

Launch of Slow Wine: Slow Food Italy's First Ever Wine Guide in English with Trade and Consumer Events in New York and Chicago Proved Great Success Across U.S.

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Walk-Around Tastings of Wines from Slow Wine-Approved Producers Pleas Many New York, NY (PRWEB) February 06, 2012

The Slow Wine Guide of Italian wines in English has arrived in the US. Launch events were held on January 30, 2012 and February 2, 2012 in New York and Chicago, respectively. The guide and a number of producers were the focus of events for the trade during the day and for consumers in the evening. The New York event also featured a press briefing to discuss how the guide is organized and how it came into being. Events in New York took place at the Metropolitan Pavilion at 125 West 18th Street while the events in Chicago were held at Spiaggia at 980 North Michigan Avenue.

The Slow Wine Guide adopts a new approach to wine criticism and looks at a variety of factors to evaluate wineries in their entirety, taking into consideration the wine quality, typicity and adherence to terroir, value for money, environmental sensitivity and ecologically sustainable viticultural practices.

The innovative guide uses three symbols to evaluate each winery:

- The Snail, the Slow Food symbol, signals a cellar that has distinguished itself through its interpretation of sensorial, territorial, environmental and personal values in harmony with the Slow Food philosophy
- The Bottle, allocated to cellars that show a consistently high quality throughout their range of wines
- The Coin, an indicator of great value
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“We are delighted. It was our first experience in the USA and we were pleased to meet with a very attentive, interested audience,” said Giancarlo Gariglio, one of the Chief Editors of the Slow Wine guide. “Both the trade and consumer audiences were engaged.”

Fabio Giavedoni, the guide’s other Chief Editor, added “There is an attention here that is difficult to find in Italy, something that even our Italian producers noted. The quality of the questions and comments was excellent.”

The Slow Wine guide is published in the USA by Chelsea Green and is available on amazon.com.