



BolognaFiere | 23-25 February, 2025

Slow Wine Fair and SANA Food: A Winning Partnership for Healthy, Environmentally Friendly Agriculture

As we say goodbye for this year, we look forward to the fifth Slow Wine Fair and second SANA Food from February 22 to 24, 2026 at BolognaFiere.

The two events draw to a close with a visit from the Italian Minister for Agriculture, Food Sovereignty and Forests, Francesco Lollobrigida.

Bologna, 25 February – [SANA Food](#) and [Slow Wine Fair](#) have closed their first year together with a very positive outcome. The two partnered events welcomed **15,000 visitors** and **300 international buyers** from 20 countries: Austria, Bosnia, Canada, Czech Republic, Denmark, Finland, Germany, Japan, Lithuania, Montenegro, North Macedonia, Poland, Romania, Serbia, Singapore, Slovenia, Sweden, Switzerland, the UK and the USA. Over **2,000 B2B meetings** were organized over the three days of the events, involving more than **1,050 wineries** in Slow Wine Fair (including 720 organic or biodynamic) and **250 businesses** at SANA Food.

Francesco Lollobrigida, the Italian Minister for Agriculture, Food Sovereignty and Forests: «When looking at wine at events like this, we see entrepreneurs, families, traditions and culture, but also environmental protection. Wine is not just a product; it is the result of the work of winegrowers in harmony with the land. Think of the Ligurian terraces: without heroic viticulture, the environment itself would be at risk. Europe must protect this heritage by avoiding misleading labelling and penalizing policies, because safeguarding wine means preserving our history, agricultural work and the quality that the world recognizes in us. Promoting responsible consumption does not mean demonizing, but rather telling the story of the value behind each bottle, ensuring the future of our agrifood sector and Italy's central role in the European landscape».

Gianpiero Calzolari, President of BolognaFiere: «We are very pleased with the success of Slow Wine Fair, which started four years ago with 400 wineries. Now there are over 1,000 wine producers represented, with a 20% increase in attendance compared to 2024. The novelty this year is its pairing with SANA Food, a trade show that has focused since its inception on organic and natural foods and healthy, sustainable diets. In the new format launched this year, it highlights trends and innovations for the food-service industry and specialized retail. The fair is growing in quality, and we are positioning ourselves better and better. Attendance is increasing, and the combination of the two events has proven to be a great success: we are on the right track, as confirmed by the great appreciation from exhibitors».



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Barbara Nappini, President of Slow Food Italy: «We thank Minister Lollobrigida for his support and closeness to Slow Food and the agricultural system that our association aims to promote. The 1,050 wineries selected for Slow Wine Fair represent environmental, social and economic values, but also cultural and identity-based ones. They embody high-quality, regenerative and virtuous agriculture, working with nature, not against it, and protecting biodiversity and soil fertility. Without these there would be no agriculture, and therefore no food. They keep alive those areas we mistakenly call 'marginal,' protecting them from environmental risks and depopulation. Farmers – specifically, winemakers – are the true champions of this story. Yet they belong to the 80% of businesses in Italy that receive only 20% of European funding. This paradigm must be overturned. We urgently need to support this type of agriculture, as it not only enhances the value of Made in Italy, but also ensures food sovereignty. To have happy food and wine, we need happy farmers».

Maria Grazia Mammuccini, President of FederBio: «From Slow Wine Fair, SANA Food and Rivoluzione Bio, it has become clear that the future of agriculture and food is organic. These events serve as important opportunities for dialogue and exchange, placing agricultural producers at the center – those who work towards sustainability and biodiversity protection – while recognizing and valuing their crucial role in the agroecological transition. Organic farming is experiencing significant growth, both in terms of cultivated land and production, with an increase in domestic consumption as well as exports and an overall value of approximately €10.4 billion in 2024. Denominations of origin for wines and PDO and PGI products, combined with the sustainability guaranteed by the organic label, represent a competitive advantage in both foreign and domestic markets. In fact, 75% of Italians consider the organic logo and Italian origin as additional guarantees of quality. In this regard, the upcoming launch of the Italian organic brand will further strengthen the sector, supported by related communication campaigns».

Daniele Ara, Councilor for Schools, Environmental Education, Agriculture and Agrifood for the City of Bologna: «SANA Food and Slow Wine Fair are two important events focused on food and quality production and Bologna is proud to host them. Cities must take a leading role in food policies, and citizens/consumers should drive the adoption of new agricultural models. The ecological transition cannot happen without organic and sustainable agriculture, which is essential for everyone's quality of life and for protecting rural areas».

Matteo Zoppas, President of ITA (Italian Trade Agency, responsible for promoting Italian enterprises abroad and encouraging their internationalization): «The export of organic agrifood products, which has grown by 200% since 2012, represents a significant niche within the industry. The 2025 edition of Slow Wine Fair and SANA Food, two trade fair platforms that complement the market offering and create additional value, welcomed the participation of 1,360 companies. ITA hosted around 130 buyers, nearly half of the total international operators, who had already booked over 1,000 B2B meetings before the event even started – these meetings then doubled during the fair. Exhibiting companies are often unaware of the extensive work



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carried out by the Agency: we carefully select top buyers, importers and distributors and bring them to the fair, offering Italian companies direct access to new business opportunities. We support enterprises in building lasting relationships with foreign markets and fostering solid and structured growth. Our work goes beyond promotion. ITA, in coordination with foreign diplomacy, supports the government and entrepreneurs in protecting the agrifood sector, countering any attempts to criminalize Italian products and strengthening the positioning of Made in Italy worldwide. We will continue to invest resources and energy to ensure proper recognition of our tradition and innovation».

