

## The 27th edition of the Merano WineFestival hosts the Emergente Sala award and celebrates "under-30" professionals in the hospitality sector

The competition, originally conceived by Luigi Cremona and Lorenza Vitali, will be held on November 8th and 9th in the Historic Thermal Baths of Merano. These will be two days of tests to select the best in class in Northern Italy. Grand finale during the Merano WineFestival Gala Dinner and awards ceremony on the stage at the Kursaal.

**Merano, October 29th 2018** - Thirty young professionals under the age of 30 will compete during lively test sessions and a final practical test on the evening of Friday November 9th. At the end of the grand [Merano WineFestival](#) Gala Dinner, awards will be presented to the three best in class in Northern Italy who will go head to head in the national final in autumn 2019.

It is a key event that will define the career of professionals in the field of Italian catering. We are talking about [Xenia - Emergente Sala](#), a contest in homage to the ancient Greek concept of hospitality, **conceived by the journalist and wine and food critic Luigi Cremona and the journalist Lorenza Vitali**. This will be the third time it is held at the Merano Wine Festival, and was chosen this year for the first stage of the selection process, **open to professionals** but also **to aficionados** and **the media**. The **first test** will take place **on Thursday November 8th** at the **Historical Thermal Baths** (via Otto Huber, 6); the thirty contenders selected by a team of experts will make their appearance and be judged by an initial jury who will pick the top ten. These ten contenders are admitted to the **second round** on **Friday November 9th**, when they will face a larger jury formed of various well-known experts in the field. There will be a lively test session which will also involve the sponsors of the event. Finally, on the same evening as **the Merano WineFestival Gala Dinner**, there will be a **practical test** in the enchanting Kurhaus of the Kursaal, elegantly set up especially for the international event. On this occasion, the contenders will serve at the tables of the guests who are required to give the final verdict. At the end of the evening, the **top three** (winners of equal merit) will go on stage at the Kursaal for the announcement, which also gives them the right to take part in the **National Final** in **Rome** scheduled for **autumn 2019**, when the winners of the Emergente Sala Sud contest announced in the spring of 2019 will go head to head.

Emergente Sala and the Merano WineFestival confirm, therefore, their **commitment to recognising professionals of excellence in the catering sector** and their **attention to the world of young people**, looking to the future while respecting the motto of the **WineHunter** Helmuth Köcher for whom **"Excellence is an attitude"**.

**Merano WineFestival** press kit at this link [bit.ly/2fER0yz](http://bit.ly/2fER0yz)

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