

MERANO WINEFESTIVAL

6-10 November 2020

Back to the roots



Selected by



meranowinefestival.com
winehunter.it



Merano WineFestival since 1992

Founded in 1992, the Merano WineFestival is the event where the excellence of products embraces the world of elegance.

It is the first showcase in Europe that celebrates a culinary and sensory journey with a single glass of wine, while focusing on a careful selection of products rewarded with The WineHunter Award.

The Festival combines the elite of high quality. It is a unique moment of tasting, discovery and exchange between professionals and enthusiasts.



The WineHunter Award: the selection of MWF



It is the exclusivity that distinguishes the Merano WineFestival from any other event, only selected products, which were rewarded with The WineHunter Award, are presented for tasting at the Festival.

NEWS:

This year, for the first time in the history of the Merano Wine Festival, the guide book “The WineHunter Award 2020” will be published in print version. It includes all the products awarded The WH Award, the official Award of the Merano Wine Festival.



Merano WineFestival **2020** program

Naturae et Purae - bio&dynamica 6-7-8-9 Nov **Hotel Therme**

Wine - The Official Selection 6-7 8-9 Nov **Kurhaus**

Giorgia - The Origin of Wine 6-7 8-9 Nov **Kurhaus**

Food Spirits Beer - The Official Selection 6-7 8-9 Nov **GourmetArena**

Wine Masterclasses 6-7-8-9 Nov **digital platform**

Showcooking 8-9 Nov **digital platform**

Catwalk Champagne 10 Nov **Kurhaus**



Concept MWF 2020 Covid-19

Kurhaus 2700m² max 500 people

GourmetArena 1400m² 366 people

Hotel Therme 289 m² 72 people

Teatro Puccini 350m² 87 people

4 m² for each person (producer, visitor, service staff)

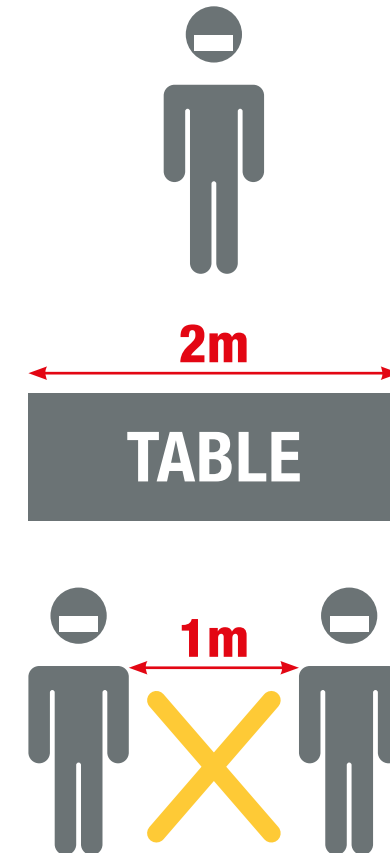
max 500 people per session

Table length: at least **2m**

Space between two tables: **at least 1m**

Only one person managing the table

2 visitors for each table with minimum 1 m distance between them



Safety standards

All safety standards will be met in accordance with the law

- Measuring of the body temperature at the entrance
- Registration of the people due to health safety
- Access to the festival and to the rooms is only allowed according to the authorized capacity
- Ventilation within the rooms
- The person managing the table has to wear a mask and gloves; he/she must have done a Covid-19 test in the previous 4 days before the beginning of the event.



Safety standards

- The visitor has to wear a mask with exception when doing a tasting
- The service personal at the event must have done a Covid- 19 test in the previous 4 days before the beginning of the event and they have to wear masks and gloves
- There will be hand sanitizers in every room
- Every exhibition table will be provided a bottle of ethyl alcohol to sanitize the area
- Eventually Sanitary Gate at the entrance



Visitors

The entrance will be managed in two time slots, which will differ among the different locations.

E.g. The visitor can enter the Kurhaus during the first timeslot (9:00 am. - 1.30 pm.) and the GourmetArena and Hotel Therme during the second timeslot (2.30 p.m. - 7:00 p.m.)

