

TRAVEL AND HOSPITALITY

Partnership with Vinitaly brings oenology to Orient Express

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A mock-up of the La Dolce Vita Orient Express remains on display in Verona, Italy at Vinitaly, the world's largest professional wine fair, through April 17. Image credit: Orient Express

By LUXURY DAILY NEWS SERVICE

International hotel, river cruise and rail company **Orient Express** is placing a spotlight on Italy.

The luxury hospitality brand debuted a partnership with international wine and spirits exhibition Vinitaly, activating at the Verona event this week. The collaboration will continue onboard La Dolce Vita Orient Express with the introduction of a special-edition "Made in Italy" culinary experience slated for next year.

"With this partnership we are giving our exhibitors at Vinitaly a new high-profile business opportunity towards a high-spending segment that adds to the promotional initiatives already on the calendar throughout the year in Italy and abroad in favor of Made in Italy wine," said Federico Bricolo, president of **Veronafiere**, in a statement.

"Made in Italy"

The La Dolce Vita Orient Express experience has reached the world's largest professional wine fair.

Stationed in Verona, a mock-up version of the ride features the Vinitaly Lounge, the first public presentation of a partnership between Orient Express and the oenological salon.

Event attendees can visit the train model located within the venue's Outdoor Area Hall 9-11 from April 14-17, 2024. As the 56th edition of Vinitaly wraps, the Orient Express locomotive experience is getting another update.



Starting in spring 2025, passengers can partake in the "Made in Italy" rail cruise experiences. Image credit: Orient Express

A larger enological alliance between Vinalty and Orient Express involves the selection of six varieties that have made it to the expo from Northern, Southern and Central Italy.

The pair's top picks will be added to wine lists available aboard the La Dolce Vita Orient Express, arriving with a complimentary menu put together by Three Michelin-starred chef Heinz Beck.

Starting in spring 2025, passengers can partake in the "Made in Italy" rail cruise experiences, celebrating the culinary diversity of the train's regional and thematic routes as the companies aim for UNESCO Heritage recognition.

This is just one way that La Dolce Vita Orient Express uplifts traditional Italian living and excellence. Its journeys intend to connect international communities with the country in an authentic manner.

Slow travel plays a role here, allowing luxury adventurers to participate in a relatively sustainable method of adventuring as they get to know new destinations on a more intimate level ([see story](#)).

"Creating an industrial model capable of elevating national and international tourism offerings by systematizing what represents the most renowned Italian brand worldwide, Made In Italy," said Paolo Barletta, CEO of [Arsenale SpA](#), in a statement.

"High-profile excellence and quality are at the heart of every experience that will be recreated both off and on board the train," Mr. Barletta said. "Special thanks therefore go to chef Heinz Beck, who with his art will guarantee guests of 'La Dolce Vita Orient Express' experiences that are hardly repeatable, and to Vinalty for giving us the opportunity to launch and highlight, alongside the biggest labels, also those lesser-known wineries but synonymous with quality and the uniqueness typical of our incredible country."