



Press Release
For immediate release

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

5star@justdothework.it

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5StarWines – the Book: Influential wine guide now available online

5StarWines – the Book 2024 is now available online for anyone who wants to browse the 733 wines that received a score of at least 90 out of 100 possible points at the prestigious 5StarWines – the Book selection event. The paper version of the book will be published at the end of July.



The seventh edition of 5StarWines & Wine Without Walls took place from 28-30 March, in the days preceding Vinitaly 2023, the prominent wine trade fair in Verona, Italy. Following three days of blind tastings, the producers whose wines obtained an evaluation of at least 90/100 were included in 5StarWines – the Book 2024, now available online.

To evaluate the **2,269 samples** offered by more than 600 wineries, a panel of over 70 judges, including Master of Wine, Master Sommeliers, sommeliers, bloggers and sector journalists, was selected from all over the world. Out of the participating wines, only **733 labels** - 32% of those registered - achieved a score of more than 90 out of 100. Among these, were 168 wines from the Wine Without Walls, the section dedicated to certified organic

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and/or biodynamic wines. The wines that achieved a score between 85 and 89 received an official certificate of participation in digital format.

The digital format of the guide is available online on the official website of the event: <https://www.5starwines.it/la-guida/?lang=en>.

A **paperback copy** of the guidebook will also be sent by the end of August to all the selected producers, along with the diploma, for wineries not exhibiting at Vinitaly, providing producers with all the resources they need to self-promote at the main trade events.

The Guide aims to put the selected companies **directly in contact with professionals** across the wine industry, an important opportunity for smaller wineries that struggle to approach international markets. **Federico Bricolo**, President of Veronafiere, commented on the value of the Guide: *“5StarWines – the Book represents another tool for Vinitaly to highlight the commitment of wineries that invest in quality, increasing their visibility on the international market. That mission, being an instrument for the promotion and development of the Italian and international wine sector, is part of Vinitaly’s DNA.”*

The inclusion of wines in the Guide is only one of **several promotional activities** reserved for the selected wineries and their products. The selected wineries receive frequent updates on the initiatives taking place throughout the year, such as B2B events, roadshows, the **Vinitaly International Academy courses** in Italy and abroad, and the **wine2wine Business Forum**. Producers of the selected wines are able to take the opportunity to promote their wines during events in a variety of important ways.

Another one of these promotional activities is the publication of the **dedicated tasting notes** on various **social media channels** (@5StarWines is present on Facebook, Instagram, Twitter and LinkedIn). **Bernard Burtschy**, Columnist at Le Figaro and esteemed member of the General Chairs jury, explained the value of the tasting notes: *“These wines are all the more fascinating also because a score for a wine means nothing if it is not accompanied by a sound commentary and if it is not compared with other opinions. It is these comments, written by unrivalled wine tasters from all over the world, that make this guide so rich, full of data.”*

The Selection also included the awarding of **18 special Trophies** to wines and companies that achieved a particularly distinguished score in their category. Another promotional activity, in collaboration with the **Italian Wine Podcast**, is the publication of interviews dedicated to the Trophy winners. During the interviews, producers have a further opportunity to talk about their products and current and future projects.

To find additional information regarding the promotion of the selected wines, consult the 5StarWines & Wine Without Walls website: <https://www.5starwines.it/strumento-di-marketing/?lang=en>.

About: [5StarWines – the Book](https://www.5starwines.it/strumento-di-marketing/?lang=en) 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 2023 edition, over 2,200 wines took part in the competition and 733 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.