2 timeslots:

9:00-13:30 / 14:30-19:00

2 entrance bracelets:

- 1 bracelet is valid in the morning to enter the Kurhaus and in the afternoon to enter the GourmetArena + Hotel Therme and viceversa.
- 1 bracelet is for the entrance in the different hotels of the WineHunter Area whose access will be managed according to the legal requirements of the hotels

Tickets:

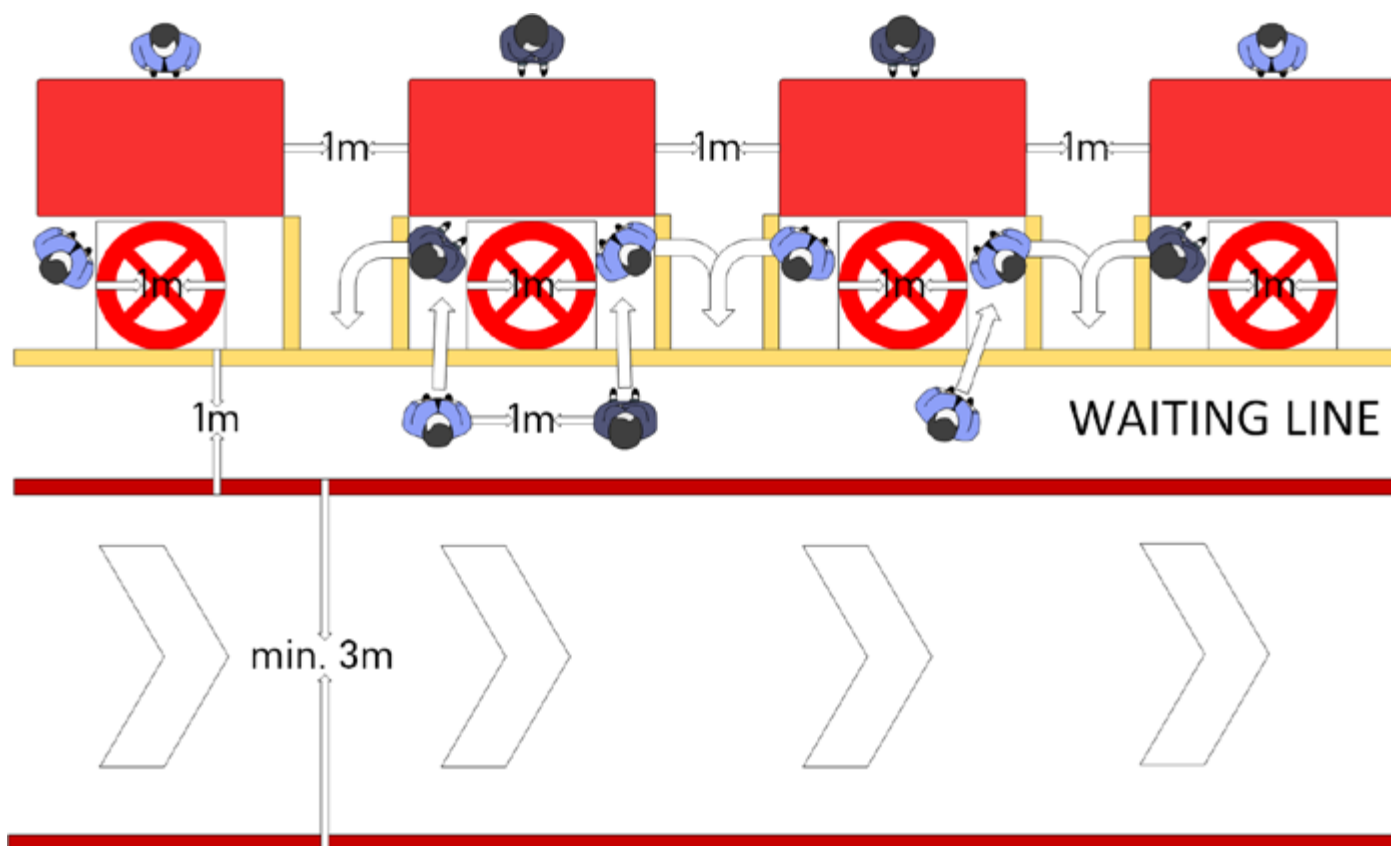
the prices do not change for both the visitors and the business/field operators

There will not be a ticket office in place, tickets have to be bought online. Online ticketing will start on August 1st.

