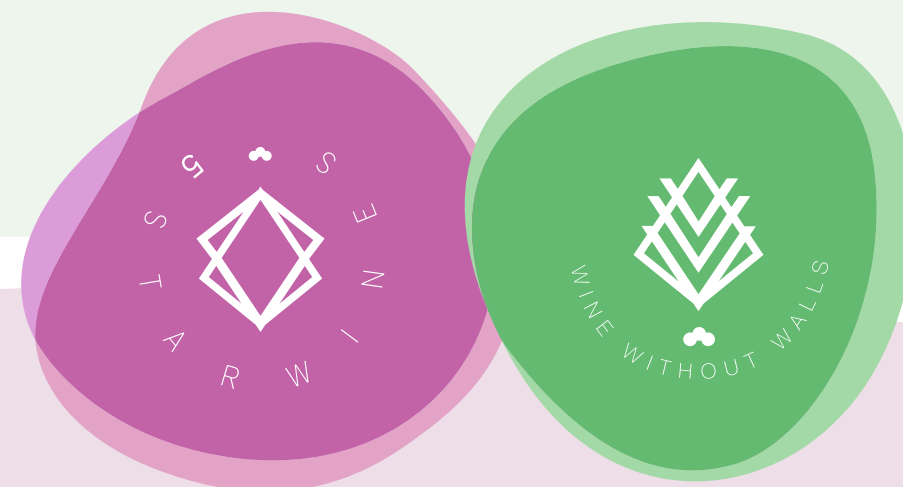


5StarWines



Wine Without Walls

9-11 April 2024

MEDIA KIT

A product of



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In collaboration with



Ministry of Foreign Affairs
and International Cooperation



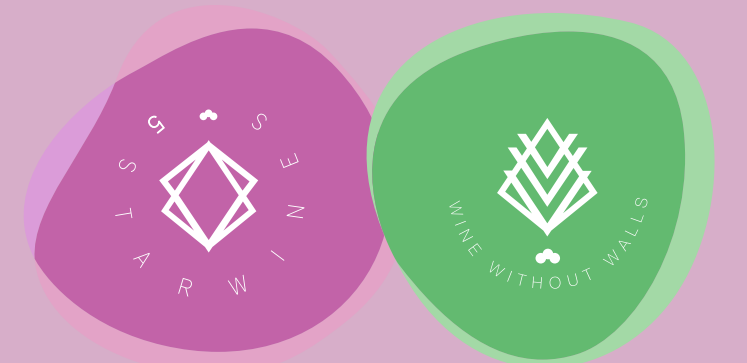
The Event

5StarWines - the Book

5StarWines - the Book is the wine selection event organized by Veronafiere and held every year in the days immediately preceding Vinitaly, the most important international wine fair in the world.

Each year, over two thousand wines are tasted by a **jury of international experts**, who assign a score and prepare a tasting note in English for each wine.

The tasting lasts three days and culminates in the publication of the guide “5StarWines - the Book”, a collection of all the wines that received a score equal to or greater than 90/100.





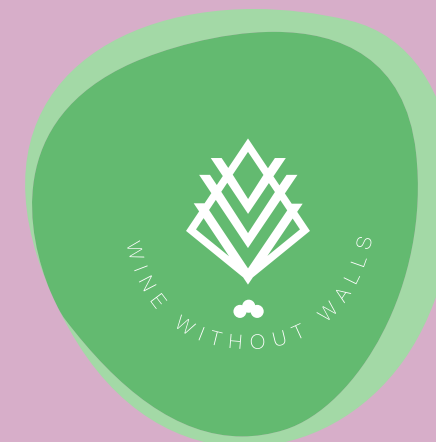
5StarWines - the Book

Denomination of origin wines (PDO for EU countries), geographical indication (PGI for EU countries, PGI), generic wines with an indication of vintage and/or grape variety (art. 55 of EC Regulation n. 607/2009)

and quality sparkling wines, as well as those from non-EU countries regulated by OIV international standards are admissible.

