



Press Release
For immediate release

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

5star@justdothework.it

Join Italian Wine Community on LinkedIn

Tuesday 14 March 2023

Communication students to gain 'first-hand experience' at Vinitaly

Thirty students from Milan's University of Languages and Communication (IULM) will assist with the administration and communication of 5StarWines & Wine Without Walls, the prestigious annual wine selection event held in Verona from 28-30 March 2023, gaining valuable experience in event and communication management. The collaboration gives students from the Food and Wine Communication Master's course the opportunity to attend Vinitaly and observe first-hand how the event is organized.



Judges evaluate wines during 5StarWines & Wine Without Walls 2022



The Master's level degree in Food and Wine Communication at IULM offers students a unique opportunity to learn more about the world of food and wine communication, focusing on a sector that is a driving force behind the Italian economy. 5StarWines & Wine Without Walls is an annual wine selection event held that involves over 2,200 wines and an international panel of over seventy judges. Involving the students in this way gives them an insight into the administration and communication of this important trade event.

Stevie Kim, Chief Communications Officer of 5StarWines & Wine Without Walls, said: *"Involving the IULM master's students in the administration and communication of 5StarWines & Wine Without Walls gives them invaluable first-hand experience behind the scenes at the biggest wine and spirits event in the world. This is a fast-moving and dynamic environment where effective communication is everything. We hope the IULM students have a great time collaborating with us, but more importantly we want them to learn something about wine communication in a social-media-driven context."*

Professor Vincenzo Russo, Scientific Director of the Master's in Food and Wine Communication, IULM University, said *"The master's degree is designed to give the most effective marketing tools to our students along with the best food and wine communication strategies. For our students to conclude this course with the Vinitaly experience is a wonderful opportunity to put the skills they have acquired into practice. The possibility to collaborate in the complex management and communication strategies of 5StarWines & Wine Without Walls is an ideal way to conclude the first part of the master's course before students proceed with internship activities. On behalf of our master's students, I would like to thank Stevie Kim and all the staff of 5StarWines & Wine Without Walls for this fantastic opportunity."*

About: [5StarWines – the Book](https://www.5starwines.it) 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.