



COMPANY PROFILE



## WHO WE ARE

Under the name of Radici del Sud, the homonymous association currently led by the president Nicola Campanile, it gives visibility to the viticulture and olive cultivation of Southern Italy providing a detailed representation of both sectors that highlights their links with the territories to give them particular appeal on foreign and national markets. Radici del Sud has annually turned the spotlight on wines from native vines and oils from **Puglia, Abruzzo, Basilicata, Calabria, Campania, Molise, Sardinia and Sicily** since 2005, with the Exhibition of **wines and oils from Southern Italy** held during the first week of June.

## EXHIBITION OF WINES AND OILS FROM SOUTHERN ITALY

**Radici del Sud – Exhibition of wines from native vines and oils from Southern Italy – it's a multi-event that develops over 6 days.**

During the first three days of the event the guests are engaged in **Press&Buyer-tours** to discover the territory, the villages, the vineyards, the cellars and the oil mills participating in Radici del Sud.

The following two days are dedicated to **B2B meetings** between importers and wine and olive producers, and to the sessions of the **competition for all the wines of Southern Italy** divided by grape variety, judged by national and international journalists and wine experts. The competition tastings are strictly blind and conducted by two different panels of experts, the first made up of international journalists, the other made up of Italian journalists. The particular structure of the juries allows a more immediate reading of the results of the competition: on the one hand we have the judgment of those who take into account the trends in wine tastes outside Italy and on the other we have the evaluation of expert Italian journalists and bloggers who compare with a more in-depth knowledge of the territories and native vines of Southern Italy.

During the last day of the event there is the **final conference and award ceremony for the winning wines of the competition from 11am to 1pm**, then the rooms of the Sannicandro di Bari's Castle, where **around 100 producers** exhibit, open for the public (operators, experts and wine and oil enthusiasts) **from 3pm to 9pm**.

During the event, thematic dinners and tastings are always scheduled to intensify exchanges between the protagonists and users of the event: producers, buyers, experts, restaurateurs and journalists, local actors and associations.







## OTHER EVENTS

### WAITING FOR THE SOUTHERN ITALIAN WINE AND OIL SHOW

It's the series of traveling events that prepare the way for the wine and oil show in June. These are held throughout the national and international territory and constitute an opportunity for discussion between producers from the various geographical areas. The "waiting for Radici" events include press tours throughout the year and the permanent synergistic involvement of the most representative pizza chefs and restaurant chefs from Puglia and Southern Italy

### OTHER PRODUCTIONS

Over time, Radici del Sud's activity has also developed in other directions; worth mentioning is the participation in some extremely prestigious events such as Fancy Food, the European Wine Blogger Conference, the annual meeting of wine bloggers from all over the world, the World, wine meeting in Chicago and the Brussels and Amsterdam event" The wines of Southern Italy meet the European market" organized by Radici del Sud.





## GOALS

- Disseminate knowledge of DOCG, DOP, IGP and organic wines from native grape varieties and of extra virgin olive oils in relation to the evolution and history of the territories, in a general context and in markets interested in typical and quality products in national and international areas;
- Promotion of wines from native grape varieties and extra virgin olive oils through the meeting between supply and demand and explanation of the productive, cultural and tourist peculiarities of our Puglia region and of the whole Southern Italy;



- Qualitative enhancement: contributing to placing Apulian wine and oil in the most qualified market segments thanks to the undisputed quality of Apulian productions which in our case will always be presented, through marketing strategies in the territories of Puglia, to all influencers, bloggers and above all national and international importers and buyers;
- Contribute with the activities of the Radici del Sud week to increase the export capacity of wine and oil companies;
- Opening of dialogue channels between operators, foreign observers and wine and oil producers;
- Diversification of the areas of intervention, identifying new geographical areas, in parallel with maintaining positions on mature markets, seen above all as positioning in the qualitatively more advanced and economically more profitable segments.





