

The rise of the stars of 5StarWines & Wine Without Walls: how a blind wine tasting helped boost online sales.

The recent pandemic might have slowed down the wine market, but the yearly blind wine tasting organized by Veronafiere, “5StarWines & Wine Without Walls,” has fought against all odds, bringing to fruition an “agile” version of the event. The best selected wines will be featured in a top wines guide that is already increasing sales for featured wineries.





Elio Pisoni, of Pisoni Fratelli Winery, (miglior vino spumante) mentions: “Since we got this prize from 5Star Wines, the sales on the internet have increased, actually, so we are selling on our e-commerce website.” The blind wine tasting that takes place every year in Verona, 5StarWines & Wine Without Walls, **turned its latest edition into an “agile” version**, due to the global pandemic that has taken over the world. This change allowed the **blind tasting to carry on as planned, though in a retooled format**. The "agile" edition of 5StarWines & Wine Without Walls saw **52 international judges**, over **2,100 samples belonging to more than 700 companies**, and resulted in **847 wines selected (find the full list on the [5starwines.it](https://www.5starwines.it) home page)**.

Now, with the actual tasting concluded, **the focus shifts to the guide produced by the event: 5StarWines - the Book 2021. Marketing activities** such as social media promotion, focused interviews, press coverage, and more continue for the wines and wineries featured in the guide.



Event activities are not finalized with the conclusion of the tasting itself, but carry on with a set of innovative activities and collaborations with other wine industry players. The most recent collaboration being a **partnership with *Italian Wine Podcast: Cin Cin With Italian Wine People!*** that consists in an exclusive eight-episode-series where podcast host Monty Waldin **Interviews 5StarWines & Wine Without Walls prize winners.** The Italian Wine Podcast is a daily show available on streaming platforms such as Spotify, Apple Music, SoundCloud, and more. **In the past 12 month it has reached over 310,000 “listens,” mainly in the USA, UK and Italy,** and it is currently on its 380th episode. It is the perfect platform to give Wineries a focused visibility that reaches listeners in international wine markets.

More wine promotion initiatives are in store for 5StarWines & Wine Without Walls. These will include both digital and in-person elements including an award ceremony organized by Veronafiore and business-to-business (b2b) meetings and forums held in conduction with this winter’s Wine2Wine 2020 event.



The published guide, 5StarWines - the Book 2021, will **soon be available both in physical, paperback form and online**. The guide features all wines and wineries that received a score greater than or equal to 90 out of a possible 100 points, awarded by judges at the event's blind tasting. Find an advance copy in early September from www.5StarWines.it.

For now we highly suggest you to look up to the sky: the comet season might be over, but now is time for the Stars of 5StarWines & Wine Without Walls to shine.

5StarWines – the Book is the annual wine selection organized by Veronafiere, held in the lead-up to the biggest Italian wine fair in the world. The event is now in its fourth edition. 5StarWines & Wine Without Walls is a blind tasting aimed at shedding light on wineries investing in the improvement of their products. During the event, a

www.5starwines.it



highly qualified panel of wine professionals will taste and score—using a 100-point scale—participating wines. In this edition, over 2000 bottles took part in the competition and 847 were selected for inclusion in 5StarWines – the Book. The Guide is a useful tool both on the promotional and commercial side. It introduces international buyers and wine lovers to new wine products of great value. It guarantees wine quality and it maintains and certifies their value at an international level.