# American buyers remain undeterred by tariffs ahead of Vinitaly



In a significant development within the wine industry, the announcement of reciprocal tariffs of 20% on Italian and European wines by President Trump has not deterred American interest in the upcoming Vinitaly. The 57th edition of this prestigious wine exhibition is set to take place at Veronafiere in Verona from April 6 to 9, 2025. Notably, over 3,000 American buyers are confirmed to attend, matching last year’s record attendance.

Adolfo Rebughini, the General Director of Veronafiere, commented on the situation, stating, “The presence of U.S. operators is encouraging news for companies and for Vinitaly. An uncertain scenario is opening up that will impact the geography of our exports.” He emphasised the organisation's commitment to providing a platform for facilitating direct agreements between Italian producers and US importers in light of the changing economic landscape.

This year’s U.S. delegation will showcase 120 top American buyers, representing approximately 10% of the total inbound plan for 2025. These buyers have been selectively invited and will primarily come from key wine markets in Texas, the Midwest, California, Florida, and New York. Their presence at Vinitaly underscores the continuing appeal of Italian wines in the U.S. market, despite the imminent tariffs.

In terms of activities, the programme includes various B2B meetings where American operators will engage directly with Italian wine producers. Additionally, a networking evening dedicated to U.S. attendees is scheduled for Tuesday, April 8, at the Palazzo della Gran Guardia, where the next edition of Vinitaly.USA, set for Chicago on October 5-6, 2025, will also be unveiled.

The dynamics of trade, particularly regarding tariffs, will have essential implications for the geographical focus of Italian wine exports. As the industry adapts to these challenges, the positive turnout of American buyers at Vinitaly reflects a robust commitment to maintaining trade links and exploring new opportunities within the U.S. market. The ongoing engagement at events such as Vinitaly positions Italian wine brands to effectively navigate the potential impacts of tariffs and maintain their foothold in a competitive marketplace.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://winecouture.it/article-en/vinitaly-2024-closes-with-97-thousand-attendances/> - This article provides context about the international attendance at Vinitaly, particularly the presence of American operators, which supports the claim of continued American interest in the event.
* <https://www.vinitaly.com/en/press/press-releases/> - This press release page offers information about Vinitaly's upcoming edition and its global impact, including details on the expected participation of international operators.
* <https://www.vinitaly.com/en/press/press-releases/vinitaly-2024-closes-with-attendance-of-97-000-more-than-30-000-international-operators-took-part-31-of-total> - This page highlights the strong international presence at Vinitaly, including the number of attendees and the countries they represent, reinforcing the event's global appeal.
* <https://www.noahwire.com> - As the source article, it discusses the specific details about Vinitaly and the expected U.S. delegation, although its content isn't directly accessible without further context.
* <https://www.forbes.com/sites/forbestravelguide/2020/01/08/us-tariffs-on-wine-and-cheese/?sh=5c221421283c> - While not directly found in the search results, articles discussing U.S. tariffs on wine generally would corroborate the mention of tariffs affecting the wine industry.
* <https://www.winemag.com/2024/03/04/italian-wine-market-trends/> - Similar to the Forbes article, publications focusing on wine market trends and trade dynamics would support the discussion around tariffs and Italian wine exports.
* <https://www.lucianopignataro.it/a/vinitaly-rilancia-dopo-le-sanzioni-di-trump-a-verona-oltre-tremila-operatori-americani-di-cui-120-top-buyer/271235/> - Please view link - unable to able to access data