## GUESTS

**The added value of Radici del Sud - Exhibition of wines and oils from southern Italy lies in the relationships it manages to weave with all the guests of national and international fame who have alternated in 19 editions.** From year to year the network of national and international professionals has grown hand in hand with the attention paid to southern wines and oils. Precisely the formula of discussion has allowed the event to become a point of reference and place of exchange for journalists, bloggers, tasters, Masters of Wine, operators and importers from all over the world. There are now hundreds of authoritative representatives of the world of wine who in recent years have been involved in the rediscovery and valorization of our wines and our oils.



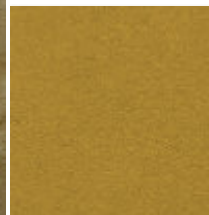




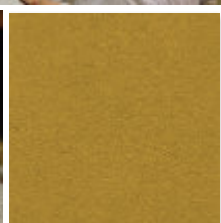
## THE ACTIVITIES DURING THE EXHIBITION



## COMPETITION



## PRESS TOURS







## THE ACTIVITIES DURING THE EXHIBITION



## EXHIBITION OPEN TO PUBLIC



## B2B MEETINGS







## OSPITI / GUESTS

**Alberto Lupini**  
 Italia A Tavola  
**Alessandro Turazza**  
 Gambero Rosso  
**Alfonso Cevola, Usa**  
 Giornalista On The Wine Trail In Italy  
**Anais Cancino, Messico**  
 Wineteller  
**Andrea Gabrielli**  
 Giornalista  
**Andrea Terraneo**  
 Presidente Nazionale Vinarius  
**Angelo Peretti**  
 Internetgourmet.It  
**Anthony Rose, Uk**  
 Decanter  
**Antonio Tomacelli**  
 Intravino  
**Arto Koskelo, Finlandia**  
 Giornalista Per Www.Viinipiru.Fi  
**Asa K. Johansson, Svezia**  
 Giornalista Di Riviste Svedesi E Di Decanter  
**Ben Little, Irlanda**  
 Thenativegrapes.Com  
**Bruno Gambacorta**  
 Eat Parade Rai 2  
**Carlo Macchi**  
 Winesurf.It  
**Cathrine Todd, Usa**  
 Forbes - Lavocedineewyork.It  
**Charles Scicolone, Usa**  
 Giornalista  
**Chiara Giorleo**  
 Giornalista  
**Christina Pikard**  
 Uk Market Kitchenn Bbc  
**Daniel Ercsey, Ungheria**  
 Wine-Writer Borigo.Hu  
**Daniele Cernilli**  
 Doctorwine.It  
**David Ransom, Usa**  
 The Tasting Panel Magazine, The Somm Journal  
**Deborah Parker Wong, Usa**  
 Somm Journal, Global Wine Editor  
**Debra Meiburg Mw, Hong Kong**  
 Giornalista Televisiva E Della Carta Stampata  
**Elisabetta Tosi**  
 Giornalista Www.Vinopigro.It  
**Eniko Dub, Austria**  
 Winencsy  
**Enzo Vizzari**  
 Direttore Guide Espresso  
**Ewa Wielezyska, Polonia**  
 Vice Capo Redattore Della Rivista Magazyn Wino  
**Fabien Lainé, Francia**  
 Giornalista, Videomaker  
**Francesca Ciano**  
 Giornalista Per Winenews, Adkronos