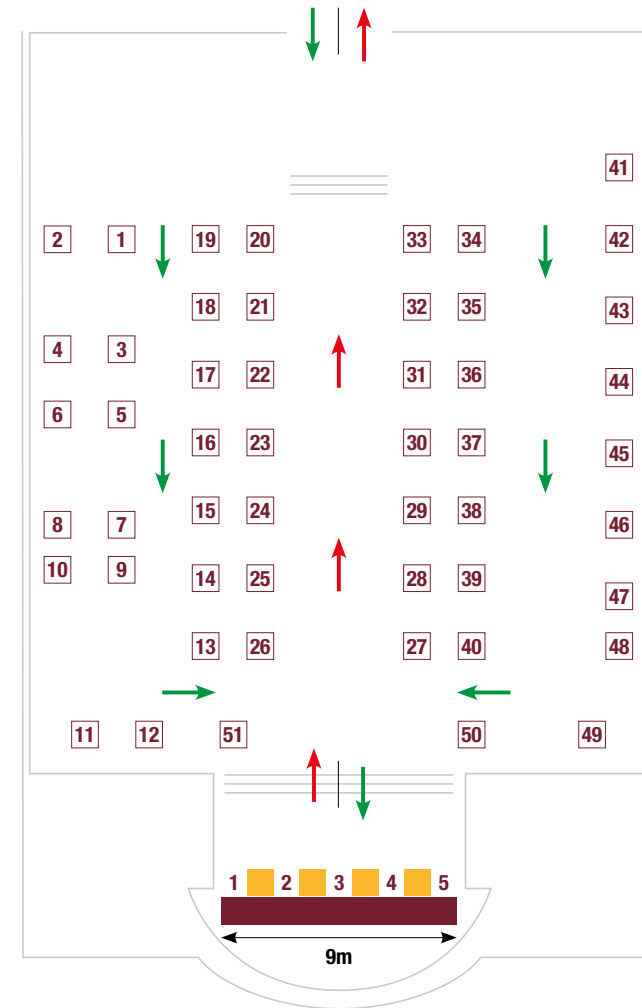
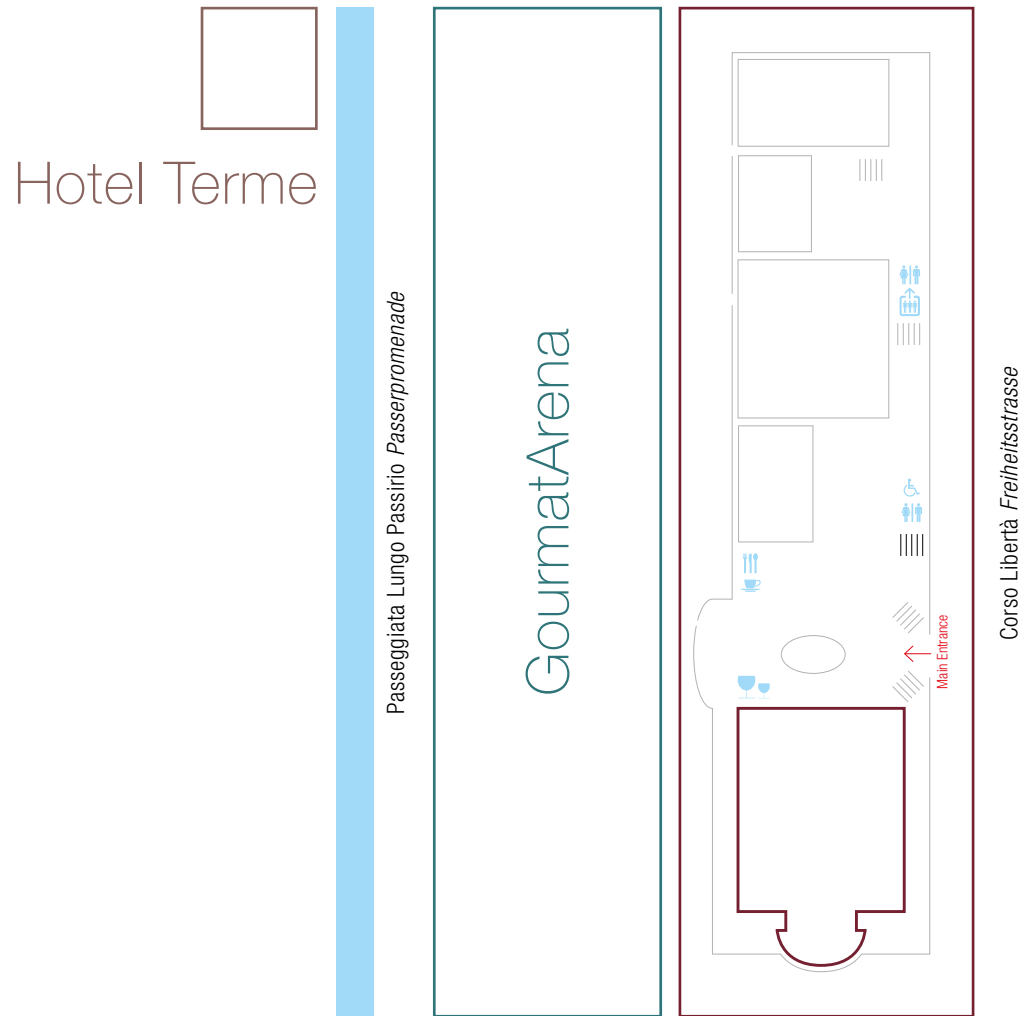
Visitors



