



MICHÈLE SHAH SRL

MARKETING STRATEGIES - ITALIAN WINES

MICHELE SHAH (Binswanger) CURRICULUM VITAE

Michèle Shah is a marketing consultant, wine critic, travel writer based in Italy for over 30 years, specialized in promoting Italian wines to international export markets

Michèle Shah SRL is Founder of SPEEDTASTING® - From 2020 it has become a virtual B2B event for Italian wineries to promote their wines to international markets. From June 2020 to date – Michèle Shah has carried out over 50 Speedtasting events with briefing – event and individual one-to-one meetings over zoom.

Since 2002 she has been consulting to the Italian wine trade, selecting international wine buyers and organising tasting events and workshops held at Italian trade events, such as Promos Italia and Grandi Langhe Event aimed at presenting Italian wines and their producing regions to international wine importers, international press, opinion leaders, influencers, MW's and student MWs (from Institute of Masters of wine) & sommeliers. For over 20 years Michèle Shah has been organizing on behalf of Italy's regional Consorzio, wine tastings, seminars and educational on Italian wine and its regions of production for international press and international wine buyers.

Michèle Shah collaborates with a team of consultants engaged in developing Italy's wine export programmes and promotional events outside Italy 'Internazionalizzazione' OCM programmes which focus on opening new export channels for Italian wines. Michele Shah SRL together with overseas PR partners has organized wine events in: London, Oslo, Copenhagen, Stockholm, Warsaw, Hong Kong, San Paolo, Moscow, Delhi and Mumbai and more recently the Baltic states.

Michele Shah SRL's principle clients include a number of Italy's Regional Consortiums, such as Prosecco Superiore docg Conegliano e Valdobbiadene, Brunello di Montalcino, Consorzio i Vini del Piemonte, Consorzio Tutela Barolo Barbaresco Alba Langhe e Roero, Abruzzo – Consorzio Colline Teramane, I Vini d'Abruzzo, Porto Cervo Wine Festival, Consorzio Vini del Trentino, Confagricoltura Piemonte, Colli Vicentini, Berici, Gambellara, Colli Euganei, Soave, Prosecco DOC, San Gimignano, Marchet – Marche, Consozi del Lambrusco, Emilia Romagna, Confimiimpresa, Laore – Regione Sardegna, Consorzio di Tutela Sagrantino, Isonzo Friuli, Consorzio Chianti Classico and Sicily's Regional office – IRVO (Istituto Regionale Vini e Oli) where she was responsible planning Sicily's international events programme for the promotion of Sicilian wines 2010 – 2014.

For over 15 years Michele Shah SRL sourced importers for Vinitaly's B2B programme.

Michele Shah SRL offers training/courses to Consorzi on International markets and individual consultancy to wineries on export markets. How to approach international markets and the difference between international markets.

Michele Shah Travel plans and organises Exceptional Wine Tours: By combining years of experience, knowledge and contacts made during her career, Michele Shah is able to offer you the unique guided trip to Italy's top vineyards and wineries, meeting some of the region's premium producers, dining at Italy's most sought after restaurants with world-renown Chefs, staying in Relais accommodation. Combine this with the addition of a more personal, colourful, cultural and genuine experience, will give the right balance to an enjoyable, unique and unforgettable experience!

Check out www.micheleshahtravel.com to see the trips organised for clients (groups of 12-14) to Tuscany, Piemonte and Liguria Veneto & the Dolomites and Sicily & Etna.

EDITORIAL

Her writing experience includes: winespectator.com, decanter.com, wine-business-international.com, sanpellegrino.com and monthly columns for winenews.it as well as feature articles written for specialist papers and magazines, including: Wine Business International, Wine Spectator, Decanter, Corriere Vinicolo, Sommelier India, Wine & Spirit, ONL, Wine International, Harpers, Wine & Spirit International, Vini, San Pellegrino, Slowfood, Bibenda, Wino Magazyn (Poland), Der Feinschmecker – Wein Gourmet, Le Connoisseur – Fine wine in Porto Rico, Czas Wina and Oberoi Group Magazine-Asia.



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Michèle Shah contributes occasionally to:

- Meininger's Wine Business International – trade magazine
- Harpers
- The Buyer
- Goda Italien.se
- Sommelier India -India's top consumer & trade magazine
- Czas Wina – Poland – consumer and trade magazine
- Travel Curious Often www.travelcuriousoften.com

PUBLICATIONS

2006 Mitchell Beazley - 'Wines of Italy' under my authorship. This is a pocket guide to Italian wines divided by region, including a regional introduction, the appellations, the wines, local foods and other useful information such as vintages, hotels and restaurants.

2008 Hugh Johnson's Pocket Wine Guide 2008'. Collaboration with the 'Full-Colour Italian Supplement'.

2007/2008 Veronelli Editore Veronelli 'Gli Spumanti D'Italia'. Collaboration with the new guide to Italy's sparkling wines.

Michèle Shah is an honorary member of Donne del Vino in Italy, The Circle of Wine Writers in UK and the international journalist association FIJEV'

Michèle Shah was awarded best international journalist award 2009 by Grandi Cru d'Italia committee at Vinitaly, April 2009 and nominated for the same award in 2010

Michèle Shah was awarded Premio Giornalistico del Roero 2011

INTERNATIONAL WINE COMPETITION JUDGING:

- International Rosé Championships 2017 - Krakow
- PLAMA (International Private wine label competition Netherlands) 2017
- Grenaches du Monde 2016
- International Wine & Spirit Competition Brand Ambassador - Italy - ongoing
- Decanter World Wine Awards – Italy panel since they started in 2002 -2010
- International Wine Challenge 2002- Italy panel
- International Wine & Spirit Competition since 2000 - 2010 - Italy panel
- Mundus Vini - Italy panel 2009, 2010, 2016
- Czech Republic best wine and winemaker of the Year - Prague 2008
- Lions International 2009
- Life of Wine 2010

Michele Shah is a member of:

[Ambassador Italy to Green Wine Future 2022 www.greenwinefuture.com](http://www.greenwinefuture.com)

[Ambassador to Old Vine Conference 2021/2022 www.oldvines.org](http://www.oldvines.org)

[Committee member to the Circle of Wine Writers CWW a prestigious press association based in UK with international standing. www.circleofwinewriters.org](http://www.circleofwinewriters.org)

[Member of the Porto Protocol Climate talks – www.portoprotocol.com/climate-talks](http://www.portoprotocol.com/climate-talks)

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