

Alto Adige Wine Road Association
Press release

Alto Adige Wine Road Association introduces new board and president

The Alto Adige Wine Road Association held its **regular board election** on 13 November, establishing a new leadership structure for the years ahead. The newly elected board is composed of the following members: **Sighard Rainer, Thomas Nicolussi-Leck, Anton Dalvai, Christian Sinn, Evelyn Falser, Christian Gschnell, Armin Pomella, Horst Winkler, Manfred Joppi, Stephan Calliari, Stephan Konder, Barbara Zisser, Otto Pomella, Alexandra Cembran and Christoph Kofler.**

At the constitutive meeting on 26 November, **Christian Gschnell was elected as the new President of the Alto Adige Wine Road Association.** He is joined by the newly appointed **Vice-Presidents Stephan Konder (Municipality of Bolzano/Bozen) and Stephan Calliari (Tourism Association Tramin/Termeno).** With this new leadership team, the Association is entering its new term with great motivation.

Special thanks are due to the outgoing President Manfred Vescoli, who shaped and significantly advanced the Association over 15 years. Under his leadership, numerous initiatives to strengthen the Alto Adige Wine Road brand were successfully implemented, key partnerships were consolidated and innovative projects were launched. The Association honours his many years of dedication with heartfelt appreciation.

The newly formed board looks ahead to the tasks to come with confidence: "We are looking forward to working with the new board team and the newly elected president," said the Association's Managing Director, Stefan Geier. **"Together, we aim to continue positioning the Alto Adige Wine Road as a unique wine, culture and pleasure destination** and to make its diversity even more visible. Our goal is to continue communicating the quality, authenticity and special character of our region effectively and to market it successfully."

About the Alto Adige Wine Road Association

The Alto Adige Wine Road Association, based in Kaltern/Caldaro, brings together municipalities, tourism organisations, wineries, wine estates and distilleries along one of Italy's most renowned wine routes. Through targeted marketing activities, events and tourism development projects, the Association plays a key role in establishing the Alto Adige Wine Road as a premium destination for wine and culture enthusiasts.

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