



EP Intergroup on  
Wine, Spirits and Quality Foodstuffs



European Food Forum and  
EP Intergroup on Wine, Spirits and Quality Foodstuffs

Vinitaly - International wine and spirits Exhibition  
Ministry of Agricultural, Food and Forestry Policies Stand

**"Striking the right balance:  
promotion and education in the food sector"**

Verona, 11 April 2022

Event Hosted by:

EP VP Pina PICIERNO  
Intergroup Co-Chair MEP Irene TOLLERET  
MEP Brando BENIFEI  
MEP Marco DREOSTO  
MEP Pietro FIOCCHI  
MEP Alessandra MORETTI  
MEP Christine SCHNAIDER

Host: Luisella Ciani Director General European Food Forum

11:15 - 11:20

**Key note speakers:**

EU Commissioner for the Agriculture Janusz Wojciechowski (video message)

EP Vice President Pina PICIERNO

11:20 - 11:30

**Opening remarks Panel 1:**

MEP Alessandra MORETTI

MEP Brando BENIFEI

11:30- 12:10

**PANEL 1 – Reviewing the EU AGRI-Food Promotion Policy: How the promotion policy can contribute to the objectives of the Green deal and the Farm to Fork strategy?**

**Moderator:**

Intergroup Co-Chair MEP Irene TOLLERET

**Joao ONOFRE**

Director ad interim Promotion, Research & Geographical Indications – EU Commission

**Silvia LOFRESE**

Senior Manager Public Affairs FoodDrinkEurope

**Riccardo RICCI CURBASTRO**

Vice President EFOW - European Federation of Origin Wines

**Luigi TOZZI**

Deputy Secretary General

SAFE – Safe Food Advocacy Europe

**Yoshihide ENDO**

GIAHS Program Coordinator, FAO



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Q&A

12:10-12:25

**Opening Remarks Panel 2:**

MEP Marco DREOSTO  
MEP Christine SCHNIEDER

12:25- 13:25

**PANEL 2 – Alcohol labelling: Institutional and stakeholder’s view**

**Moderator:** MEP Pietro FIOCCHI

**Florence BERTELETTI**

Secretary General of the European Alcohol Policy Alliance (Eurocare) and a Board member of EPHA

**Ignacio SANCES RECARTE**

Secretary General of CEEV and Founder of Wine in Moderation Association

**Marco GIURI**

Wine law counsel  
Founder "Studio Giuri Avvocati Associati"

**Federico CASTELLUCCI**

Vine Grower in the Marches and Honorary Director-General of the OIV - International Vine and Wine Organization

Q&A

13:25- 13:30

**Closing remarks**

Gian Marco CENTINAIO  
Undersecretary of State Italian Ministry of Agricultural, Food and Forestry