

The world of mixology at the 27th edition of the Merano WineFestival: from November 9th to 12th, a Spirits Experience all to be tried

This is one of the novelties of Merano WineFestival 2018. A new area dedicated to spirits, liqueurs, vermouth and bitters at the event all about tasting, cocktail bars and themed seminars on the latest in the world of mixology.

Merano, October 24th 2018 - The **Spirits Experience** is due to be held a stone's throw from the Kurhaus and the historic Promenade on the bank of the River Passirio. It is the new pavilion at the [Merano WineFestival](#) which, now in its 27th year, will offer the public new and exciting opportunities to learn more about the world of Wine & Food.

The world of 'spirits' will become part of the Merano WineFestival. The 2018 edition of the event in Merano (November 9th - 13th) will broaden its horizons to include **mixology** in a new exhibition area; this is how [Spirits Experience](#) was conceived: as a space where people with an interest in the field can meet **top producers and bartenders**. The new pavilion, which is located next to the Gourmet Arena, will host **23 companies** that stand out for the quality of their products and offer the public a journey of tastings and insights in the field of spirits. The main stars in the Spirits Experience area will be **whiskey, rum, vermouth** and **Italian liqueurs**. In addition, a special area at the exhibition will be dedicated to mixology with a real **Cocktail Bar** where visitors can round off their *spirits experience* and watch the barmen create **special drinks** and taste their **excellent cocktails**.

The event is scheduled for **November 9th to 12th**, offering the chance to visit the exhibition area and take part in **seminars at Hotel Aurora** (no. 38 on the Promenade on the bank of the River Passirio). Also, in the afternoon of Monday November 12th, there will be a special **cocktail show** in the **Spirits Experience Cocktail Bar** for all the companies to celebrate the 150th anniversary of the Varnelli Distillery.

The **complete programme** is available at <https://meranowinefestival.com/eventi/spirits-experience/>

Merano WineFestival **press kit** at this link bit.ly/2fER0yz

Press Office: [smstudio](#) | Press & PR

Stefania Mafalda M +39 345 58 10 157 press@meranowinefestival.com

Federica Da Col M +39 324 8940641 press@smstudiopress.it