Participating wines are assigned to one of five categories of white, rosé and red wines:

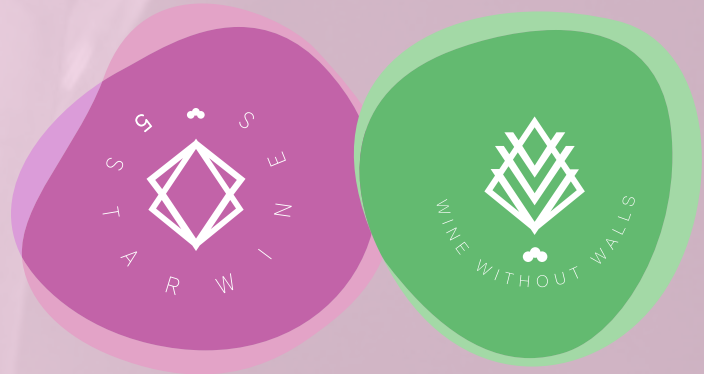
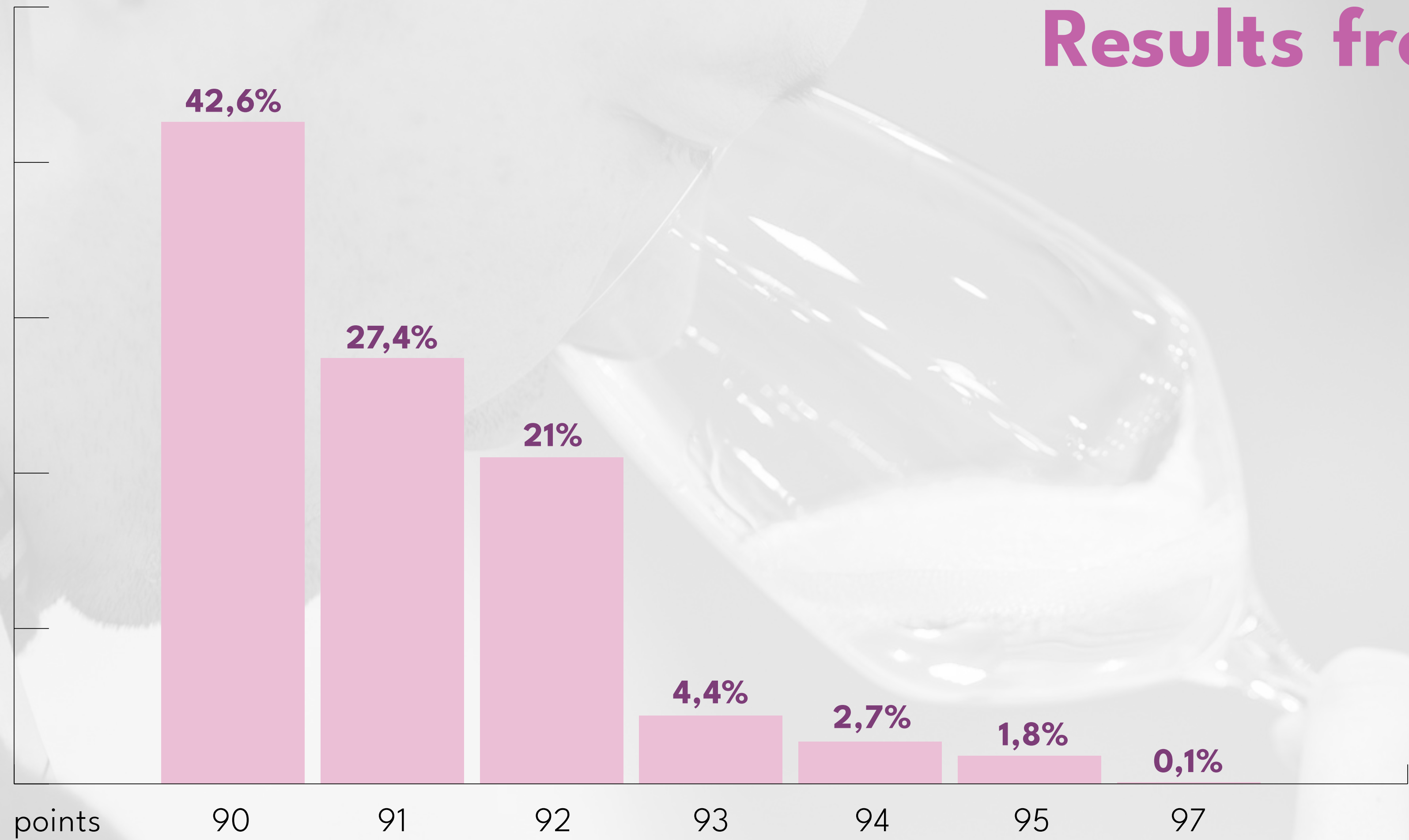
- **still wines** white, rosé, red
- **semi-sparkling wines** white, rosé, red
- **sparkling wines** white, rosé, red
- **sweet wines** white, rosé, red
- **fortified wines** white, rosé, red



