

First edition in Verona 1-3 April 2016. Registration open from 1 February to 18 March

THE VINITALY 5 STAR WINES AWARD CHANGES THE WAY WINES OF THE WORLD ARE JUDGED

Judges specialized in production areas capable of assessing quality based on the specific features of the place of origin of the wines being assessed, with scores expressed in hundredths. These are the main innovations embodied in the new awards - but not the only ones. With 5 Star Wines, Vinitaly will offer wines achieving a score of more than 90 hundredths an extremely modern and effective marketing tool ensuring immediate understanding and recognition by consumers all around the world.

Verona, 19 January 2016 – The geometric, modern logo recalling a stylised Arena in Verona embracing the score expressed in hundredths is designed to be applied to the bottle and clearly visible from various angles. The 5 Star Wines Award is the evolution - after 22 years - of the International Wine Competition and its new look and substance. The new award (1-3 April 2016 - <http://vinitaly.com/en/exhibitor-area/vinitaly-international-competitions/5-Star-Wines/>) is no longer based on first, second and third placed rewarded respectively with gold, silver and bronze medals, nor even special mentions, but only the indication of the score obtained (provided it is equal to or higher than 90 hundredths).

This will make relationships with the market even more transparent, since such awards ensure real value that is immediately perceived by consumers.

And to ensure even more qualitative and objective assessments, the commissions comprising international experts coordinated by Ian D'Agata (Scientific Director of the Vinitaly International Academy with 15 years of experience in major wine competitions, including the International Wine Challenge and the Decanter World Wine Awards, even as *panel chairman*) will be organised by macro areas: for example, United States/Canada, South America, France, Germany/Austria, Italy (divided in turn into production zones) and China. This means that every sample, whatever its origin, can rely on judgements based on effective knowledge of specific wines and geographical areas of origin.

The lists of *general chairmen* and *panel chairmen* have already been defined and include Masters of Wine, Master Sommeliers, award-winning sommeliers and experienced journalists (<http://vinitaly.com/en/exhibitor-area/vinitaly-international-competitions/5-Star-Wines/judges/>).

The Special Awards will continue to be made in acknowledgement of especially distinguished companies. In addition to the Grand Vinitaly Award (made to two companies, one Italian and one international achieving the highest scores), there will also be six new awards: White Wine Trophy, Red Wine Trophy, Rosé Wine Trophy, Semi-Sparkling Wine Trophy, Sweet Wine Trophy and Sparkling Wine Trophy.

The 5 Star Wines Award - for wines winning this prize – will be an assurance of quality recognizable worldwide that wine-makers can exploit in their marketing.

Wines winning the Vinitaly 5 Star Wines International Award will also be presented through specific tastings organised within the scope of special events organised by Vinitaly and Vinitaly International during the calendar year in Italy and worldwide.

Even the choice of date - 1-3 April 2016 just a few days prior to the inauguration of Vinitaly (10-13 April 2016 – www.vinitaly.com) - is strategic, since it will allow award-winning companies to present new products already highlighting the prizes won and thereby also offer buyers an addition selection tool for new wine products placed on the market.

Registration and delivery of samples opens on 1 February and closes on 18 March 2016. More information is available on the Vinitaly website at <http://vinitaly.com/en/exhibitor-area/vinitaly-international-competitions/5-Star-Wines/>

Veronafiere Press Service

Tel.: + 39.045.829.82.42 – 82.85

E-mail: pressoffice@veronafiere.it | Web: www.vinitaly.com | Twitter: @pressVRfiere

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