



Press Release
For immediate release

Contact: 5StarWines & Wine Without Walls Media Dept.
+39 045 8101447

media@vinalitytour.com

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What happens in the 22 days before 5StarWines & Wine Without Walls

Registrations have closed for the blind wine tasting organized by Veronafiere with the support of Assoenologi. Now what? Wine samples are being anonymized for tasting which will be carried out by more than 80 international experts. The Selection culminates with the publication of the annual guide, both paper and digital, containing all the wines that obtain the highest scores. The Guide is then shared with the Vinality community; the wines will go on to gain visibility on the new Vinality Plus platform as well. Social Media posts are created by the 5StarWines & Wine Without Walls team for every single selected bottle, carrying the public relations buzz around 5StarWines & Wine Without Walls wines throughout the year.





Last year, this was the point where we had to roll up our sleeves. From the moment that registered wine samples got to our warehouses, our staff were tasked with putting each bottle in blue bags to **anonymize and ready them for tasting.** While this already takes quite a lot of time, last year, after tailored planning and registration, due to the inability of the judges to reach Verona for the tasting, we also had to pack and ship each bottle to each individual judge - it was a mammoth undertaking.

This year, even though the judges have been permitted to travel to Verona, we cannot state that things have gone back to “normal”. **The last edition before the pandemic was in April 2019** and things were very different. Judges would taste and score each wine seated around a table of 6, being able to have an open session. In this edition, **the staff will prepare the tasting rooms following specific safety protocols:** each judge will be seated at their own table but grouped in sets of 5, to allow consultation amongst the jury – **things may be a little louder than usual!**

After the first round of tasting, all the wines that receive a **score equal or higher than 90** are to be re-tasted by the General Chairmen, further discussing its final score. As the last wine receives its final score, **results will be published online** through the registration platform and producers will be notified. Wines with higher scores in each category will be awarded **the “Trophy” title.**

While we patiently count the days until the beginning of this year’s edition of 5StarWines & Wine Without Walls, **we are using our social media platforms (@5StarWines)** to introduce all the judges joining us in Verona, helping you to get to know each of them better; posting video messages by them as well. Follow us to stay up to date on this year’s edition of the tasting!

About: [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 fifth edition. 5StarWines – the Book 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 the 2020 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.