Wine Without Walls

This category is dedicated to biodynamic and certified organic wines. The purpose of Wine Without Walls is to promote a viticulture that is more attentive to the environment, in tune with nature.

Results from the 7th edition



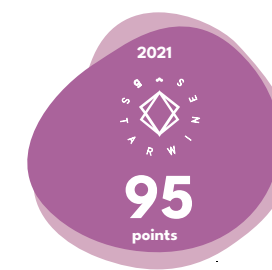
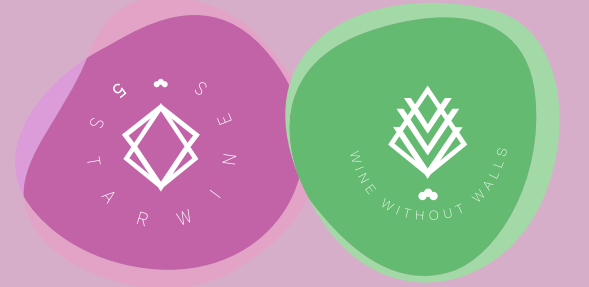
Why participate

5StarWines & Wine Without Walls provides winemakers with **a tool for marketing and promotion**, for effectively marketing both their companies and their product.

The benefits for **selected wines** include:

- Participation in grand tastings, promotion on social media platforms, events with buyers hosted by Veronafiere.
- Publication in 5StarWines – the Book, distributed to over 10,000 high-profile industry professionals.
- Inclusion in the Vinitaly Plus catalogue.
- Publication on **winesearcher.com**, the powerful search engine that enables users to identify the price and availability of a wine all over the world.
- Digital tasting notes on official social media channels (Instagram, Facebook, Twitter and LinkedIn).
- Free marketing Toolkit, with stickers, tasting notes and diploma.
- Tastings reserved for buyers and wine professionals for the highest scoring wines.
- Podcast interviews for wineries with the top-scored wines.

[Download the stickers from our website](#)



WINES AND JUDGES

2.200+ WINES TASTED
70+ INTERNATIONAL JUDGES

DIGITAL & PRINT COPY

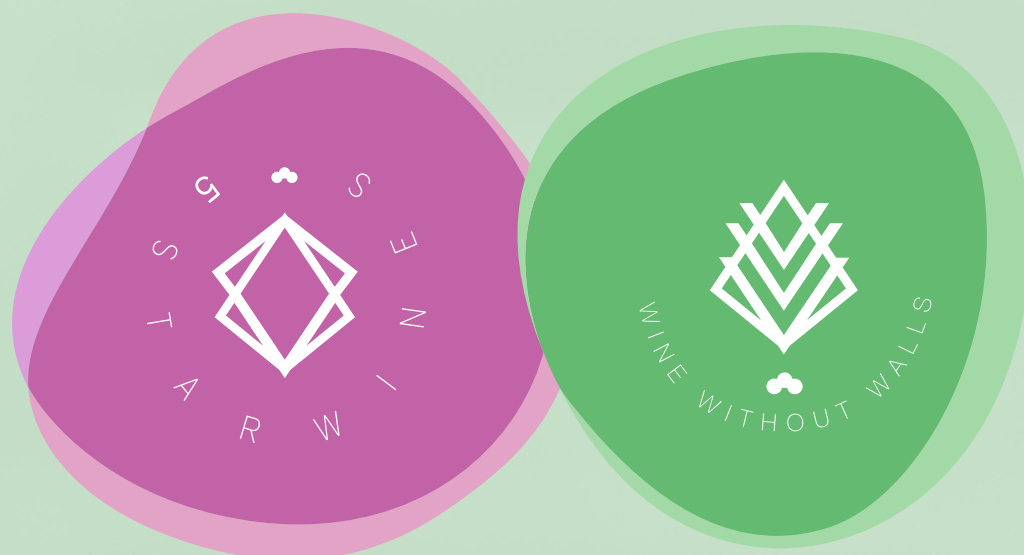
320 PAGES
733 SELECTED WINES

WINE PROMOTION

9000+ SOCIAL MEDIA POSTS
1 MILLION USER ENGAGEMENTS

5StarWines - the Book

Some Numbers from
the 2023 Event



Ideas to promote your scores:

- Give your distributors, importers, and retailers direct access to the Toolkit, offer them the opportunity to create promotional material for their customers.
- Publish an article or blog post on your site.
- Share the result on social media, including the official images and social media handles.

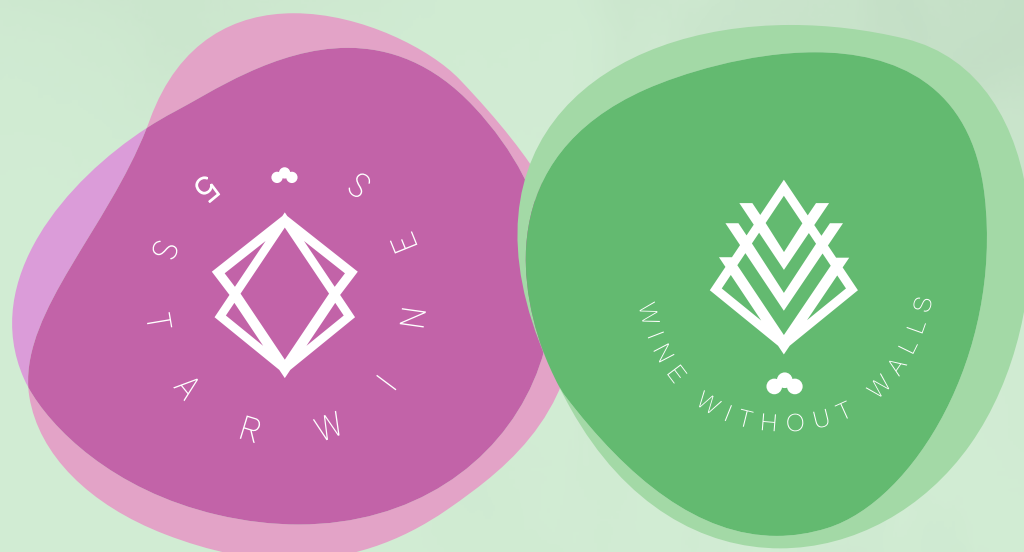
TASTING NOTES



STICKERS



DIPLOMA



5StarWines - the Book

How we promote your wines

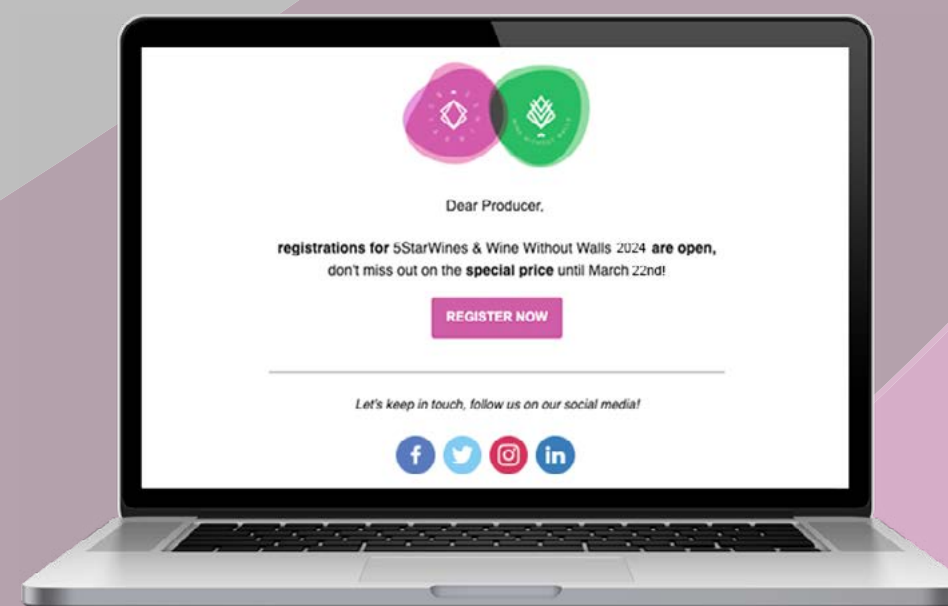
“Out of the wines we taste, the only ones that really matter for the Guide are those that have earned scores of at least 90 points. And that’s a high bar for any wine to have to clear. There were lots of 89-point wines that were really delicious, but none of them were quite fine, or complex enough.”