**Francesco Bonfio**  
 Presidente Nazionale Aeapi  
**Franco Santini**  
 Acquabuona.It  
**Franco Ziliani**  
 Giornalista  
**Giacomo Bertolli**  
 Giornalista  
**Giampaolo Giacomelli**  
 Giornalista  
**Gregory Dal Piaz, Usa**  
 The Snooth  
**Hervé Lalau, Belgio**  
 Giornalista Francese Collaboratore Di Note Riviste Del Vino  
**Ian D'agata**  
 Decanter  
**James Melendez, Usa**  
 Giornalista Per Jamesthewineguy.Wordpress.Com  
**Jancis Robinson Mw, Uk**  
 Financial Times, The World Of Fine Wine E Altre Testate  
**Jane Hunt Mw, Uk**  
 Italian Regional Chair Per Decanter World Wine Awards  
**Jeff Barrows, Usa**  
 Food Wine Click!  
**Jeremy Parzen, Usa**  
 Saggista, Giornalista, Wine Blogger Do Bianchi  
**Jo Cooke, Usa**  
 Collaboratore Di Wine Spectator  
**Joseph Darrel Mw, Austria**  
 Decanter  
**Juancho Asenjo, Spagna**  
 Wine Writer Per El Mundo E Altre Riviste Spagnole  
**Jung Yong Cho, Corea Del Sud**  
 Giornalista  
**Katarina Andersson, Svezia**  
 Grapevine Adventures  
**Kelly Mitchell, Usa**  
 The Wine Siren  
**Kerin O'keefe, Uk**  
 Direttore Magazine Wine Enthusiast  
**Kevin Gagnon, Germania**  
 Snarkywine - Vinitally International Ambassador  
**Kile Philips, Usa**  
 Italianfood.About.Com  
**Kurtis Kolt, Canada**  
 Wine Enthusiast - Decanter  
**Lars Leicht, Usa**  
 The Somm Journal  
**Laura Donadoni, Usa**  
 The Italian Wine Girl - Gambero Rosso  
**Leonardo Romanelli**  
 Scrittore, Giornalista, Gastronomo  
**Li Valentine, Usa**  
 The Winning Hour  
**Lisa Denning, Usa**  
 The Wine Chef/Grape Collective  
**Liz Palmer, Canada**  
 Wine Journalist, Author And Influencer







## OSPITI / GUESTS

**Liza Zimmerman, Usa**

Forbes - Wine-Searcher

**Lorenzo Colombo**

Giornalista

**Luciano Pignataro**

Il Mattino, Lucianopignataro.It

**Luigi Cremona**

Giornalista, Vini Buoni D'Italia

**Luigi Salvo**

Vinup.It

**Luzia Schrampf, Austria**

Alle Riviste "Fine", "Vinum", "World Of Fine Wine"

