

PRESS RELEASE

Key figures and highlights from the 26th Merano WineFestivals. Next program 9-13th November 2018. The Wine Hunter Helmuth Köcher once again on the look out for the best wine and food products.

"The Merano WineFestival 2017 was characterised by great emotions, fantastic results and exciting content. This was especially true in the area of Naturae & Purae, but also at the events with leading chefs such as Norbert Niederkofler and Gino Sorbillo. Of particular importance was the cooperation with the institutions. The vision for the future is to increasingly believe in the potential of one's own terroir, to focus on quality and maintain respect for the natural environment." Helmuth Köcher

Meran, 20th November 2017 – The 26th [Merano WineFestival](#) has closed its doors. **10.000** participants, including private visitors, wine and food producers and journalists, have particularly shown **increasing interest** in the **bio & dynamica** and **Catwalk Champagne** events. Festival President Helmuth Köcher has announced the new date: **From 9 to 13 November 2018**, the exclusive and international wine festival will continue to impress its guests with quality and innovation. For the next twelve months, the indefatigable WineHunter Helmuth Köcher will once again be on the lookout, selecting the best from amongst over 4,000 wines and food products.

The key focus of this year's program was the **Naturae & Purae** event, the symposium initiated by Helmuth Köcher and Angelo Carrillo, in which subject matter experts, including Attilio Scienza, Luca D'Attoma, Franz Josef Loacker, Werner Morandell, Angiolino Maule, Carlo Nesler and Giorgio Grai dealt with the themes of sustainability, naturalness and purity. A further highlight was the **Wild Cooking event**, dedicated to the topic of fermented food, with cooking duels between renowned star chefs and South Tyrolean countrywomen. Chef Luis Haller was honoured with the coveted **Godio Award 2017**, which the Merano WineFestival has presented since 2004. The Tuscan wine Palazzi IGT 2015, from Vini Franchetti Tenuta di Trinoro, was selected as the best wine of the festival. This was the winner from the 25 wines designated with the Award Platinum by The **WineHunter Award** - the online wine guide is available free of charge at the website award.winehunter.it. In the guide, "The WineHunter" Helmuth Köcher presents wines in the categories ROSSO (red), ORO (gold) and PLATINUM (platinum).

Also announced was the **Vino Fico Festival**, which is currently in development. The event will take place in the Bottega del Vino of Fontanafredda des Fico, the 10,000 m² food theme park in Bologna which opened its doors on November 15th. The collaboration between the Merano WineFestival and Fico Eataly World envisages the selection and promotion of **30 young** (born after 1980) and little known **wine producers from all over Italy**. The Wine Hunter Helmuth Köcher will select these from those wines that meet the highest quality standards and have **already been awarded the WineHunter Gold award**. The ten best selling wines at the festival will be given the opportunity to be included in Fico's wine assortment.

Press catalogue and picture gallery for the MWF2017 can be found at: bit.ly/2fER0yz

Press releases: www.meranowinefestival.com/en/press-releases/

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