Robert Joseph
General Chair



Your wine in the world

The 5StarWines newsletter is sent regularly to more than 10,000 industry figures. When the digital and print Book is published it is promoted for maximum publicity.



Your wine on our social media

All selected wines are publicized on our official social media channels. The most important details and characteristics of the wines are included in the posts, and your scores and tasting notes are shared with a wide global audience.

“Beyond the debates and the thousands of tasting notes submitted by the judging panels, this year was unique, with a simple glance between us being all the General Chairs needed to understand each other’s thoughts. [...] The final result,

the scores and, above all, the Trophies awarded have never before

represented us so much as

a group. The wines selected for the Book

truly represent the

best quality level

among all the

categories and

I can say that

all of us are

proud to be

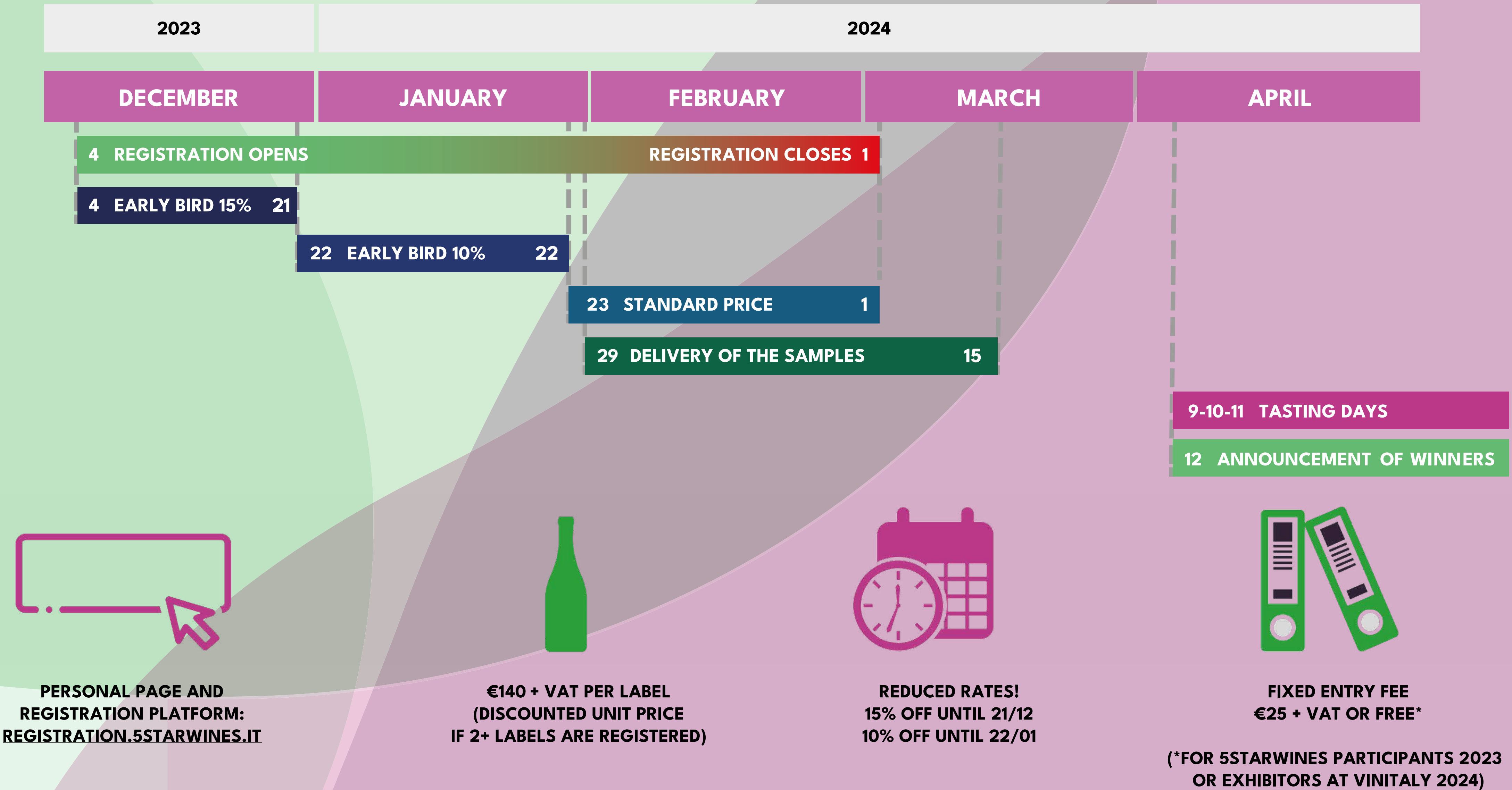
part of it”.



