

PITTI IMMAGINE PRESS OFFICE

**ON 6TH OCTOBER,
IN THE UNIQUE LOCATION OF THE SAN LORENZO MARKET,
PITTI IMMAGINE WILL BE PRESENTING “LE GUIDE DE L’ESPRESSO”:
THE PROTAGONISTS ARE THE BEST ITALIAN WINES
AND RESTAURANTS FOR 2012**

On **Thursday 6th October 2011, in Florence**, inside of the Mercato di San Lorenzo will be showcasing the best Italian wines and celebrating the country’s top restaurants: Pitti Immagine will be presenting the latest edition of “*Le Guide de L’Espresso*”: “**I Vini d’Italia 2012**” and “**Ristoranti d’Italia 2012**”.

The event will be organized by **Pitti Immagine** in collaboration with **Centro di Firenze per la Moda Italiana** and **Comune di Firenze**, with the contribution of **Camera di Commercio di Firenze, Firenze Parcheggi** and **Agriventure**, and will occupy the first floor of the historic 19th century building which was opened to the city again last year, on the occasion of the previous presentation.

“This is the ninth consecutive year that we have presented this initiative”, says Raffaello Napoleone, CEO of Pitti Immagine, “which places the spotlight on two of our country’s best known and most important industries: Italian wines and restaurants which constitute an important vehicle for promoting the excellence of Italian products and Italian style around the world. And the presentation is being held in a truly unique location: one of the city’s historic architectural symbols and a point of reference for Florentines and tourists alike.

The Mercato di San Lorenzo is one of the largest covered markets in Italy, designed by architect Giuseppe Mengoni, and was inaugurated in 1874 when it hosted the International Agricultural Fair. The renovated first floor of the Market will become a very special location for the event thanks to the exciting layout created by architect Alessandro Moradei.

The day will be packed with events:

- the opening, at **11.00 a.m.**, will include the **presentation of the “I Vini d’Italia 2012” guide, followed by the awards for excellence**: 20,000 wines tasted, around 10,000 wines graded, 2,240 producers singled out and 225 wines of excellence. The event will be attended by the Mayor of Florence, Matteo Renzi, the President of Pitti Immagine, Gaetano Marzotto, as well as Enzo Vizzari, the Director of the of “*Le Guide de L’Espresso*”, and the curators, Ernesto Gentili and Fabio Rizzari;

- next, the “**Ristoranti d’Italia 2012**” **guide will be presented**, the latest edition of the veteran Italian restaurant guide: research for the guide is carried out in 2,700 venues all over the country, 2,300 of which have been reviewed, and more than 400 venues review 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 seventh edition of the successful **auction of fine and collector's wines**, organized by the **PANDOLFINI auction house** will be held.

The presentation of "Le Guide de L'Espresso" is realized with the support of **Acqua Sparea, Caraiba Luxury, Lavazza, Iper La grande i.**

Florence, 3th October 2011

I Vini d'Italia 2012
I Ristoranti d'Italia 2012
7th October 2010, 10.30 a.m.
Mercato di San Lorenzo
Piazza del Mercato di San Lorenzo
Entrance by invitation only

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