**Magnus Reuterdaahl, Svezia**

Wine-Blogger Di #Winelover

**Marco Sciarrini**

Giornalista

**Marek Bienczyk, Polonia**

Saggista, Culture.Pl, Forbes, Kuchnia

**Margarita Krasnopolskaya, Russia**

Newstyle-Mag.Com

**Margherita Guy, Uk**

Giornalista

**Maria Grazia Melegari**

Giornalista Soavementewineblog

**Markus Hungerbuhler, Svizzera**

Wine-Writer Free-Lance

**Matthew Horkey, Usa**

Exotic Wine Travel

**Matthew Waldin, Uk**

Giornalista Di Decanter E Di Altre Testate

**Maurizio Gily**

Giornalista Direttore Del Periodico Mille Vigne

**Maurizio Valeriani**

Giornalista - Vinodabere.It

**Mayumi Nakagawara, Giappone**

Giornalista Winart

**Michael Pinkus, Canada,**

Travel Journalist, Educator, Podcaster And Judge

**Michelle Williams, Usa**

Forbes

**Monica Coluccia**

Giornalista

**Nananyoung Baek, Germania**

Giornalista Della Rivista Die Weingaleristen

**Natasha Ughes Mw, Uk**

Giornalista Della Rivista Decanter

**Ole Udsen, Danimarca**

Giornalista E Scrittore

**Pasquale Porcelli**

Giornalista Winesurf Corriere Del Mezzogiorno

**Paul Balke, Olanda**

Giornalista E Scrittore Di Vini Italiani

**Paul Caputo, Uk**

Vinorandum

**Piera Genta**

Giornalista

**Pierre Casamayor, Francia**

Revue Du Vin De France E Guide Hubert

**Remy Charest, Canada**

Giornalista Per Le Devoir, Coup De Pouce, Châtelaine, Le

Journal De Montréal E Cellier

**Richard Baudains, Uk**

Collaboratore Di Decanter E Altre Testate Giornalistiche

**Robert Camuto, Usa**

Food & Wine, Washington Post

**Robert McNulty, Usa**

Wine Academy Italia

**Robin Kick Mw, Svizzera**

Decanter

**Robin Shreeves, Usa**

Wine Columnist&Features Writer, Courier Post

**Rosmary George Mw, Uk**

Giornalista

**Ryan Opaz**

Curatore Del Wine Blog Catavino.Net

**Simon Cassina, Uk**

Giornalista

**Simon Woolf, Olanda**

Giornalista, Decanter E Themorningclaret.Com

**Sofia Ander, Svezia**

Nya Wermlands Tidning, Divinguide.Se

**Steffen Maus, Germania**

Giornalista E Autore Di Italiens Weinwelten

**Susan Gordon, Usa**

Forbes, The Daily Meal

**Susan Hulme Mw, Uk**

Membro Del Master Of Wine Institute Event, Decanter

**Susan Tolson, Ungheria**

Winesofa.Eu, Vinitaly International Ambassador

**Tibor Vittek, Slovacchia**

Giornalista

**Tom Cannavan, Uk**

Giornalista Wine-Page.Com

**Tom Hyland, Usa**

Forbes, Onlearnitalianwines E Wineloverspage

**Tom Maresca, Usa**

Giornalista Decanter

**Tomasz Prange - Barczynski, Polonia**

Direttore Magazynwino

**Umberto Gambino**

Giornalista Rai

**Vasily Raskov, Russia**

Wine-Writer (Simplewinenews.Ru)

**Vito Intini**

Presidente Onav

**Walter Speller, Uk**

Giornalista E Scrittore, Www.Walterspeller.Com

**Whitney Adams, Usa**

Wine Blogger

**William Nesto, Usa**

Giornalista E Scrittore

**William Zacharkiw, Canada**

Caveman's Wine Blog E Montrealgazette

**Wojciech Bonkowski Mw, Polonia**

Giornalista Di Fama Internazionale



ANSA.IT

04 GIUGNO 2013  
Radici del Sud, 140 cantine  
del meridione in concorso.



5 GIUGNO 2013  
"Radici del Sud" 2013, l'orgoglio dei  
vitigni del Mezzogiorno di  
Puntarella Rossa.

**la Repubblica**

24 MAGGIO 2013 • sez. BARI  
Vini in festa a Radici del Sud.



3 GIUGNO 2011 • sez. Roma  
Il mezzogiorno del vino si dà appuntamento a "Radici  
del Sud" per presentare vini, incontrare wine  
merchants e guardare al futuro grazie ad un panel di  
degustazione internazionale diretto dalla wine-writer  
Jan cis Robin so n.



29 MAGGIO 2013  
Radici del Sud: dal 5 al 9 giugno a Carovigno.



16 APRILE 2012  
Ritorna Radici del Sud

**Decanter**

FEBBRAIO 2013  
Great red hopes

**FINANCIAL TIMES**

22 LUGLIO 2011  
in the Radici del Sud wine  
by Jancis Robinson



9 GIUGNO 2013  
In alto i calici per Radici del Sud



GIUGNO 2012  
Radici Festival 2012, Puglia  
di Tom Cannavam



Monopoli capitale dei vini da vitigni  
autoctoni con "Radici"



8 GIUGNO 2013  
Le Donne del Vino  
di Puglia e Radici del Sud.

**ABOUT US**

**Italia a Tavola.net**

10 GIUGNO 2013  
"Radici del Sud" premia 67 eccellenze.  
In gara 247 vini del Meridione.

**IL MATTINO**

Radici del Sud: tutti i vini vincitori, vitigno per vitigno  
di Luciano Pignataro

**selection**

... aus List am Canal  
Italiens Stiefelabsatz dMichael Ritter



8 GIUGNO 2011  
From Piemonte to Puglia's "Radici del Sud"  
Tasting of Southern Italian Wines



Korzenie, czyli co robi ze karbem  
di Tomasz Prange-Barczy ski

**BZ BERNER ZEITUNG**

19 MARZO 2010  
GENESSIEN  
Flachlandwein im hoch



3 Top Puglian Wines in the U.S. Market  
Surprising examples of Nero di Troia By  
Gregory Dal Piaz



Dell'equilibrio dei vini  
...sono andato in giro per l'Europa facendo il giudice internazionale in alcuni concorsi enologici.  
Il Decanter World Wine Award, il Concours Mondial de Bruxelles, Radici del Sud, Friulano & friends  
di Daniele Cernilli



## CONTACTS

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