SPACES visitors and Winemakers



Map Kursaal



SPACES visitors and FOOD SPIRITS BEER producers



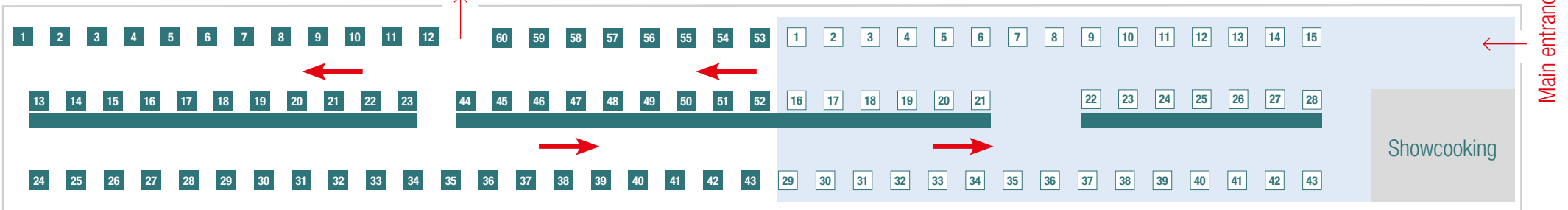
Map GourmetArena

Hotel Terme



Passeggiata Lungo Passirio *Passerpromenade*

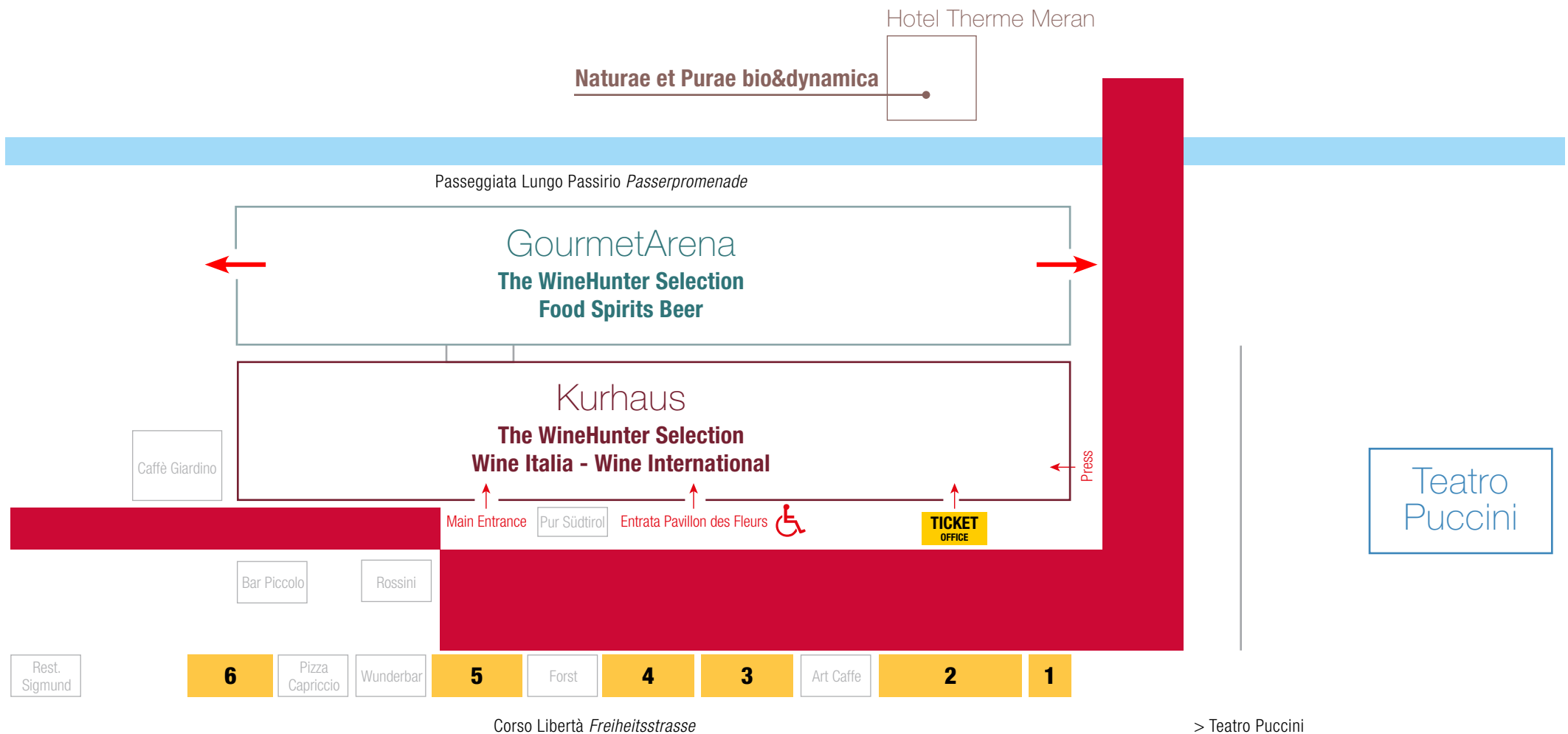
Exit

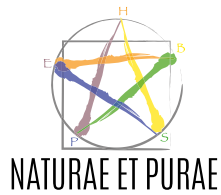


Kurhaus

Corso Libertà *Freiheitsstrasse*

Map Merano WineCitylife





Naturae et Purae bio&dynamica

Location: Hotel Therme Meran

Days: 4 sessions

Friday, 6th - Saturday, 7th - Sunday, 8th - Monday, 9th Nov

Timetables: 9:00-13:30 / 14:30-19:00

Naturae et Purae - bio&dynamica is dedicated to topics like sustainable production, natural-, organic-, biodynamic-, orange- and PIWI-wines.



Wine - The Official Selection

Giorgia - The Origin of Wine

Location: Kurhaus

Kursaal, Pavillon des Fleurs, Rotonda, Sala Lentner
Sala Ohman, Sala Sissi

Producers: national and international

Days: *2 days for each selected producer**

1st session:

Friday, 6th - Saturday, 7th Nov 2020 *max 122 winemakers*

2nd session:

Sunday, 8th - Monday 9th Nov 2020 *max 122 winemakers*

Timetables: 9:00-13:30 / 14:30-19:00

*the sessions will be selected by the organisation with criteria that guarantee a balanced distribution.

WINE The Official Selection is the heart of the event where you can taste all the best labels rewarded with **The WineHunter Award** **ROSSO**, **GOLD** or **PLATINUM**, which you can consult in the official online guide The WineHunter Award.



The WineHunter Area Collective area

Location:

Kursaal exhibition and tasting of the selected wines
on the Kursaal podium

Hotels in Meran tasting of the wines in selected hotels
of the city centre of Meran digital chat room with the
participating winemakers.

Days: Friday, 6th - Saturday, 7th - Sunday, 8th -
Monday 9th Nov 2020

Timetables: 9:00-13:30 / 14:30-19:00

The visitors can interact with the winemakers in this **digital lounge**.

