

**5StarWines**

THE BOOK

10<sup>th</sup> Anniversary

# Media Kit

**7-9 April 2026**

Organized by



In collaboration with



Ministero degli Affari Esteri  
e della Cooperazione Internazionale



# The Event

**5StarWines - the Book** is the wine selection event organized by Veronafiere and held every year in the days immediately preceding Vinitaly, the most important international wine fair in the world.

Each year, over two thousand wines are tasted by a **jury of international experts**, who assigns a score and prepares a tasting note in English for each wine.

The tasting lasts three days and culminates in the publication of the guide "5StarWines - the Book", a collection of all the wines that received a score equal to or greater than 90/100.

Video Recap 2025

## 5StarWines - THE BOOK



  
**5StarWines**  
THE BOOK



As in previous editions, we are watching a story of continuing winemaking improvement. Faults are increasingly rare, including among the natural wines where they were once not uncommon. So is what one might call 'oak abuse,' over-extraction and – despite the challenges of a warming climate – excess ripeness.

The wine industry globally is facing tough times in the face of climate change and anti-alcohol lobbyists, but the wines we tasted this year give us reason to believe that Italy's winemakers are weathering the storms and becoming steadily stronger.

*Robert Joseph*

**5StarWines - THE BOOK**  
General Chairs



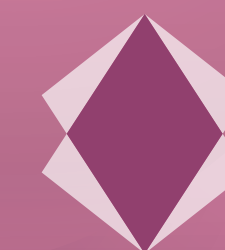
**5StarWines**  
THE BOOK



5StarWines – the Book is already a well-established wine competition, which represents the best showroom of Italian wines in its category. Our work is built on certain unmovable pillars: strict blind tasting; selection of the most knowledgeable tasters; and taste as much as necessary to reach a fair judgment on each wine. Each one of us is fully aware of the relevance of our mission, and enthusiastic about our job. We discuss wines' less obvious traits, particular styles and innovations, market value, originality and typicity. We do our best to identify those characteristics in a wine that are worth endorsement. Our major concern is to earn the wines lover's trust through a transparent, objective and verifiable method.

*Pedro Ballesteros Torres MW*

**5StarWines - THE BOOK**  
General Chairs



**5StarWines**  
THE BOOK

## 5StarWines - the Book

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.

Participating wines are assigned to one of five categories of white, rosé and red wines:

**still wines white, rosé, red**

**semi-sparkling wines white, rosé, red**

**sparkling wines white, rosé, red**

**sweet wines white, rosé, red**

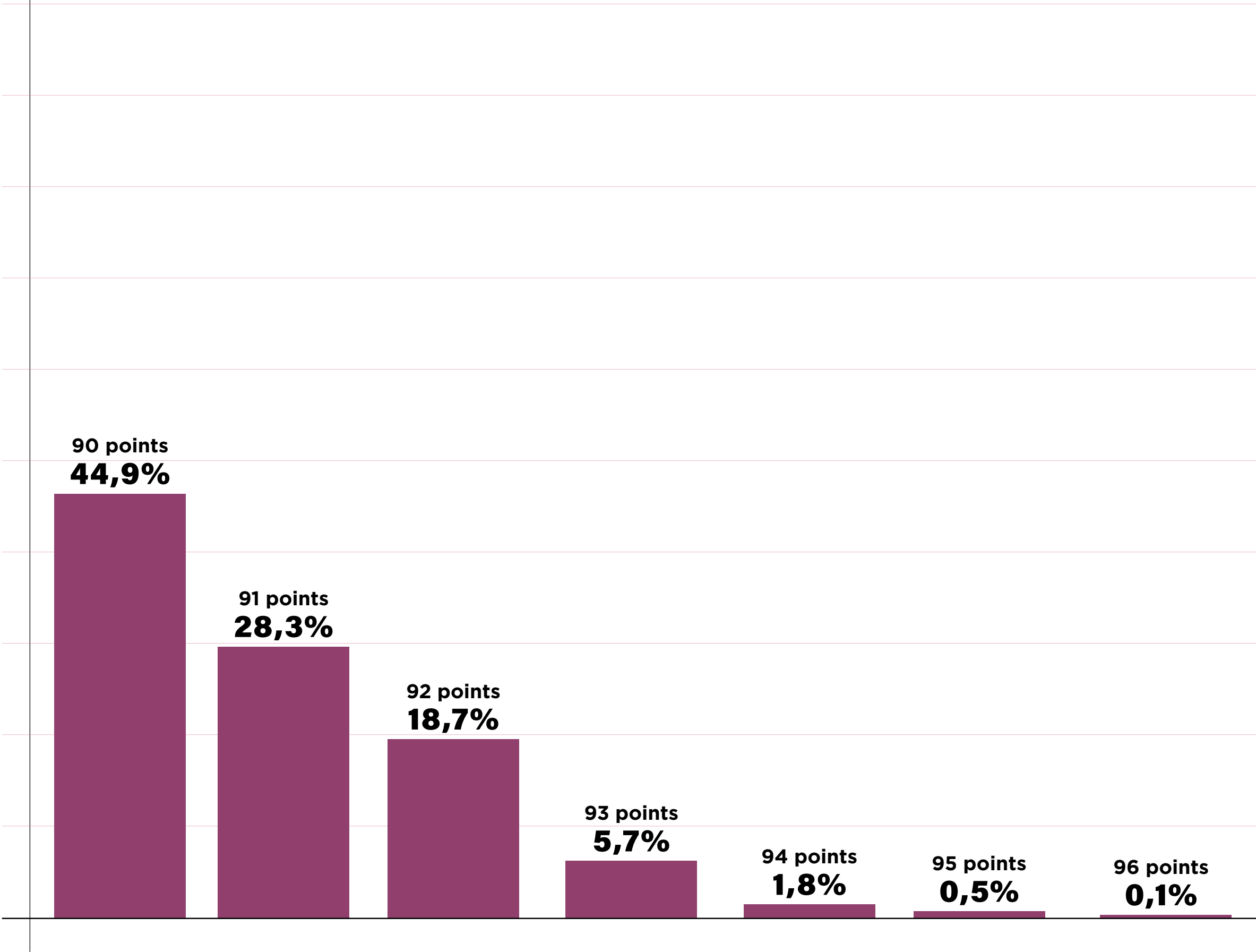
**fortified wines white, rosé, red**

## 5StarWines - THE BOOK



**5StarWines**  
THE BOOK

# Results from the 9<sup>th</sup> edition



# 5StarWines - THE BOOK



Discover the 2025's winners

# Why participate

5StarWines - the Book provides winemakers with a tool for marketing and promotion, for effectively marketing both their companies and their product.

The benefits for **selected wines** include:

- Participation in grand tastings, events with buyers hosted by Veronafiere, promotion on social media platforms.
- Publication in 5StarWines – the Book, distributed to over 10,000 high-profile industry professionals.
- Inclusion in the Vinitaly Plus catalogue.
- Publication on **winesearcher.com**, the powerful search engine that enables users to identify the price and availability of a wine all over the world.
- Digital tasting notes on official social media channels (Instagram, Facebook, X and LinkedIn).
- Free marketing Toolkit, with stickers, tasting notes and diploma.
- Tastings reserved for buyers and wine professionals for the highest scoring wines, masterclass with the Trophies during Vinitaly.
- Podcast interviews for wineries with the top-scored wines.



Scarica i bollini dal nostro sito

## Wines and Judges

**2.200+**  
WINES TASTED

**60+**  
INTERNATIONAL JUDGES

## The Guide

**318**  
PAGES

**760**  
SELECTED WINE  
AND TASTING NOTES

## Wine Promotion

**10.000+**  
SOCIAL MEDIA POSTS

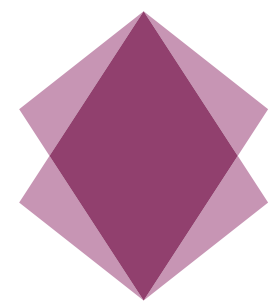
**1,5 millions**  
USER ENGAGEMENTS

**5StarWines - THE BOOK**

Some Numbers from the 2025 Event

# Ideas to promote your scores

- Give your distributors, importers, and retailers direct access to the Toolkit, offer them the opportunity to create promotional material for their customers.
- Publish an article or blog post on your site.
- Share the result on social media, including the official images and social media handles.



**5StarWines**  
THE BOOK

## TASTING NOTES



## STICKERS



## DIPLOMA



# How we promote your wines

## Your wine in the world

The 5StarWines - the Book newsletter is sent regularly to more than 10,000 industry figures. When the digital and print Book is published it is promoted for maximum publicity.

