



VIA VINUM

The most refined experience
dedicated to wine.

4 -7 december, ROMEXPO



An event that transcends the art of tasting.

VIA VINUM Manifesto

VIA VINUM is a multisensory experience that celebrates wine as art, investment, and social ritual – a sophisticated fusion of tradition and innovation, where wine encounters music, painting, specialist literature, and haute cuisine.

Envisioned as a journey through the world's most exquisite terroirs, the event brings together industry professionals and wine enthusiasts in a space devoted to discovery, meaningful connections, and excellence. Tastings are elevated with artisanal cheeses and charcuterie, visual art, and cultural dialogue, offering an experience that delights all the senses.





Art. Innovation. Emotion.



VIA VINUM in 3 words

✓ Art

Rare wines, authentic stories, elegant design, books, and works of art.

✓ Innovation

NFTs, digital application, immersive experiences.

✓ Emotion

Connection, storytelling, awakened senses.



Two Dimensions. One Singular Experience.

The Wine Business Club (B2B)

- **Wine Trade Expo** – Leading wineries, importers, and distributors come together on an international platform for showcasing and promoting fine wines.
- **Business Lounge** – A space dedicated to networking and B2B meetings, fostering professional connections and direct negotiations.
- **Wine Investment Forum** – A curated program focused on rare wines, market trends, and wine investment opportunities.
- **Conferences & Panels** – Innovation, sustainability, and digital transformation take center stage in high-level discussions on the future of the wine industry.
- **Private Tastings** – Rare wines and exclusive collections offered in premium experiences tailored for investors and connoisseurs.



The Wine Playground (B2C)

- **Wine Walk** – A sensory journey through the world of wine, featuring guided tastings led by top sommeliers.
- **Food & Wine Lab** – Innovative pairings that bring together fine wines and haute cuisine in a curated gastronomic experience.
- **The Blind Tasting Challenge** – A competition for true wine lovers, where participants are challenged to identify grape varieties, regions, and flavor profiles.
- **Wine Talks** – Stories of wine and passion – interactive conversations with winemakers, wine critics, and key figures from the industry.
- **Wine & Art Fusion** – Art exhibitions and creative showcases inspired by the world of wine, accompanied by live music performances.



Exceptional Experiences

Highlights that Define VIA VINUM

✓ Tasting Domes

Immersive tastings enhanced by sound and light

✓ Wine Perfume Bar

Discover the true essence of wine.

✓ Sparkling Nights

Champagne & live music

✓ Live wine painting

Art created in real time.

✓ Tasting in the Dark

A challenge for the senses





Who attends?

Target Audience

Professionals: Importers, sommeliers, retailers, collectors, and HoReCa stakeholders



Premium Public: Fine wine lovers, cultural travelers, enthusiasts of art, music, and refined experiences



Iconic venue. Memorable design.

Location & Atmosphere

VIA VINUM takes place at **ROMEXPO** – Pavilion B1, reimagined as a sanctuary of wine.

We are preparing a contemporary design inspired by vineyards, an intimate atmosphere with ambient music, scenographic lighting, and elegant chill-out areas.

During the same period, Pavilion B2 will host Gaudeamus.



Digital innovation for a seamless experience.

ROMEXPO APP

- *Networking & matchmaking for professionals*
- *Interactive exhibition map*
- *Booking for tastings & panels*
- *Access to NFT wines & private collections*
- *Invitation – QR code for industry specialists*



Your **Stand**
in the App.



Instant
Contact
Exchange.



Lead
Generation
Magnet.



Integrated Communication, Real Impact



Visibility & Partnerships

Social media storytelling & influencer campaigns

Partnerships with specialist and lifestyle magazines

TV & Radio teaser

Creative & interactive online content



Rafinament în fiecare picătură

DIVINUM

4 - 7 Decembrie 2025



Join us!

#ViaVinum2025

*Are you a producer, distributor, or brand in the world of wine, gastronomy, or art? **VIA VINUM** is the ideal opportunity to connect with industry professionals and a passionate audience in an elegant, multisensory, and meaningful setting. Promote your brand. Build connections. Be part of a premium experience.*



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