Daniele Cernilli
General Chair



5StarWines - the Book

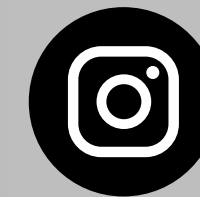
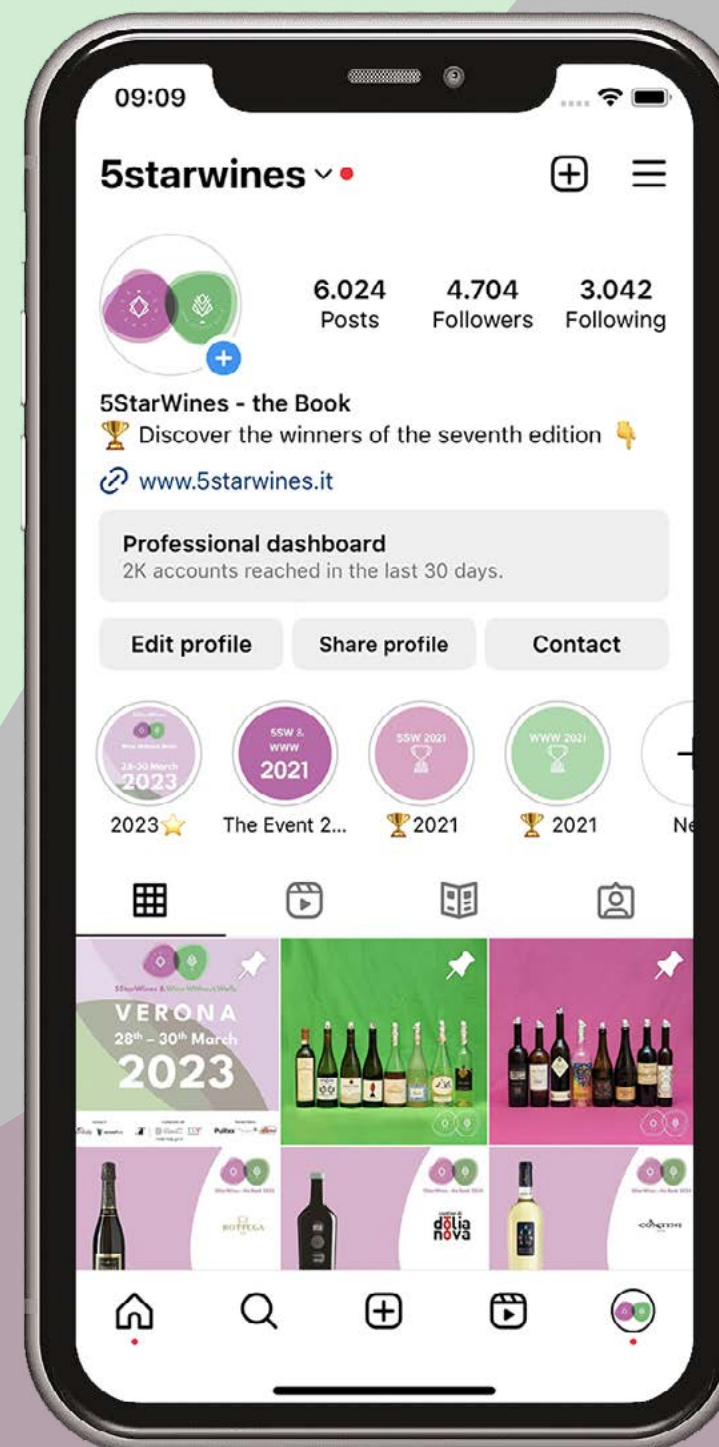


