The Italian agri-food industry and its national identity are recognized on a global scale.

Italian agri-food

The Italian agri-food system is a key contributor to the country's economy, generating a total turnover of €240 billion, 15.7% of GDP. Italian food and wine, and particularly Italian wines, are celebrated worldwide. Sectors such as cheese, fruit, and vegetables are known for their high quality and authenticity.

The future of Italian wines is bright, with consumption expected to grow. Italy leads in wine production, followed by France and Spain, with Italy being particularly strong in red wine production. The country is home to numerous wine regions and sub-zones, each with unique characteristics.

International Agri-food

Buonitalia, a leading Italian company, plays a significant role in promoting the Italian agri-food brand both domestically and internationally. They collaborate with various entities such as the Italian Trade Commission to enhance the global prominence of Italian food and wine.

In 2006, Buonitalia collaborated with Vinitaly, the world's largest wine fair, to launch the Vinitaly World Tour. This initiative aimed to introduce Italian wines to new markets, particularly in Asia, where there was growing interest in Italian food and wine.

Vinitaly World Tour

The Vinitaly World Tour was a series of events that took place in key markets around the world. These events were designed to promote Italian wines and food, and to educate consumers about the unique characteristics of Italian agriculture and production.

The Vinitaly ethos is in line with the European approach to food and wine, promoting the authenticity and quality of Italian products. The use of labels such as Denominazione di Origine Controllata (DOC) and Denominazione di Origine Controllata e Garantita (DOCG) ensures that Italian wines and food are produced to high standards.

The impact of Vinitaly World Tour

The Vinitaly World Tour was successful in increasing awareness and sales of Italian wines in the markets visited. Buonitalia and Vinitaly continue to collaborate to promote the Italian agri-food brand globally.
Italian agri-food

Buonitalia initiatives for the lifestyle of Japanese consumers

Buonitalia World Tour: Two stops in the Far East

Italian food is beloved food worldwide. Its cultural diffusion extends to the global village, from the Italian pizza to the Tuscan wine. The Italian fever has taken over Japan, where the Mediterranean cuisine and lifestyle have become a trend setter – from delicious pastas to savory pizzas increasingly in high demand.

The surge in popularity is thanks in part to Buonitalia SpA, the leading Italian company responsible for promoting food safety and safeguarding Italian agriculture, food and wine production. The company has been promoting the Italian food and wine tradition in the Japanese market, in conjunction with the protection of its territory and safeguarding its own and other countries’ food and wine production.

Buonitalia SpA has a network of more than 50 leading Italian consortia involved in the protection of PDO (Protected Designation of Origin), PGI (Protected Geographical Indication) and IGP (Indication of Geographic Origin) products. These are safeguarded through stringent production processes, which ensure the products’ specific characteristics and qualities.

At the beginning of 2010, Buonitalia SpA collaborated with the Italian Embassy in Japan to create the first Italian Sommelier Training Handbook in the Japanese language, which is going to be useful to the training class of the “Sommelier Italiano”.

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