

Press Release

Garda Trentino hosts the Italian debut of FINE Wine Tourism Marketplace and aims to become a flagship destination for authentic wine tourism

From 28 to 29 October, Riva del Garda will host, for the first time in Italy, FINE Wine Tourism Marketplace Italy, a unique opportunity for trade professionals to connect with Italian and international wine tourism experiences and labels. Garda Trentino is confirmed as a top destination for those seeking genuine wine tourism. Representing the region in the dedicated pavilion will be small local producers of excellence.

On 28 and 29 October 2025, Garda Trentino will welcome the first Italian edition of [FINE Wine Tourism Marketplace Italy](#) in Riva del Garda, an **international event** reserved for trade operators and journalists and entirely dedicated to **professional networking between supply and demand** in wine tourism. Organised by Riva del Garda Fierecongressi in collaboration with Feria de Valladolid – creator and promoter of the project in Spain – the event responds to a clear and growing demand: a form of **wine tourism** that is deeply **connected to the land** and offers discovery of **local excellence** and areas that have enhanced their agricultural heritage.

FINE Wine Tourism Marketplace Italy presents an innovative and **highly specialised format**. At its heart is the **B2B platform** with pre-arranged meetings between exhibitors and selected international buyers from Europe, North, Central and South America, and South Africa. Alongside this is an **exhibition area** reserved for hospitality operators and promoters of wine tourism experiences, and a rich programme of **thematic conferences, networking** sessions and **professional training opportunities**.

The event will feature important participants from Sicily, Trentino, Marche, Friuli-Venezia Giulia, Calabria, Campania, Veneto, Piedmont, Tuscany, Lazio and Sardinia, all regions with a strong winemaking tradition. **Representing the Garda Trentino** area will be small producers of excellence such as **Agraria, Mezzacorona, Maso Salim, Cantina Toblino, Madonna delle Vittorie and Azienda Agricola Fratelli Pisoni**. They will have the chance to present their own **experiential tourism offer**, centred on quality and direct contact with producers.

The choice of Riva del Garda as the event's venue, made possible thanks to the international strategic partnerships of Riva del Garda Fierecongressi, also reflects the desire to showcase the **uniqueness of Garda Trentino**, providing a prestigious stage for the region and its wine tourism producers. Garda Trentino is a distinctive area where Alpine landscapes merge with the beauty and beneficial influence of the lake, creating an extraordinary natural setting with a Mediterranean microclimate that sustains the production of outstanding wines.

Garda Trentino stands out not only for its landscapes but above all as a **dynamic territory in constant growth within Italy's wine tourism scene**. This result has been made possible thanks to

a strong synergy between quality hospitality, promotion of native grape varieties and an offer that combines wine, nature and culture, always with a focus on innovation.

Here, wine tourism becomes a way to explore an **exceptional winemaking heritage**, brought to life by **small-scale excellence and identity wines**. Among these are **Reboro**, an intense and persistent red with notes of ripe red fruit, made from Rebo grapes (a Teroldego-Merlot cross) dried in the wind of the Ora del Garda and vinified with long maceration and oak ageing. Also **Nosiola**, produced from the region's only native white grape, whose name refers to its delicate hazelnut aroma. From the same grape comes **Vino Santo Trentino DOC**, the most prized product of Garda Trentino's vineyards, pressed during Holy Week and known as the "*passito dei passiti*" - sweet wine of sweet wines - thanks to its long and distinctive production method: Nosiola grapes are dried for months on traditional aréle racks, where the Dolomite breezes and the Ora del Garda favour the development of noble mould, leading to remarkable sugar concentration and a unique flavour.

The **extra virgin olive oil of Garda Trentino** will also play a starring role at the welcome dinner.

Food and wine events in Garda Trentino:

This important trade fair joins the **many existing opportunities in Garda Trentino** to showcase and discover the region's food and wine heritage, such as **thematic excursions** along the Sentiero della Nosiola, **winery and distillery experiences**, and events that attract enthusiasts and professionals alike.

Among them is **Reboro – Territorio & Passione**, scheduled in **Valle dei Laghi on 24 and 25 October 2025 as part of the "Mese del Gusto"**. This event, dedicated to wine as a cultural, historical and identity marker, includes tastings, guided experiences and winery visits, with Reboro at its centre. Each year it also features a partnership with another denomination: for 2025, Chianti has been chosen, confirming the event's commitment to dialogue between territories.

Also taking place during the Mese del Gusto will be the **sustainable mobility initiative Wine&Go**, a hop-on hop-off shuttle service running on Saturdays in October, connecting the Alto Garda tourist area with the wineries of the Valle dei Laghi. The ticket includes vouchers for three tasting experiences: one of wine, one of wine with food pairing, and one of Vino Santo or grappa. The project is designed to facilitate access to local winemaking experiences while promoting integrated activities that combine tastings, walking routes and complementary initiatives in the area.

Another well-established event, also in Valle dei Laghi but held in spring, is **DiVinNosiola**. A key date in Italy's wine tourism calendar, it promotes Nosiola and its finest expression, Vino Santo Trentino DOC. Scheduled in April to coincide with the pressing period, it offers tastings, cultural events and experiential activities that reveal the territory, its flavours and its producers.

In addition, the **Notte degli Alambicchi Accesi** in early December and **Note di Grappa** in August invite visitors to discover Santa Massenza, long considered the capital of grappa for its distilling tradition.

For further information: fine-italy.com/gardatrentino.it/wine

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About Garda Trentino

The region on the northern shore of Lake Garda includes the areas of Riva del Garda, Arco, Nago-Torbole, Tenno, Dro, Drena, Valle di Ledro, Valle dei Laghi, Comano, and Val di Gresta, offering a natural paradise for outdoor sports, well-being, as well as culture, lifestyle, and local fine dining. The climatic and landscape conditions are ideal for hiking, climbing, cycling, and various water sports such as windsurfing, SUP, or wingfoil. In addition to being an outdoor mecca, visitors can explore historic old towns with typical Italian charm, handmade products, and exquisite cuisine. More information at www.gardatrentino.it.

FOR MORE INFORMATION

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