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5StarWines - the Book 2021 hot off the press

5StarWines - the Book 2021 is the result of this year's agile version of the blind wine tasting **5StarWines** and **Wine Without Walls**. Find a digital version on our website <https://www.5starwines.it/la-guida/>. The Guide features 847 top wines - from Italy and beyond - that received a score of at least 90 out of 100 possible points. Among these wines, 147 are certified organic or biodynamic, grouped in the **Wine Without Walls** section.





The “agile” version of the blind wine tasting took place with judges performing their duties from home, as restrictions on international travel due to the spread of Covid-19 set significant limitations on gatherings such as 5StarWines & Wine Without Walls. **The event was thus reshaped and modified to be safely completed**, its end product a guide, in both digital and paperback format, featuring 847 top wines from around the world.

In the words of Daniele Cernilli: “As well as demonstrating how to adapt to the needs of our times, the *agile* mode introduced, for the first time, a new system of carrying out a complex tasting in all its forms, **first and foremost dictated by the involvement of dozens of people in various countries and around the world and [which] involved the evaluation of over two thousand samples.**” Cernilli was accompanied by esteemed judges Pedro Ballesteros Torres MW, Robert Joseph, Monty Waldin, Bernard Burtschy, and another 52 international judges.





This year's guide represents an important marketing tool. Each of the wines earning a score sufficient for inclusion is presented along with technical characteristics, tasting notes, and information about the winery. **By distributing 5StarWines - the Book throughout our community of buyers, wine experts, and wine lovers around the world, we guarantee visibility of the wines featured.** Some of the award-winning wineries with the highest scores overall have already **experienced an increase in online sales with some of the superlative wines selling out.** The 5StarWines team is currently in the process of sending guides and diplomas to participating wineries, producers, and judges.

By featuring in 5StarWines - the Book, **wines not only gain visibility through the guide itself, but they also star on the Wine-Searcher website - the number one search engine dedicated to wine - opening doors to a whole new and diverse customer base.** find out more at: <https://www.wine-searcher.com/critics-46-5starwines+-+the+book+-+vinality>.

5StarWines & Wine Without Walls also gives awarded wines the chance to participate in dedicated B2B encounters during the wine2wine 2020 Business Forum, a two-day conference designed to give participants the latest market insights and strategic networking opportunities. **Selected international buyers will be involved in one-to-one meetings with producers with the goal of creating international business opportunities.**

Moreover, an ongoing social media campaign features on all 5StarWines channels (Instagram @5StarWines, Twitter @5StarWines, Facebook @5StarWines - the Book, LinkedIn @5StarWines - the Book), with a dedicated post for each and every wine featured in the guide. **Posts consist of a special graphic featuring the wine bottle, tasting notes, information about the winery, and technical information about the selected wine.**



The Italian Wine Podcast has also recognized the highest scoring wines from this year's blind tasting event, with host Monty Waldin dedicating an episode to each trophy winner in the form of an interview. Monty managed to uncover the stories behind these special labels and helped listeners get to know the people behind the production of the wines we love.

While publication of “the Guide” wraps up the process of the blind tasting itself, many associated initiatives and activities are just beginning. As Stevie Kim, Chief Content Officer of the Selection and Managing Director of Vinitaly International, explains: **“After the guide has been produced, still the work continues throughout the year with wine-searcher listings, special B2B moments during the events organized by Veronafiere, both in Verona and abroad, and promoting trophy winners and selected wineries through social media.”**



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 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.