

SICILY EN PRIMEUR 2020, VIRTUAL EDITION: ASSOVINI SICILIA PRESENTS THE RESULTS OF THE 2019 VINTAGE

The Association that brings together 91 Sicilian wineries confirms the annual SEP 2020. The seventeenth edition of the event will take place thanks to a live broadcast on Zoom in which the regional, national and foreign press will participate.

An unusual edition in 2020 for an unmissable event that involves the Sicily of quality wine, represented by Assovini Sicilia, and the regional, national and foreign press. The objective is, once again this year and despite the difficulties imposed by the current lockdown, to tell the story of the 2019 harvest.

The live broadcast is scheduled for 15 May at 15.00 CET and will take place on the Zoom platform with the presence of the associated producers. The protagonists of the event are, as always, the wine, the last vintage and the Sicilian territories, narrated by the voices of **Alessio Planeta**, President of Assovini Sicilia, **Antonio Rallo**, President of Consorzio DOC Sicilia, and **Mattia Filippi**, oenologist and founding consultant of Uva Sapiens, to whom the association had already entrusted the technical presentation of the new vintage in recent years. During the videoconference the great Sicilian restaurateurs will also be given the floor, represented by the two-star Chef **Pino Cuttaia**, President of Le Soste di Ulisse and patron of La Madia.

Sicily en Primeur is an annual itinerant event promoted by Assovini Sicilia that for 17 years has brought together in May about one hundred journalists from all over the world. Year after year, the event is confirmed as an important activity for the promotion of wine and its territory. The Sicilian association is constantly engaged in this roadshow that makes Sicily the absolute protagonist of the world press in which the promotion of wine also involves the promotion of the territory. For this reason, Assovini Sicilia invites not only technical and specialized journalists to the event, but also journalists from the mainstream, tourism and lifestyle press who, through



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their reports, contribute to the enhancement of the Sicily brand in the world, a promotion that becomes a springboard for our wine, but not only.

Once again this year the traditional partnership with UniCredit has been confirmed, which has been supporting the event as main sponsor for years and to which the association would like to express its heartfelt thanks. UniCredit, moreover, on this occasion provides the press with a study on the wine sector in which Sicily confirms its position at the top for quality and a report on the impact of Covid-19 on the Italian wine sector.

Assovini Sicilia is an association that brings together 91 Sicilian wineries of small, medium or large size, united by three elements: total control of the wine production chain, from the vineyard to the bottle; the production of quality bottled wine; and an international vision of the market.

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