WineHunter Area is a collective area managed by sommelier, and it's limited at the
presentation of the wines awarded The WineHunter Award.



Food Spirits Beer The Official Selection

Campania Felix

Location: GourmetArena Promenade

Days: *2 days for each selected producer**

1° session:

Friday, 6th - Saturday, 7th Nov 2020 *max 100 producers*

2° session:

Sunday 8th, - Monday, 9th Nov 2020 *max 100 producers*

Timetables: 9:00-13:30 / 14:30-19:00

The GourmetArena is the area right next to the Kurhaus, which houses the Food, Spirits, Beer selection and the Territorium&Consortium.

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Catwalk Champagne

Location: Kurhaus

Producers: Champagne & Food Beer and Spirits

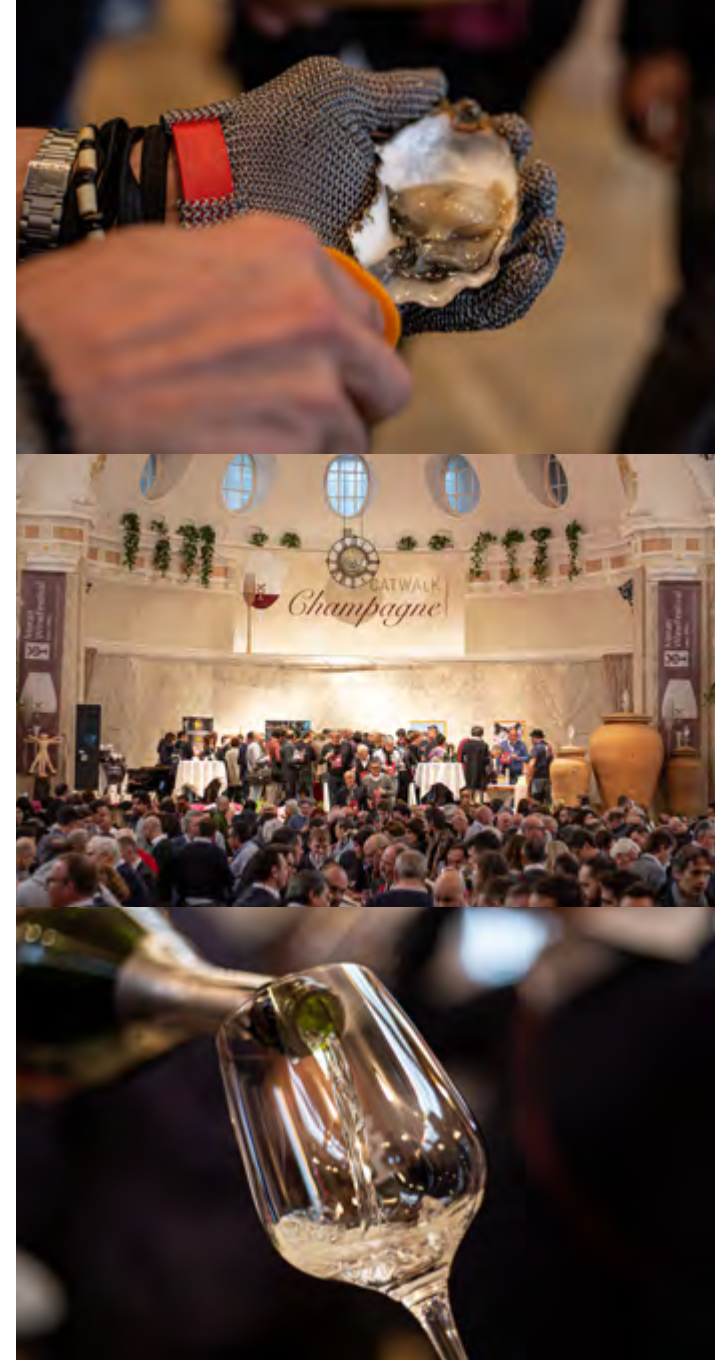
Day: Tuesday, 10th

Timetables: 10:00-15:00

The Merano WineFestival closes with a unique kind of Catwalk:

Don't miss the opportunity to taste exclusive Champagne accompanied with special delicacies.

Experience a unique and entertaining showcooking with renowned chefs right on the stage of the Kurhaus.