Michele De Pascale, President of the Region of Emilia-Romagna: «We are very pleased with the outcome of this dual event. We are happy to host it in our region and proud that Emilia-Romagna has such a significant representation of businesses and professionals in the sector, capable of gaining recognition both in Italy and abroad. On the one hand, we want to continue distinguishing ourselves through certain production experiences that are studied worldwide for their ability to create products of excellence, exported internationally. On the other, we aim to enhance the entire local supply chain and do even more, continuously improving ourselves. We are deeply concerned about international trade dynamics related to tariffs and their impact on the entire agrifood sector. Italy and the European Union have made great sacrifices in recent years, and it is unacceptable for all of this to be erased with a single stroke, analyzing trade balances so crudely. Due to its consistency, our country has paid a very high price in terms of business competitiveness. Especially in the case of the wine sector, we must respect these excellent productions, which certainly do not invest in the abuse of consumption, but in quality. Wine and high-quality products align with responsible, correct consumption that respects people's health. These businesses of ours must be supported and protected».

Slow Wine Fair 2025 in Numbers

Slow Wine Fair 2025 and SANA Food closed with **15,000 attendees**, an over 20% increase compared to last year. Both enthusiasts (on Sunday the events were open to the public) and industry professionals had the opportunity to discover and taste a unique selection of wines that embody the principles of the *Slow Food Manifesto for Good, Clean and Fair Wine*, while also benefiting from the synergy between the two events.

On the B2B front, **more than 2,000 professional meetings** took place with wineries and those working in the organic sector, while numerous informal connections were also made with **300 international buyers**, carefully selected thanks to the collaboration with ITA and the B2Match platform, which allowed professionals to accurately match wineries and labels to their specific interests.

Also noteworthy was the strong presence of restaurateurs and wine bar owners interested in the offerings of the Slow Wine Fair and SANA Food: on February 24, 87 of them were recognized with an award as part of the [Terroir and Slow Spirit Wine List Award](#), highlighting the essential alliance between the world of restaurants and bars – and beyond – and the hard work of quality winemakers.



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There were **1,200 exhibitors** – over 70% of whom were certified organic and/or biodynamic or in conversion – representing **all Italian regions and 29 countries**. According to a survey conducted at the event, over 40% of exhibitors have started the process of reducing bottle weight, a key focus of the [call to action](#) launched by the Slow Wine Coalition during the event. Other major innovations include sustainable bottle stoppers, labels and boxes, demonstrating that sustainable packaging is a priority for exhibitors, who are committed to environmental issues not only in the vineyard.

Participation in the **100-plus scheduled events** was remarkable; they included **17 masterclasses, conferences, and presentations** held in the Sala Reale Mutua (the event's main partner), Arena Demeter and Casa Slow Food. Additionally, numerous tastings were hosted by the regional stands like those of the Region of Lombardy, LAORE - the Region of Sardinia, the Region of Calabria and Rural Development, the Region of Lazio - Arsial and the Region of Campania.

This edition also introduced several new features, all of which proved highly popular, including a dedicated space for **roasters** from the Slow Food Coffee Coalition, the participation of **cider** producers and the **Mixology Lab** area, offering in-depth explorations into the world of spirits.

SANA Food in Numbers

SANA Food, the new exhibition format dedicated to all aspects of healthy, controlled and sustainable food production for the increasingly broad and diverse food service sector, explored the latest innovations and trends in organic and biodynamic products. It also provided a platform for vegan, plant-based and vegetarian beverages and foods as well as functional foods, including 'free-from' and 'rich-in' categories. Special attention was also given to products for athletes, the elderly, children, people with allergies or intolerances and those following specific diets, along with PDO-, PGI- and TSG-certified specialties.

The event welcomed **250 exhibitors**, with **15% coming from abroad**, including participants from the European project "Being Organic in EU". A collective formed by the **Region of Emilia-Romagna**, the **Region of Calabria**, the **Region of Sardinia** and **CIA - the Italian Agriculture Confederation** ran a large exhibition space, which hosted a rich program of activities. The fair also saw strong representation from key associations in the organic and natural food sector, such as Anaprobio, A.O.P., AssoBio, Bioland, BIOL Italia, Coldiretti Bio, Confagri, Confcooperative-Agrirete, Consorzio Il Biologico, FederBio and the German association Naturland. Additionally, there was a significant presence of vegan and vegetarian businesses affiliated with V-Label.

During the three-day event, **50 different sessions** took place. The sixth edition of **Rivoluzione Bio** attracted over 300 industry professionals and featured the latest data on the organic market. This was the first year of the **100 Healthy Days Survey**, a study that analyzed food and beverage consumption habits outside the home, based on surveys of 3,000 Italians and 1,000 Danes.

Other very well attended events included the **Lab Academy SANA Food**, organized in collaboration with Professor Sebastiano Porretta, President of AITA - Italian Association of Food Technology, as well as **tastings**,



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cooking shows and **workshops** dedicated to **breakfast** and **aperitifs**, two key moments for Italian consumers.

Also noteworthy is the conference *Healthy Eating for People and the Planet*, organized by Professor Enrico Roda of the Health and Science Institute and attended by over 190 biologists, nutritionists and general practitioners specialized in nutrition, as well as the activities promoted by Carrefour and METRO Italia and based on their expertise in distribution.

We'll see you at BolognaFiere again next year, from February 22 to 24, 2026!

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