

There are new attractions to enjoy at the 27<sup>th</sup> edition of the Merano WineFestival: **The Circle**, **Spirits Experience**, a round table discussion on the “Future of Wine”, and a day dedicated to the tasting of old vintages.

The 2018 Merano WineFestival takes place from November 9th to 13th, and promises to be an occasion to remember. The new features were introduced to add a touch of fun and public involvement to the event programme, while always maintaining the focus on the excellent wines and products offered by The Official Selection.

Merano, September 6th 2018 - The [Merano WineFestival](#) is back: the special event for wine & food enthusiasts returns to Merano from **November 9th to 13th**. And also back are all the excellent wines and gourmet products selected by The WineHunter Helmuth Köcher during his “hunts” in Italy and abroad over the last year. The 27<sup>th</sup> edition includes **many new elements**: from the multi-purpose space of **The Circle** to the new **Spirits Experience** exhibition area, and from a **round table discussion on the “Future of Wine”** to the chance to sample some excellent **vintages** in The Official Selection display space.

It’s called [The Circle](#) - People, Lands, Experiences and is one of the most important new attractions on offer to visitors at the Merano WineFestival 2018. A space of **450 square metres in Piazza della Rena** will be turned into a stage: a place for telling **stories of people, food, wine, and regions**. However, it will also be a venue for meeting experts in the sector, for learning more about specific Italian regions or products, and for sharing first-hand accounts of success and individual case-histories. The Circle will be open throughout the Merano WineFestival, and accessible to all **authorised members of the public**, focusing its programme on those regions and companies that want to share their achievements, including through accounts by witnesses. It features a stage for interviews and in-depth information, the “Salotti di The Circle”, a VIP Lounge for the press, and a space designed for guided **wine & food tastings**. There are also meetings with **chefs and small-scale producers of local specialities, and some well-known winemakers and pizza chefs**. In addition, Consortia or companies will also have the chance to arrange private meetings and encounters involving a professional audience. However, that’s not all. In the evening, after the Kurhaus and the Gourmet Arena have closed, The Circle turns into a **Lounge area** where you can relax after a busy day at the event: a space to socialise and enjoy yourself. You can order a pleasant drink or glass of wine from the **Open Bar**, or enjoy a **cigar in the outdoor smoking area**, or even take a seat in an original barber’s chair in the **Barber Shop** section. All this will be accompanied by **live music**, including jazz, chill-out and soul, bringing a touch of sophistication to the evening. Fans of cocktails and spirits can visit the Merano WineFestival’s special new exhibition area, which stands alongside the Gourmet Arena. [Spirits Experience](#): here you can enjoy **tastings and themed seminars** organised by various companies, with industry professionals and experts in mixology explaining the finer points of **whiskey, rum, liqueurs or vermouth**. The *Spirits Experience section* also includes a special mixing area, where you can watch **bartenders in action**, creating a range of special, **high quality drinks and cocktails**.

One of the important new additions to this year’s Festival is a **conference on the “Future of Wine”, to be held at the Puccini Theatre** on Saturday November 10th. The Festival patron, Helmuth Köcher, will be joined in a round table discussion by various special guests, including experts in the field and prominent personalities. The focus will be on the future prospects for the wine industry in the face of climate change, and new consumer tastes and expectations. Finally, a note about the Kurhaus, which as usual will be hosting the final selection of Italian and international wines. On Monday November 12th, during the tastings of wines selected by the Wine Hunter and his tasting committees, there will also be the opportunity for companies to **present some of their best vintages** to both the public and the press. Visitors will therefore have a chance to discover fine wines not usually brought to such events, and to sample them in a special mini vertical tasting. The public can therefore look forward to a **memorable edition** of the Merano WineFestival, an event **designed to be a big party** by its patron, the Wine Hunter Helmuth Köcher. It is a party that celebrates his search for the very best wines and gourmet specialities created by talented makers, but is also a meeting place to discuss innovation and look to the future, inspired by the motto: **“Excellence is an attitude”**.

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