



9/10 NOVEMBER 2025 TORINO

AUGUSTA IS A WINE FAIR

BUNKER / VIA NICCOLO PAGANINI 0/200

November 9 and 10, 2025

Bunker, via Niccolò Paganini 0/200 - Turin

Two days of wine fair, farmers' market, and city festival Tickets are available at
www.augustafieravino.com

After the success of the last edition of Augusta with its winemakers, beer, and cider producers from all over Europe, the event returns on Sunday, November 9th, and Monday, November 10th in Turin, to celebrate the city that for over twenty years has been a reference point for the natural wine movement in Italy.

Augusta is an event by **Eventi3 srl**. Creative partners are **Mypostersucks** and **Actingout**. Technical partners are **Tentourage** and **Wami**. Media partners are **Cook_inc.**, **Raisin**, and **More natural wine**.

Augusta, a natural wine fair and cultural event, also confirms the Bunker as its location for 2025. During the two-day event, it will gather in Turin wine producers, farmers, and artisans who significantly contributed to animating the Italian and international city scene in the late 2000s, when this movement began, along with new, visionary young realities that are leaving their mark on the sector.

According to Augusta, **wine is produced from grapes grown with healthy agricultural** processes, such as organic, biodynamic, permaculture, and agro-sylviculture. According to Augusta, wine comes from spontaneous fermentations with the use of only indigenous yeasts, does not undergo any clarification or filtration process, does not provide for the systematic and strategic addition of sulfur dioxide, and allows its use in isolated and extremely necessary cases only in small quantities, lower than or equal to those naturally produced by the grapes in their transformation process. According to Augusta, the wine is accompanied by the winemaker with respect and transparency throughout its transformation process.

The Augusta manifesto, which exhaustively explains the philosophy and principles that inspire this wine culture project, is available on the website. Augusta will give space to wine tastings but also to moments of debate and comparison on the importance of healthy agriculture and wine culture.

In the days leading up to the fair, starting from the previous week, eight venues in Turin will host the "**Augusta sboccia in città**" (Augusta blooms in the city) events, convivial and comparative appointments around wine, open freely to citizens, and in which some of the guest winemakers of Augusta will be present, as well as Piedmontese restaurateurs. In Turin, in fact, **about 40 restaurateurs and operators live and work who daily promote the culture and dissemination of natural wine**. It is precisely with this community of restaurateurs and their venues that Augusta animates the city through its **program of OFF events**.

In the 2024 edition, the fair welcomed 3,150 visitors from all over Italy and Europe, with a +20% increase compared to the 2023 edition.

With over 20 new producers from all over Europe and in respect of the right mix between known and established winemakers and young growing realities, the 2025 edition of Augusta has chosen to also give space to winemakers not imported into Italy to make the Augusta offer even more exclusive. A cycle of panels on wine culture, a thematic bookshop, and a farmers' market with selected producers will add value to the offer of the next edition. Piero Crocenzi, creator of Augusta and Lucia Telori, Project Manager of Augusta

THE PLACES OF AUGUSTA

Augusta and Turin.

Augusta pays homage to and is linked to the city of Turin starting from the name of the event, from Augusta Taurinorum, and embodies it in a conscious, peasant, and proud woman. The event wants to be deeply connected to the city's fabric, starting from the choice of location, which is the space managed by the Variante Bunker Cultural Association.

The Bunker is in fact a space that values diversity in every aspect, just as Augusta wants to enhance agricultural biodiversity and the diversity of narration, of the choice of exhibitors and their working methods.

The project has a strong social and cultural commitment and welcomes niche artistic and cultural movements with the same spirit with which Augusta wants not only to support but also to help grow innovative and experimental points of view on producing wine and practicing agriculture.

THE THIRD EDITION of AUGUSTA

In its third Turin edition, Augusta will focus even more on operators and professionals in the sector, making the fair a meeting and exchange moment for insiders.

In the 2025 edition, Sunday, **November 9th** will be dedicated **to both private individuals and professionals**, while Monday, **November 10th** will be dedicated **mainly to operators** in the sector, which in 2024 represented 60% of the total public.

THE CULTURAL COLLABORATIONS and MEDIA PARTNERSHIPS of AUGUSTA 2025

The objective of Augusta, in addition to creating commercial and growth opportunities for exhibitors and the public, is to increase awareness through cultural collaborations both during the event and in the city in the days preceding the event.

For the 2025 edition, Raisin, Cook_inc., and More natural wine will be media partners of Augusta and will narrate the fair and their point of view on the world of natural wine.

Art Direction.

The art director of Augusta is Gianluca Cannizzo. A multidisciplinary artist, he has become one of the best Italian and international representatives of the language and image of natural wine: his colorful and dreamlike posters and labels have populated the food and wine world for more than ten years. He has given shape, dress, colors,

and a way of expressing himself to Augusta. During the fair days, you will find him at his Mypostersucks stand.

Cook_inc.

Since 2011, Cook_inc. has been telling the world of food, wine, and, above all, people with quality journalism. More than a magazine, it is a journey through cultures, ideas, and flavors, explored with an inclusive and global gaze. Cook_inc. is a transmedia ecosystem: from the print magazine to the digital one (in Italian and English), today it also has a series of mini-documentaries INC_ONTRI and organizes a biennial event called Cook_inc. Festival that celebrates universal languages.

At Augusta, it is also possible to learn about and quench your thirst for wine through books, illustrations, and images. For this reason, in collaboration with **the Libreria Luxemburg of Turin** and **Edicola 518 of Perugia**, an eclectic selection of books and independent magazines on wine, but also on food, gardening, sustainability, photography, and much more will be present at the fair. **Raisin**, the guide for those who love natural wines and good gastronomy, will also be present at the fair. Since 2016, it has been telling the stories of winemakers and venues that choose to offer natural wines, enhancing local, seasonal, and often organic products, everywhere in the world.

GENERAL INFORMATION

Augusta is a wine fair: the program for Sunday, November 9th, and Monday, November 10th. The fair will be open to the public with tasting counters, the farmers' market, and street food starting from 11.00 am.

Info and tickets. The fair will be open to the public and to operators in the sector on Sunday, November 9th, and Monday, November 10th from 11.00 am to 6.00 pm. The purchase of the ticket guarantees entry to the fair, free tasting at the tasting counters, and the Augusta glass. At the entrance of the location, there will be an external ticket office for checking pre-purchased tickets online or for purchasing tickets on the spot. It will be possible to buy wine, oil, and agricultural products from the stands at the fair. The sale of products is at the discretion of the producers.

Ticket Office Info

- General daily ticket: €25
- Professional daily ticket: €25
- Professional subscription: €42

HORECA Accreditation

Title reserved for operators active in the HORECA sector.

More info on www.augustafieravino.com.

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