

13 February 2026 • ore 10.30

Cinema La Compagnia – Via Cavour 50/R

PROGRAMME

THE PRESENT AND FUTURE OF WINE: THE TUSCAN WAY IN A FAST CHANGING WORLD

Moderated by **Simona Bellocchi**, editor intoscana.it

10:30 – 13:30

ROUNDTABLE

Institutional remarks

Eugenio Giani

President of the Tuscany Region

Massimo Manetti

President of the Chamber of Commerce of Florence

WINEMAKING IN TUSCANY FACED WITH NEW SCENARIOS: CURRENT DATA AND TRENDS

Fabio Del Bravo

ISMEA Market Analysis and Supply Chain Manager

THE TUSCAN WAY: GOVERNANCE AND RESEARCH

Andrea Rossi

President A.VI.TO
PDO and PGI Tuscan Wine Association

Claudio D'Onofrio

President Tos.Co.Vit
Tuscan Viticulture Agreement Association

Gennaro Giliberti

Agricultural Production Sector Manager,
Tuscany Region

THE TUSCAN WAY: QUALITY AND TERRITORY

Nicola Prudente (Tinto)

Host Decanter – Rai Radio 2
and Linea Verde Italia – Rai 1

Ilaria Lorini

Best Sommelier in Italy AIS 2025

Bruna Caira

Director, Vino Nobile di Montepulciano Wine Road

Donatella Cinelli Colombini

Founder, Wine Tourism Movement

CONCLUSIONS

Leonardo Marras

Councillor for the Economy, Tourism and Agriculture, Tuscany Region

13:00-13:30

At Galleria delle Carrozze, Palazzo Medici Riccardi, Via Cavour 5, Florence

Tuscan wine tastings in Italian and English for journalists, organized by AIS

The wines are provided by the consortia organizing the **Tuscan Previews 2026**.

As part of PrimAnteprima, the **Kyle Phillips Prize** is awarded by the President of ASET, **Leonardo Tozzi** and **Leonardo Marras**, Councillor for the Economy, Tourism and Agriculture, Tuscany Region.

13:30-14:30

BUFFET

Event by



Regione Toscana



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