



Press Release
For immediate release

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5StarWines & Wine Without Walls: full details for the 2023 edition

The seventh edition of 5StarWines & Wine Without Walls will be held in Verona from 28-30 March 2023. Wineries wishing to receive an evaluation and feedback from an exceptional jury and to promote their wines on an international scale have until 23 January to apply for a 10% discount, following which registrations will close on 24 February 2023.



www.5starwines.it



5StarWines & Wine Without Walls is a three-day blind tasting event hosted every year by **Veronafiere**, an international group based in the city of Verona. The three-day wine selection culminates in the publication of **5StarWines – the Book**, a digital and print guide, that collates the selected wines that obtain a score of at least 90/100. The Guide aims to support producers by providing an important **marketing and promotional tool** for their wines.

In 2023 the selection reaches its 7th edition and will be held from 28-30 March in the days preceding Vinitaly, following the tradition resumed with the 2022 edition. Producers can choose to register their wines in the 5StarWines or Wine Without Walls section. The **5StarWines section** is dedicated to Denomination of origin wines (PDO for EU countries), geographical indication (PGI for EU countries, PGI), generic wines with an indication of vintage and/or grape variety (art. 55 of EC Regulation n. 607/2009) and quality sparkling wines, as well as those from non-EU countries regulated by OIV international standards are admissible. The same wine categories provided for 5StarWines can be registered in the **Wine Without Walls section**, dedicated to wines that have obtained organic certification (European Regulation 203/2012, published in the Official Journal of the EU on 9 March 2012) or biodynamic wines, with the purpose of promoting a viticulture that is more attentive to the environment, in tune with nature.

The format of 5StarWines & Wine Without Walls aims for maximum impact by facilitating the **dissemination of results** and integrating the awards with a **range of cutting-edge communication tools**. Social media posts are created by the 5StarWines & Wine Without Walls team for every single selected wine, continuing the celebration of selected wines all year long. The selected wines which obtain a score of at least 90/100 will be promoted both before and during Vinitaly. The rankings of the selected wines will be made public after the three days of tasting and evaluation. Those exhibiting at Vinitaly will be marked in the Vinitaly Plus Catalogue and wineries will be presented with their certificate at the fair. The international jury of experts will also award a series of special **Trophies** which will be announced during Vinitaly.

The scores and the evaluation of the participating wines are entrusted to the jury of 5StarWines & Wine Without Walls. The Judges **are highly qualified international experts**, including Masters of Wine, Master Sommeliers, WSET graduates, VIA experts and ambassadors, oenologists and journalists. Made up of wine professionals from different geographical and professional backgrounds, the diversity of the juries and the blind tasting process guarantee an objective selection of wines. Confirmation of the final scores is up to the **Panel Chairs**, who confirm or modify the judgment assigned by the various panels to the wines that have obtained a score of 90 or more and produce the tasting notes that will be published in the Guide. This year the General Chairs will be: **Caro Maurer MW**, the first woman to obtain the prestigious title of Master of Wine in Germany; **Pedro Ballesteros Torres MW**, Master of Wine and VIA Ambassador; **Robert Joseph**, wine business consultant and editorial consultant for *Meininger's Wine Business International*; **Bernard Burtschy**, wine columnist for *Le Figaro* and several French magazines; **Daniele Cernilli**, 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.

Wineries wishing to receive an evaluation and feedback from an exceptional jury and to promote their wines on an international scale within the context of Vinitaly, have **until 24 February** to submit their registration for the Selection. To find out more about the registration procedure visit the "How to register your wines" page: <https://www.5starwines.it/wordpress/wp-content/uploads/2022/11/How-to-register-your-wines-5StarWines-2023-ENG-1.pdf>. Companies that register by **23 January 2023** can take advantage of a **second Early Bird discount**



of **10%** off the basic registration fee. From 24 January 2023, the standard rate will apply to registrations. From 9 January to 28 February it will be possible to send wine samples to the warehouse. To take advantage of the 10% Early Bird discount, visit the website: <https://www.5starwines.it/registrazioni/?lang=en>.

In conclusion, the 7th edition will guarantee expertise and quality and give wineries maximum visibility to promote their wines on the international stage. For regular updates on the selection process see relevant social media or email 5star@justdothework.it for more information.

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 seventh 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 2022 edition, over 2,300 wines took part in the competition and 960 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.