5StarWines - the Book

Stay in touch

✉ **5star@justdothework.it**

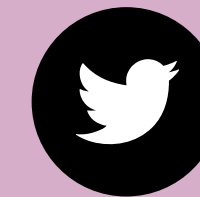
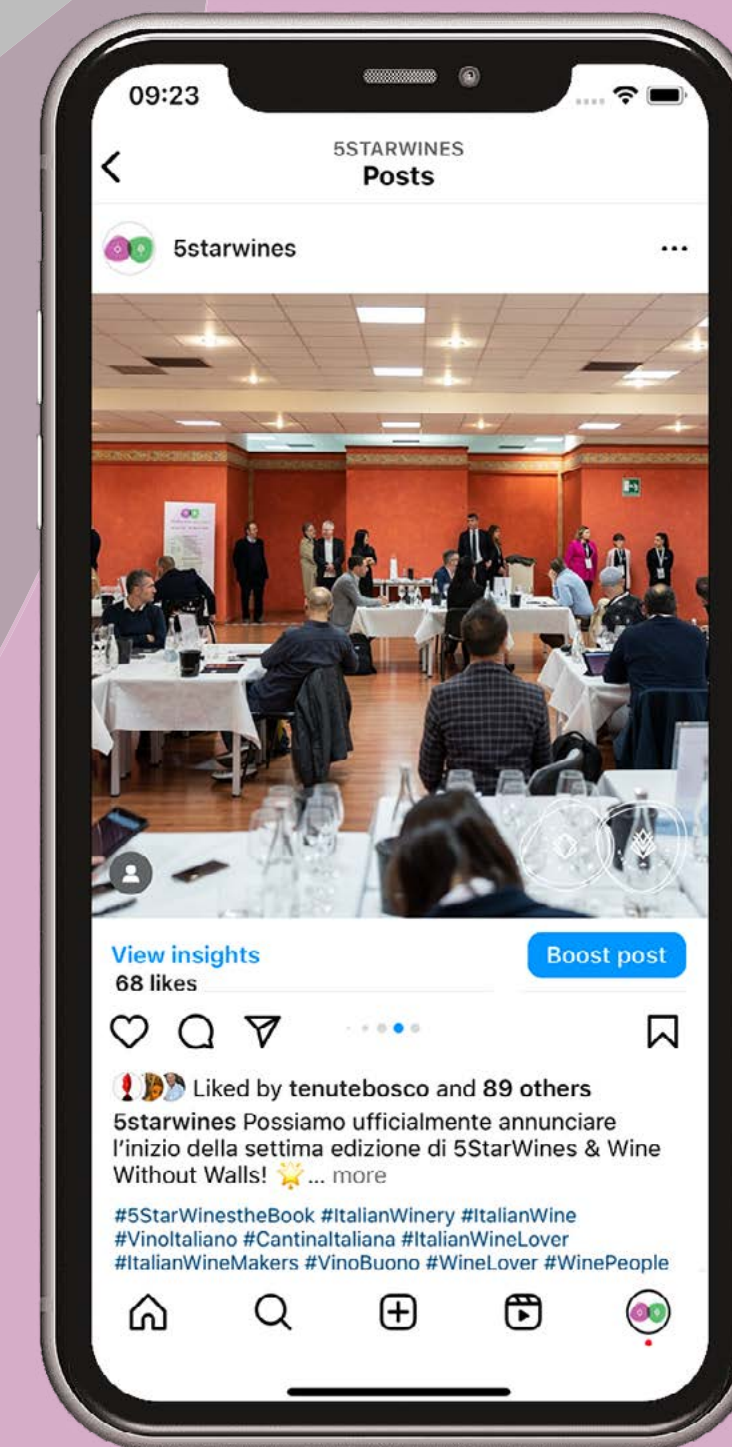
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@5starWinestheBook



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5starWines - theBook

**Share your wine on social media and tag
@5starwines so we can share the good news too!**

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