## Your wine on our social media

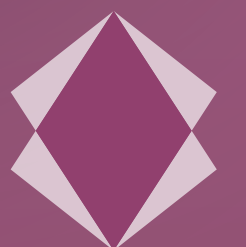
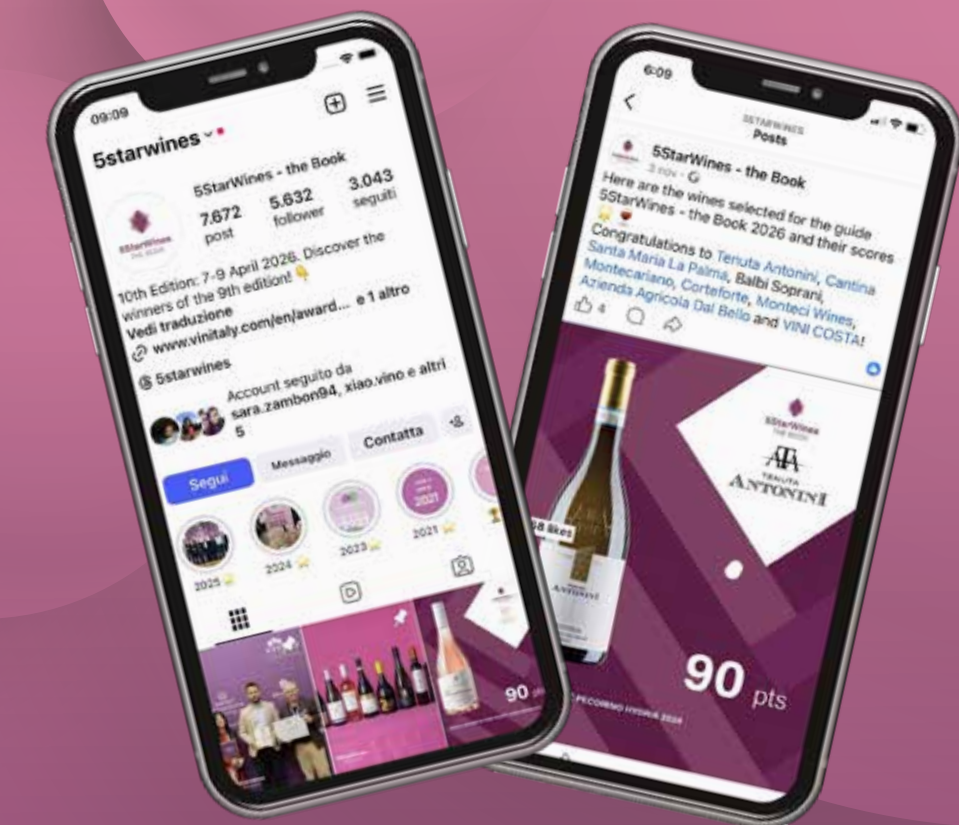
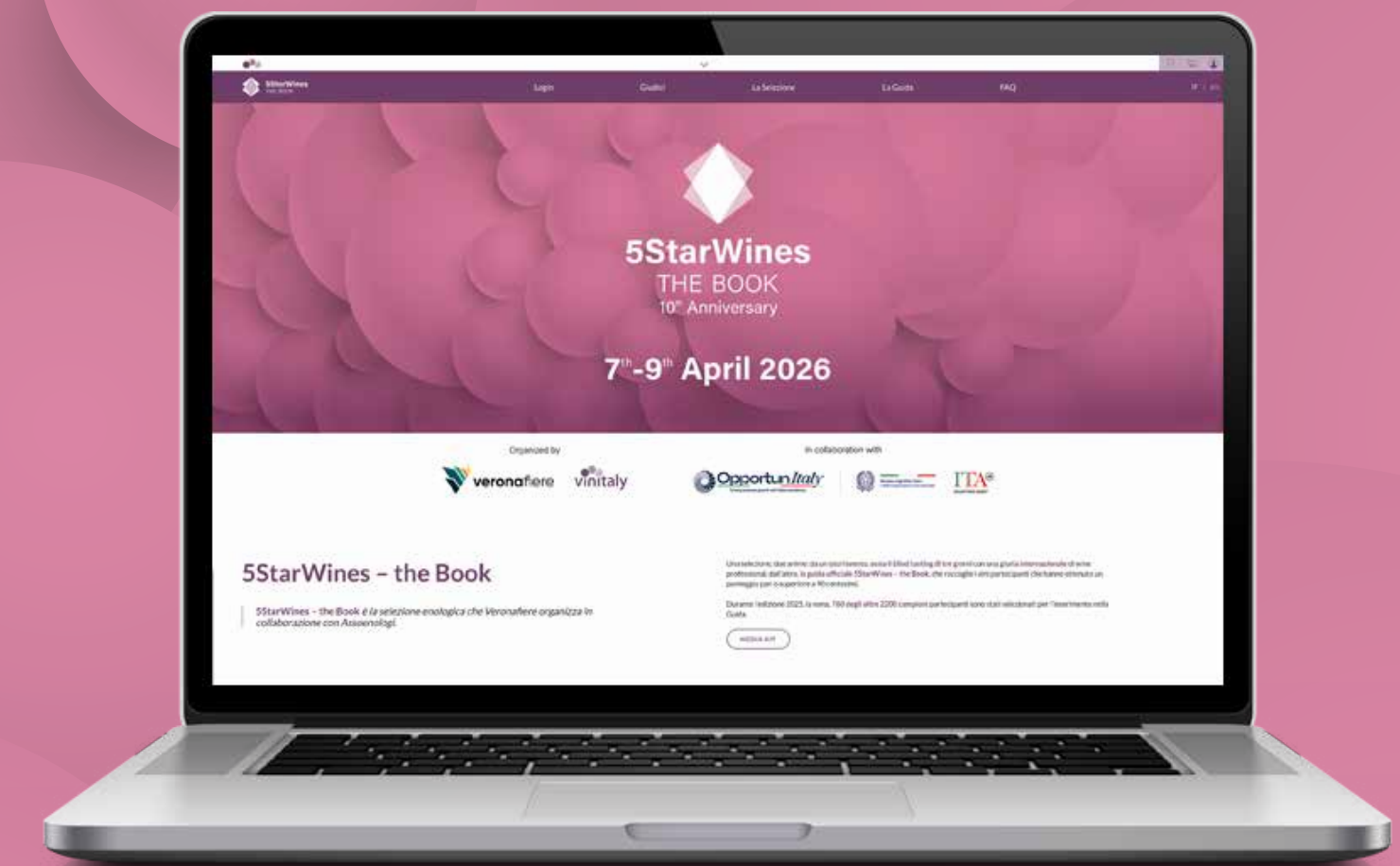
All selected wines are publicized on our official social media channels. The most important details and characteristics of the wines are included in the posts, and your scores and tasting notes are shared with a wide global audience.