Merano WineCitylife

Location: Corso Libertà

Days: 6th-9th Nov 2020

The Corso della Libertà comes alive with Merano WineCitylife, a “Fuorisalone” created specifically for visitors and the general audience.

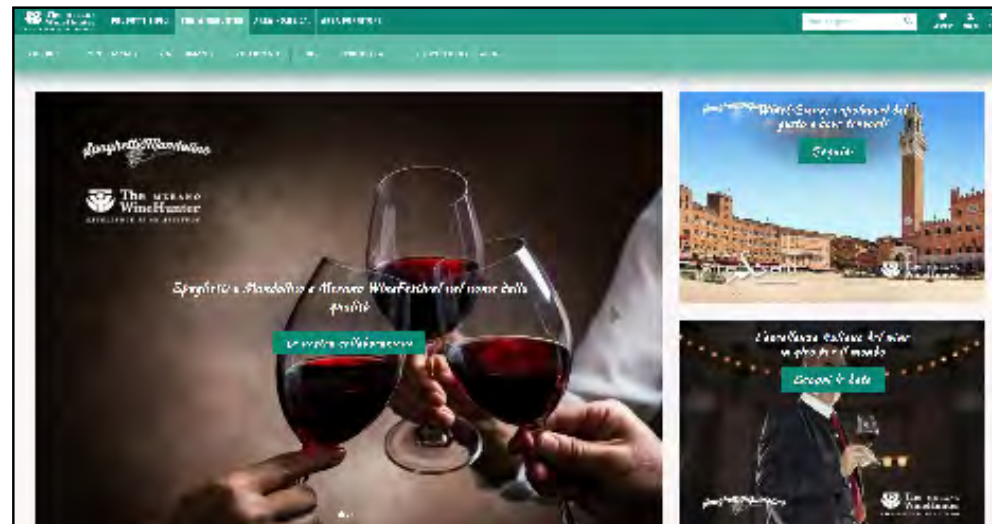
Leisure moments, tasting areas and master experiences dedicated to Italian and international oenological and gastronomic excellence.



News: The WineHunter E-Commerce

The products awarded The WineHunter Award (Wine, Food-Spirits-Beer) can be bought through the official E-Commerce of [The WineHunter](#) in partnership with **Gruppo Volta**

The purchase can be simply made with your own smartphone.



Wine Masterclasses

digital platform

Merano WineFestival is the finest expression of national and international wines and together with Wine Masterclasses it offers guided tastings of the top wines, this year for the first time on the digital platform designed in partnership with Milano Wine Week.



Gala Event

Teatro Puccini

Days: Thursday, 5th November 2020

The premiere of the movie project Wine Odyssey - the history of the wine from the beginnings to the future - will be displayed at the official opening of Merano WineFestival.

The premiere of the movie will take place at Teatro Puccini and it is open to a restricted audience. In the meantime a toast with the producers together with the projection of the movie will also be arranged in the Kursaal.



Digital Festival

The Merano WineFestival 2020 will be incorporated with a digital platform to guarantee an increased visibility and a digital meeting room for producers and visitors.

In case of lockdown the festival will be displayed 100% in a digital form.

It will be a meeting point among producers, business operators, press e wine lovers in a virtual space which offers numerous ways to communicate.



News

Book your own sommelier

Visitors who will not be present at the festival can book a sommelier which will be connected to them via live stream (video&audio), so that the virtual visitor can taste the wines together with the producers and the sommelier.

Digital showcooking

Projection of the showcooking with prestigious chefs will be displayed at the event and also through our communication channels.



Side Events

Catwalk Bollicine with Milano Wine Week in the shops of Meran

Gourmet Tour Merano and surroundings in selected restaurants and locals that will have at least a wine awarded The WineHunter Award

The WineHunter Award

Symposium la politica agricola comune (PAC)

The WineHunter Hotel Safari

WineHunter Merano & Innovation



Back to the roots, back to the future
LET'S GO!

6-10 November 2020
in Merano

Contacts and organization



Gourmet's International is the company that manages the brand of excellence **The WineHunter**, organizes the **Merano WineFestival** and the WineHunter Events and deals with **education, innovation** and **communication**.

www.meranowinefestival.com

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