

EPTA GOES TO VINITALY 2024

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Epta participates, as technical sponsor and exhibitor, in the 56th edition of Vinitaly, International wine and spirits exhibition, dedicated to the entire global wine industry.

The stars of the prestigious event, which takes place from 14 to 17 April at Veronafiere, include the Iarp brand of the Epta Group. Specialising in refrigerated cabinets for the Food&Beverage and Ho.Re.Ca. sectors, it exhibits its vast range dedicated to enological products, to guarantee a truly divine taste.

The renowned four-day event of Verona, universally recognised as one of the most important global wine events, is a unique networking and business opportunity for the entire enological sector.

Producers, buyers and stakeholders, as well as Wine lovers, together and focused on the passion for one of the oldest pleasures of the world, will be able to discover and enjoy the latest market trends.

In IARP Veritas: The Authentic Taste Of Wine Preserved In The Wine Coolers

The correct preservation of products is essential to maintain the authentic taste of wine and its specific qualities. This awareness has always directed the technological innovations of the models of Iarp's Winity Line, designed ad hoc for wine shops, but also ideal for bars and specialist shops, hotels and restaurants.

The refrigerated cabinets are a combination of technology and design, merging glass designed to filter the UV rays, distinct areas of diversified cooling and the joint control of temperature with an attractive look, thanks to first-quality materials and specific blue LED lights, to enhance each bottle on display.

Keeping intact the organoleptic characteristics of the wines and maximising their visibility is what makes Iarp cabinets so successful, and they have also been chosen by multiple exhibitors to set up the numerous testing halls of the exhibition.

Sustainability In A Bottle: Iarp Chooses Organic Wine

Iarp chooses to display its range of wine coolers in the Organic themed area, dedicated to certified organic wine of Italian or foreign production, highlighting this trendy, steadily growing market.

On show at Vinitaly, the new vertical refrigerated cabinets for wine and beer Bitter Wine&Beer, also in the Wood version, are designed to make high-quality products stars, thanks to the cutting-edge technologies for long-lasting and optimal preservation and full glass doors, focusing on maximum transparency and elegance.

E-Commerce by Iarp, which allows real time access to consult the availability and costs of the plug-ins, will also be promoted during the event. It will make the selection, purchase and customisation of the chosen model faster and more streamlined, thanks to advice from Epta or 100% original graphics. Just a click away.