 **5starwines**

 **5StarWines - the Book**

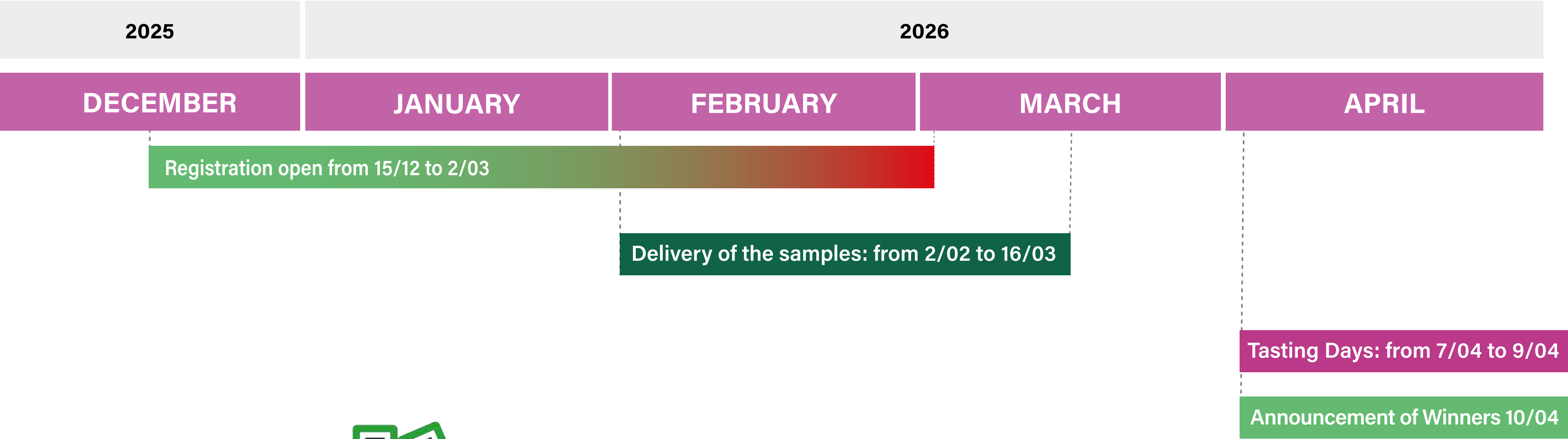
 **5StarWines - the Book**

 **5StarWines**



**5StarWines**  
THE BOOK

# 5StarWines - THE BOOK: timeline



Personal page and registration on Vinitaly Platform

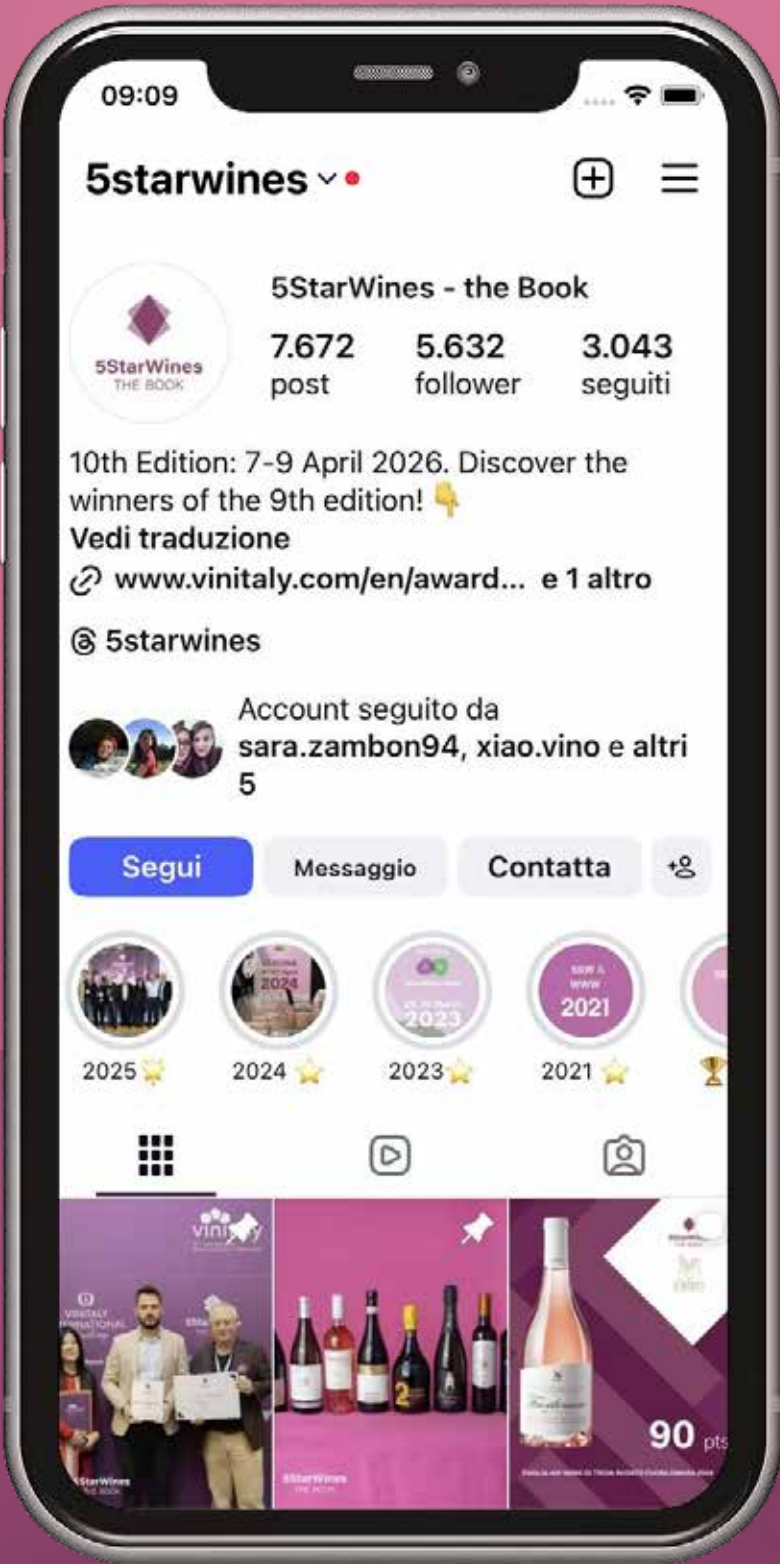


EU and non-Eu wineries  
