



**ON 8<sup>TH</sup> OCTOBER, AT THE STAZIONE LEOPOLDA,  
PITTI IMMAGINE WILL BE PRESENTING  
THE *ESPRESSO* MAGAZINE GUIDES:  
THE PROTAGONISTS ARE THE BEST ITALIAN WINES AND  
RESTAURANTS OF 2010**

On **Thursday 8<sup>th</sup> October 2009**, the Stazione Leopolda in Florence will place the finest wines of Italy under the spotlight and celebrate the country's top restaurants: Pitti Immagine will be presenting the latest edition of *Espresso* magazine's "**I Vini d'Italia 2010**" [Guide to Italian Wines 2010] and – for the third time – it will also be hosting "**I Ristoranti d'Italia 2010**" [Italian Restaurants 2010].

The event is realized in collaboration with the **Florence Chamber of Commerce** and the **Centro di Firenze per la Moda Italiana**.

For the seventh consecutive year, Pitti Immagine will be presenting this initiative promoted by *Espresso* magazine which enhances one of the best known and most important industries of our country: Italian wines which, like fashion, constitute an important vehicle for promoting the excellence of Italian products around the world. Along with the presentation of the wines – **ormai da tre edizioni** - the event will also include a preview of the "Ristoranti d'Italia 2010" guide: the veteran guidebook dedicated to Italian restaurants, featuring new reviews of restaurants, trattorias, taverns and wine bars for gourmets and enthusiasts.

***The day will be packed with events:***

- the opening, at **11.00 a.m.**, will include the **presentation of the "I Vini d'Italia 2010" guide, followed by the awards for excellence**: 20,000 wines tasted, around 10,000 wines graded, over 2,520 labels singled out for their quality/price ratio and 214 wines of excellence. The president of Pitti Immagine, Gaetano Marzotto, will be in attendance alongside Enzo Vizzari, the Director of *Espresso's* Guide, and the curator Ernesto Gentili;

- next, the "**Ristoranti d'Italia 2010**" **guide will be presented** **che da quest'anno sarà disponibile anche in versione mobile su iPhone**: a research carried out in 2,900 venues all over the country, 400 of which are mentioned for the first time. This will be followed by the presentation of awards to the venues receiving a special mention. At the end of the ceremony, guests will be invited to taste the wines of excellence.

- in the afternoon, from **3.00 p.m.**, the fifth edition of the **auction of fine and collector's wines**, organized by the **PANDOLFINI auction house** will be held. Following on the heels of the successes of the first five editions, this year's auction will consist of approximately **180 lots**: **tra gli italiani ci sarà un nutrito gruppo di SuperTuscans e alcuni pezzi forti della produzione piemontese; il top lot della vendita spetterà ai francesi, in particolare a diversi lotti di Borgogna della Domaine de La Romanè Conti e della Domaine Ramonet, assieme ad alcune storiche etichette di Bordeaux.**

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The venue for all these events will be the **Stazione Leopolda**, transformed for the occasion by a layout project from architect Alessandro Moradei.

L'evento è realizzato in collaborazione anche con **Acqua Sparea, Caraiba, Chiquita, Conad, De Cecco, Negroni, Riso Gallo**, e un ringraziamento per il supporto va a **CONVIVIUM-catering Firenze**.

Florence, 6 October 2009

***I Vini d'Italia 2010***  
**Wines of Italy 2010**  
***I Ristoranti d'Italia 2010*** –  
**Restaurants of Italy 2010**  
8<sup>th</sup> October 2009, 10.30 a.m.  
Stazione Leopolda  
Viale Fratelli Rosselli 5  
**Entrance by invitation only**