



Press Release

**AMARONE OPERA PRIMA SETS PARTICIPATION RECORD: 78 WINERIES JOIN THE EVENT
CELEBRATING THE CENTENARY OF THE CONSORZIO VALPOLICELLA
FROM JANUARY 31 TO FEBRUARY 2, 106 JOURNALISTS IN VERONA FOR THE AMARONE 2020
MASTERCLASSES FOCUS ON HISTORIC VINTAGES WITH FIRST CERTIFIED AMARONE FROM 1950
DENOMINATION FOCUS AND PERFORMANCE OF “AMARONE, EPIC IN VALPOLICELLA” BY
ANDREA PENNACCHI**

Sant’Ambrogio di Valpolicella – VR, 29 January 2025 – Amarone, the iconic fine wine featured in the world’s top 50 restaurants, takes centre stage in Verona as the Consorzio Vini Valpolicella kicks off its Amarone Opera Prima event. Running from January 31 to February 2 in the shadow of the Arena, the event marks the opening of the Consorzio’s centenary year. This year’s edition sees a record level of participation, with 78 wineries set to meet 106 journalists from 26 countries, including Argentina, Australia, Austria, Canada, China, South Korea, Denmark, the UAE, Finland, France, Germany, Japan, Hong Kong, Israel, Kazakhstan, Latvia, Norway, the Netherlands, Poland, the Czech Republic, Russia, Singapore, Sweden, Ukraine, the UK, and the USA.

The 2020 vintage preview will kick off on Friday, January 31, at 10.30 AM with a tasting exploring Amarone’s place among the top 50 wines featured in *Restaurant* magazine’s list of the world’s finest eateries. The tasting, led by expert JC Viens, will include seven wines: Meroni Il Velluto 2011 (featured at Mountain Beak St, London), Ca La Bionda Vigneti di Ravazzol 2012 (Sezanne, Tokyo), Monte dall’Ora Stropa 2013 (Le Calandre, Italy), Zymé 2013 (Cenci, Kyoto, Asia), Buglioni Il Lussurioso 2016 (SingleThread, Sonoma Valley), Tezza Brolo delle Giare 2016 (Fat Duck, London), and Quintarelli 2017 (Eleven Madison Avenue, NYC). The day continues with a Michelin three-star lunch hosted by Giancarlo Perbellini (Teatro Filarmonico, invitation-only) and a masterclass journey through historic vintages, led by Andrea Lonardi, MW and vice president of the Consorzio. Tasting highlights include Amarone Bolla 1950, Montresor 1969, Bertani 1975, Santa Sofia 1983, Cecilia Beretta 1985, Mazzi 1997, Bussola 2000, Marion 2007, and Cesari 2010.

The second day of Amarone Opera Prima takes place on Saturday, February 1, from 10.30 AM, with a focus on the theme “Valpolicella: 100 Years Between Past and Future of the Denomination,” featuring insights from Christian Marchesini, president of the Consorzio Vini Valpolicella, and Carlo Flamini, head of the Wine Observatory at Unione Italiana Vini. The panel will be moderated by Andrea Andreoli, director of Telenuovo. Following this, the world premiere of *Amarone, Epopea in Valpolicella*, a theatrical performance written and directed by actor and playwright Andrea Pennacchi, will celebrate the centenary of the Consorzio.

At 12.30 PM, the 78 producers’ tasting booths will open, and at 4.00 PM, *Amarone* lovers will also have the chance to engage in the event, which will continue on Sunday, February 2, from 10.00 AM to 5.00 PM. The event will close with an aperitif titled “Valpolicella: Freshness and Creativity in the Glass,” curated by the Consorzio’s Young Producers Group.



For more information:

Website: www.amaroneoperaprima.it | www.consorziovalpolicella.it

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