



Vinexpo Surpasses Expectations of Italy's Alma Wines

First time exhibitor "blown away by demand" from all over the world

Italian wine producer and negotiant, Alma Wines, said this year's Vinexpo had "surpassed even its most optimistic of expectations".

That was the summary of its president and chief executive, Alessandro Berselli, who was here for the first time with the company he founded in 2003. A business that started out with one contract to make wine for one producer which has now gone on to make wines from 12 regions of Italy all of which were available to taste at the show on its stand it was sharing with MT Vins, a negotiant in Bordeaux.

What made the show particularly successful, said Berselli, was not just the pre-arranged meetings with key customers from the 20 countries in which it is already distributing, but the number of surprise visitors from all over the world who came to taste and place orders for Alma's wines.

"Vinexpo has been a great opportunity. It is like a window to display our wines. We have seen people come onto the stand from Guatemala to South Korea, from Thailand to Vietnam. It has been highly positive for us," added Berselli.

As well as making its own wines, Alma also creates its own brands and has 14 currently covering different styles, regions of Italy, price points and markets. Alma Wines, said Berselli was able to make wines at all levels from entry level "right through to a single cru Barolo".