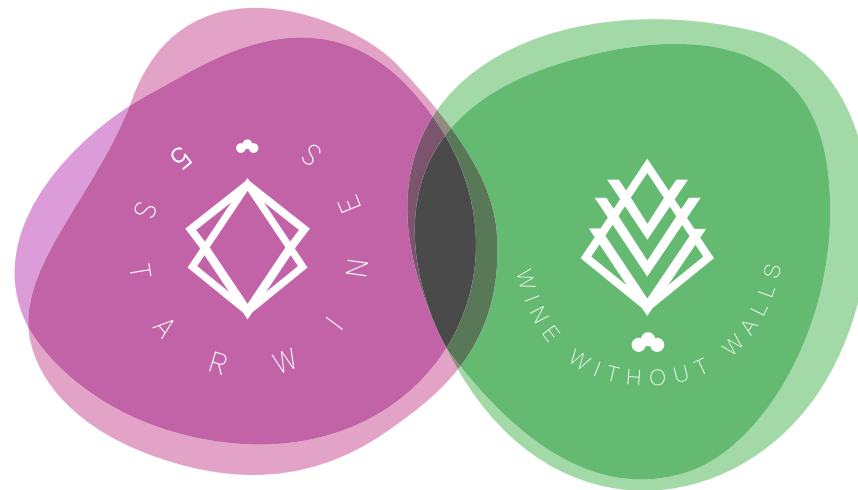


JUNE 2020

5StarWines - the Book



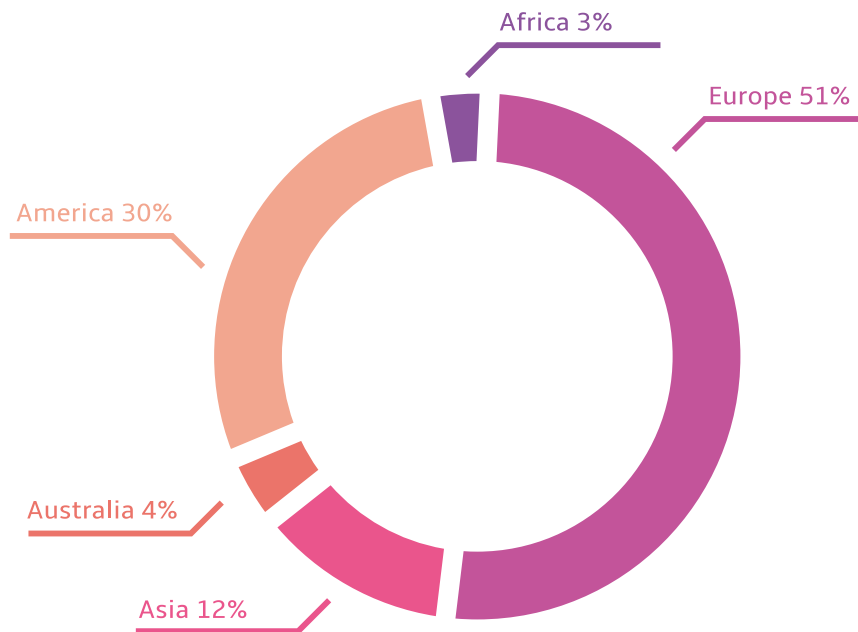
MEDIA KIT

3100+ Wines entered in 2019

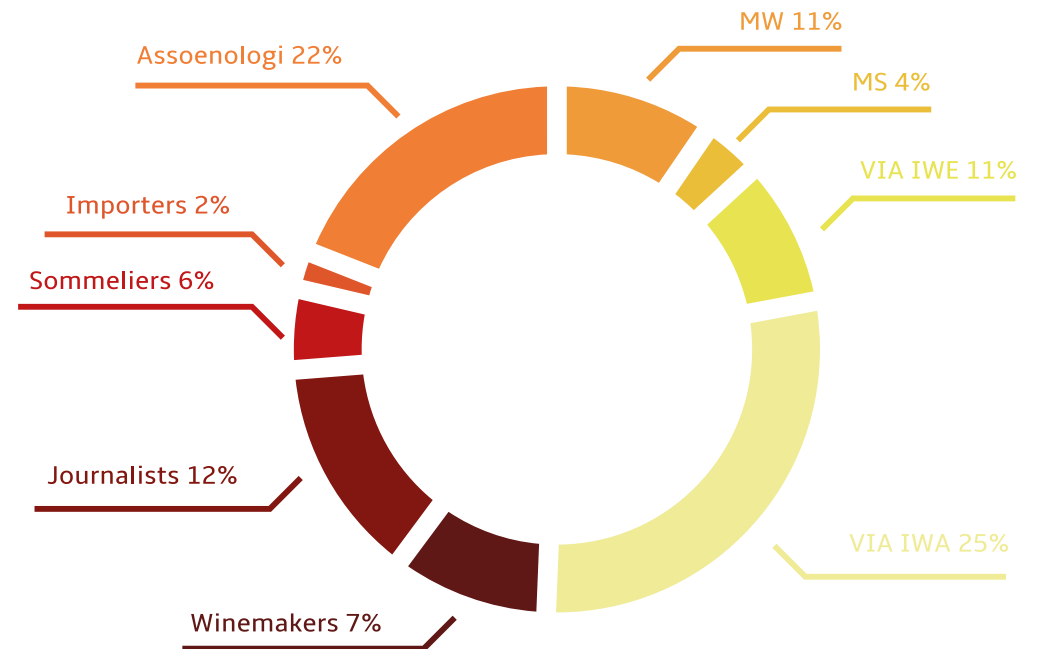
676 Wines selected

100 International wine expert judges

Judges divided by Country



Judges divided by profession



WHY TAKE PART IN 5STARWINES OR WINE WITHOUT WALLS 2020?

Marketing opportunities: Commerce opportunities become a reality thanks to the promotional support offered by Vinality International through its national and international presence. This support includes collaborations, B2B events, grand tastings, showcases, promotion through social media and educational activities for both buyers and wine lovers.

International prestige: The guide consolidates the high value of top scoring wines entered at 5StarWines; evaluations written by experts are fundamental. These sector professionals give feedback on each participating bottle, as well as tasting notes for wines that score at least 90/100.

A dedicated App: A tool that will be available for use during Vinality. This App will provide location services, allowing all companies with at least one entry at 5StarWines to be easily found by the most important foreign buyers present at Vinality 2020.

A feature on winesearcher.com: This renowned wine search website allows users to identify the price and availability of a wine worldwide.

A digital shelf talker: This is a printable page that may be used for display by producers. This page will include tasting notes written by the judges, as well as their respective wine scores.

A Diploma: These diploma's will be distributed during Vinality.

A Grand Tasting: There will also be a Grand Tasting event dedicated to the winners of 5StarWines trophies, this tasting will be held jointly with buyers and international press.

Interviews: Producers will be interviewed in order to shed light on their products, giving testimonials on their experience. These will be shared on the Vinality and Vinality International social media channels.



THE JUDGING PROCESS

During the **3 days** of judging, scores are assigned based on the following **3 categories**:

