



Press Release
For immediate release

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5StarWines & Wine Without Walls returns to Vinitaly 2022 with the expertise of a renewed General Chairs panel

The 6th edition of the wine selection organized by Veronafi will be back to Vinitaly 2022, after two years since the beginning of the COVID pandemic. The selected wineries that will participate in 5StarWines & Wine Without Walls 2022 will hence obtain great visibility during the 54th edition of the Vinitaly International Wine and Spirits Exhibition. The wines will be tasted and scored by a jury of international wine experts. Among them, the panel of General Chairs will decree the highest scores.



In the picture: *The General Chairs of 5StarWines & Wine Without Walls 2022* (from top left to right low: Caro Maurer MW, Pedro Ballesteros Torres MW, Robert Joseph, Bernard Burtschy, Daniele Cernilli, Gabriele Gorelli MW).

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This year marks the sixth renewal of 5StarWines & Wine Without Walls, which will celebrate the **return to Vinality 2022**, as per tradition. The event, annually organized by Veronafiere, is a three-day blind tasting that results in the selection of wines of great value and quality, and aims at promoting them on an international level.

How does 5Stas Wines & Wine Without Walls reach international markets of the wine industry? The international character of the Selection lies in the jury of wine experts, a prime component for the realization of this initiative. The judges who participate come from different geographical areas of the world, have different professional backgrounds, and are used to different styles of wines. The diversification of the judges and the blind tasting method adopted, both aim at guaranteeing the **objectivity of the selection process**, and the **internationalization of wines**, that have the possibility to be tasted by international professionals of the wine industry.

In the 2021 edition, more than 70 international judges participated, divided into 14 commissions. The attribution of the scores is up to the Panel Chairs that confirm or attribute the judgment and formulate the final tasting notes. The wines which, on the basis of this preliminary evaluation, are suitable for a score of 90 and upwards, are subject to a subsequent judgement – the tasting by the Scientific Committee of the General Chairs – thus receiving the final score.

The General Chairs panel of 2022, the most important in the Selection, will be represented by six renowned judges. Among them, we have the pillars of 5StarWines & Wine Without Walls: **Pedro Ballesteros Torres MW**, Master of Wine and VIA Ambassador; **Robert Joseph**, wine business consultant and editorial consultant for *Meininger's Wine Business International*; and **Bernard Burtschy**, wine columnist for *Le Figaro* and several French magazines. These judges have been present since the first edition in 2017, and today they continue to work for the promotion of wine, despite the challenges of the pandemic. They strongly believe in this project because 5StarWines & Wine Without Walls is not just a selection of wines, it is a commitment to promote wine and help wineries to expand their potential market, across national borders.

Alongside the three veterans of the Selection, there are two judges that joined the Scientific Committee in the past two editions: **Daniele Cernilli**, known for being co-founder and Director of the online magazine *Doctor Wine*, and **Gabriele Gorelli MW**, the first Master of Wine in Italy, and a wine marketing expert, designer, and brand builder.

The latest new entry in the General Chairs is **Caro Maurer MW**, the first woman that obtained the prestigious title of Master of Wine in Germany. 5StarWines & Wine Without Walls deeply cares about the inclusion and representation of women, and Caro Maurer is a perfect example of a determined woman that dedicated her life to wine. For nearly 25 years, she has specialized in food and wine, and her carrier is a collection of achievements. She worked as copy editor for the German edition of the economic magazine "Forbes" and for the daily newspaper "Die Welt". She currently teaches about wine for the WSET Diploma in Germany, Austria, Italy and Norway and is also involved in education at the Institute Masters of Wine. She also chairs wine tasting and seminars, and she is a jury member for

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international wine competitions. Caro Maurer MW was recently interviewed on the Italian Wine Podcast and she talked about her experience as a judge. Particularly, she talked about what she will bring to 5StarWines & Wine Without Walls as a General Chair judge: “I'm a female face within the line of Chairs now, which has been exclusively male so far, so I might bring a different view, well, I bring a woman's face to the Chair of judges and maybe a more international approach, a very experienced approach, a very humble approach, and I'm actually keen to learn once again”.

In the sixth edition of 5StarWines & Wine Without Walls, the Scientific Committee and the jury will be back to tasting in the **days preceding Vinitaly 2022**. Vinitaly, one of the most important fair trades in the wine industry, works together with 5StarWines & Wine Without Walls towards the **promotion of Italian wine**, on the international market. After these two years of undeniable suffering in the wine sector, 5StarWines & Wine Without Walls is ready to start again, and will come back from April 1st to 3rd, 2022.

In conclusion, participating at 5StarWines & Wine Without Walls is a great opportunity for wineries, especially this year. Wineries from all over the world can still register their wines on the official website of the event by accessing this link: <https://www.5starwines.it/registrazioni/?lang=en>. Registrations received by 14 February 2022 can take advantage of an “Early Bird” discount of 10%, after which the standard rate will be applied. Registration closes on 4 March 2022, with the shipment of samples from 31 January to 14 March. For registration assistance or more information, write to 5star@justdothework.it.

About: [5StarWines – the Book](#) is the annual wine selection organized by Veronafiore, held in the lead-up to the biggest Italian wine fair in the world. The event is now in its sixth 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 2021 edition, over 2000 bottles took part in the competition and 510 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.