



SOL AND THE CITY SUD DEBUTS IN CALABRIA

After the great success of the two editions of *Vinitaly and the City* at the Archaeological Park of Sybaris and the Cirò edition of the *Merano Wine Festival*, Calabria is set to host another major event in the food and wine sector. This time, the spotlight will be on extra virgin olive oil, as on December 19 and 20 the exhibition area in Catanzaro will host *Sol and the City Sud*. Once again, the decisive collaboration between the Calabria Region's Department of Agriculture and Veronafiore, with organizational support from Arsac, has made it possible to organize an event that can be considered the southern counterpart of *SOL Expo*, the prestigious international exhibition entirely dedicated to EVO oil held in Verona.

Sol and the City Sud was created with the aim of showcasing not only the excellence of Calabrian olive oils but also the broader agri-food heritage of Southern Italy. The event offers a broad and contemporary perspective on a sector in which Calabria holds a key position: with 180,000 hectares of olive groves and a mosaic of native cultivars recognized through numerous PDO and PGI certifications, the region stands as one of the leading producers in the country.

The two-day event, with free entry from 10:00 a.m. to 10:00 p.m., will feature an extensive program including in-depth sessions with scholars and industry experts, guided tasting experiences, discussions on the use of olive oil in wellness and cosmetics, and live cooking shows led by top chefs. The event will also explore innovative uses of olive oil and offer activities designed for families and children.

"The olive oil fair finally comes to Calabria," said Roberto Occhiuto, President of the Calabria Region. "With *Sol and the City Sud*, we aim to highlight our excellences and give visibility to a sector that represents identity, culture, and development for the entire territory. Born as an offshoot of *SOL Expo*—the historic international exhibition dedicated to extra virgin olive oil, now independent from Vinitaly—this is a strategic event to promote the quality of Calabrian olive oil and the broader agri-food sector. It opens its doors to producers, families, enthusiasts, and experts alike. The olive oil of our region deserves a national and international stage. The December 19–20 initiative at the Catanzaro Fairgrounds is a concrete and decisive step in this direction."

"*SOL Expo* in Verona hosts the international hub for high-quality extra virgin olive oil, a permanent platform uniting production, culture, and health, which also operates year-round

through territorial formats like *Sol and the City Sud*,” explained Federico Bricolo, President of Veronafiere. “The Catanzaro edition aligns perfectly with this mission: promoting local and Southern Italian olive oil excellence, connecting producers with buyers, restaurants, and tourism, and educating the public for more conscious oil consumption. At Veronafiere, we believe olive oil is an extraordinary ambassador of Italian identity, and we aim to support the sector’s growth in international markets through quality, sustainability, and innovation.”

The event celebrates the dialogue between tradition and innovation and strengthens Calabria’s role as a dynamic and strategic region in promoting its excellence. “With *Sol and the City Sud*,” said Gianluca Gallo, Regional Councillor for Agriculture, “we want to send a strong message: Calabrian olive oil is a heritage that deserves to be celebrated and promoted. Our region has a millennia-long history of olive cultivation, and today, thanks to the dedication of producers and supportive policies, we can offer an event that combines culture, innovation, and promotion. Catanzaro becomes the capital of olive oil, hosting a fair that looks to the future while reinforcing the agricultural and food identity of Southern Italy.”

“We are very excited to welcome this new event at PalaColosimo,” stated Nicola Fiorita, Mayor of Catanzaro. “This venue has recently established itself as a regional, and not only regional, reference point for major fairs and events. The December edition adds to the successful events we have hosted in recent months, contributing to making Catanzaro an increasingly important hub for fairs in Southern Italy and an attractive center for nationally significant events. It confirms a city that is growing, opening up, and investing in quality.”

“Approximately one hundred companies will participate, not only from our region but also from Campania and Basilicata,” said Fulvia Michela Caligiuri, Director General of Arsac, “together with a strong presence of industry organizations. The goal is to create a major showcase for Calabrian olive oil, promote our excellences, and highlight a product that is truly representative of our identity and exceptional in quality.”

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