1 **APPEARANCE**

UP TO 20 POINTS




Wines are classified and made **anonymous** prior to being evaluated by the judges.

2 **NOSE**

UP TO 40 POINTS



The wines that scored **85/100 or higher** then **move on** to receive a final evaluation.

3 **PALATE**

UP TO 40 POINTS



Upon completion of the final day, wines that received at least 90/100 points will be entered in the **Guide**, receive the Diploma and a digital Shelf Talker, with their score and the Tasting Note written by the judges

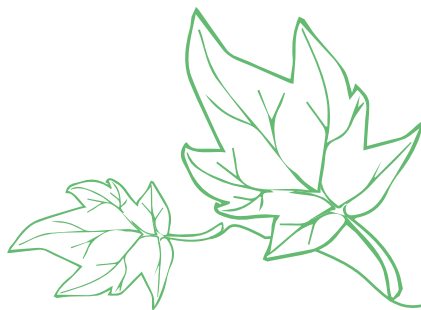


At the end of the event, every producer will receive their digital and confidential **evaluation sheet** on each wine submitted.

WHY TAKE PART IN WINE WITHOUT WALLS?

Wine Without Walls is the section of **5StarWines** dedicated to **certified organic** or **biodynamic wine**. Each producer that wants to present wines in the **Wine Without Walls** section, must attach a copy of all certificates issued by the chosen Control Body.

The evaluation of the wines entered in the **Wine Without Walls** category is carried out by a **dedicated jury** made up of professionals; individuals who are specialized in **biodynamic** and **organic agriculture within the wine sector**. The “dedicated” jury employ **the same evaluation methods as is done with 5StarWines**. The panel of judges assigns partial scores by subjecting each wine presented to a visual, olfactory and gustatory examination: the average score is then tallied to produce a final mark, expressed out of 100. If wines, by virtue of their organic and biodynamic characteristics, obtain a score of 90/100 or higher, they will then be included in the special **Wine Without Walls** section of the **5StarWines - the Book** guide, alongside their respective scores.



Register wine



Register online at:
5star.vinalitytour.com



Registration fee € 25 or free*

(*for participants of *5StarWines* 18/19 or *Vinality Tour* 19/20 or *Vinality 2020* exhibitors)



€135 per wine* + VAT

(*price reduction for 2+ bottles,
preferential rate for early registrations)

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