€ 110 per label

# 5StarWines - THE BOOK: Stay in touch

✉ 5star@ext.veronafiere.it  
☎ 045-8101447

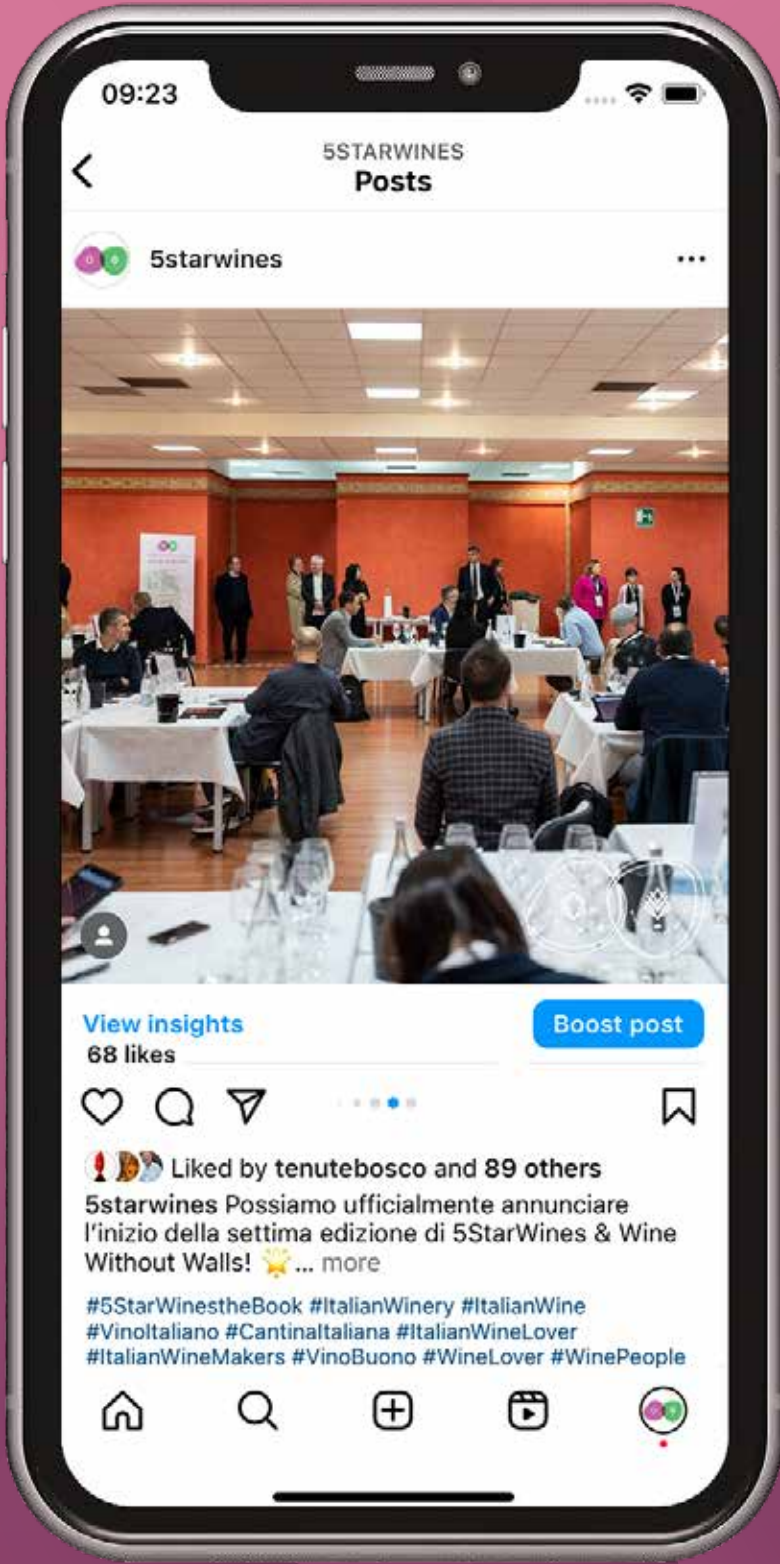
Share your wine on  
social media and tag  
  
@5starwines so we can  
share the good news too!



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