agave -, fruit-flavoured wine (such as Asti with pink grapefruit) making its debut here at Vinitaly.

The art of mixing combines innovation and new skills, with a generation of young bartenders inspired by models and examples who have written the history of the discipline over the last twenty years. And these figures, full-scale real "mixing chefs", who dictate new trends and preferences in the sector, while always putting product quality, both when revisiting historic drinks and new experiments. And even grappa has been rediscovered. In this context, a traditional after-meal drink with an old-fashioned identity brought up to date again thanks to mixing. Similarly, cocktails also have space for kombucha and saké, a development with a cosmopolitan flavour that pushes taste towards new frontiers. And originality also reigns supreme from a visual point of view, with glasses that cease being simple utensils to become part of the composition, while ice is taking on a leading role by reinventing itself as spheres or diamonds. And just as in the world of wine, even mixology is experiencing growth in low-alcohol and alcohol-free drinks, with distinctive results compared to their "classic and boring" non-alcoholic brethren: the attention to detail and refinement of these drinks are utterly comparable to traditional alcohol-based cocktails, to guarantee quality and perfection whatever the alcohol content.

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