

# 5StarWines

THE BOOK

# 1-3 April 2025

## MEDIA KIT

Produced by



[madeinitaly.gov.it](http://madeinitaly.gov.it)

In collaboration with



Ministero degli Affari Esteri  
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ITALIAN TRADE AGENCY

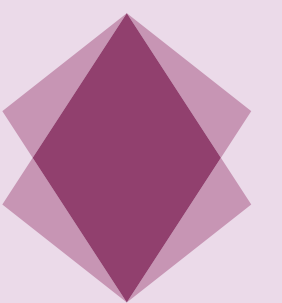
# The Event

## 5StarWines - the Book

**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.



**5StarWines**  
THE BOOK

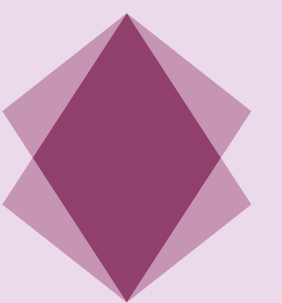


# 5StarWines - the Book

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:

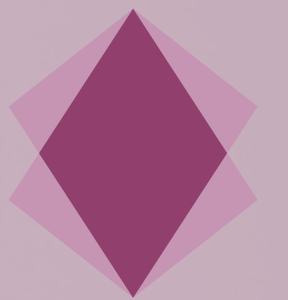
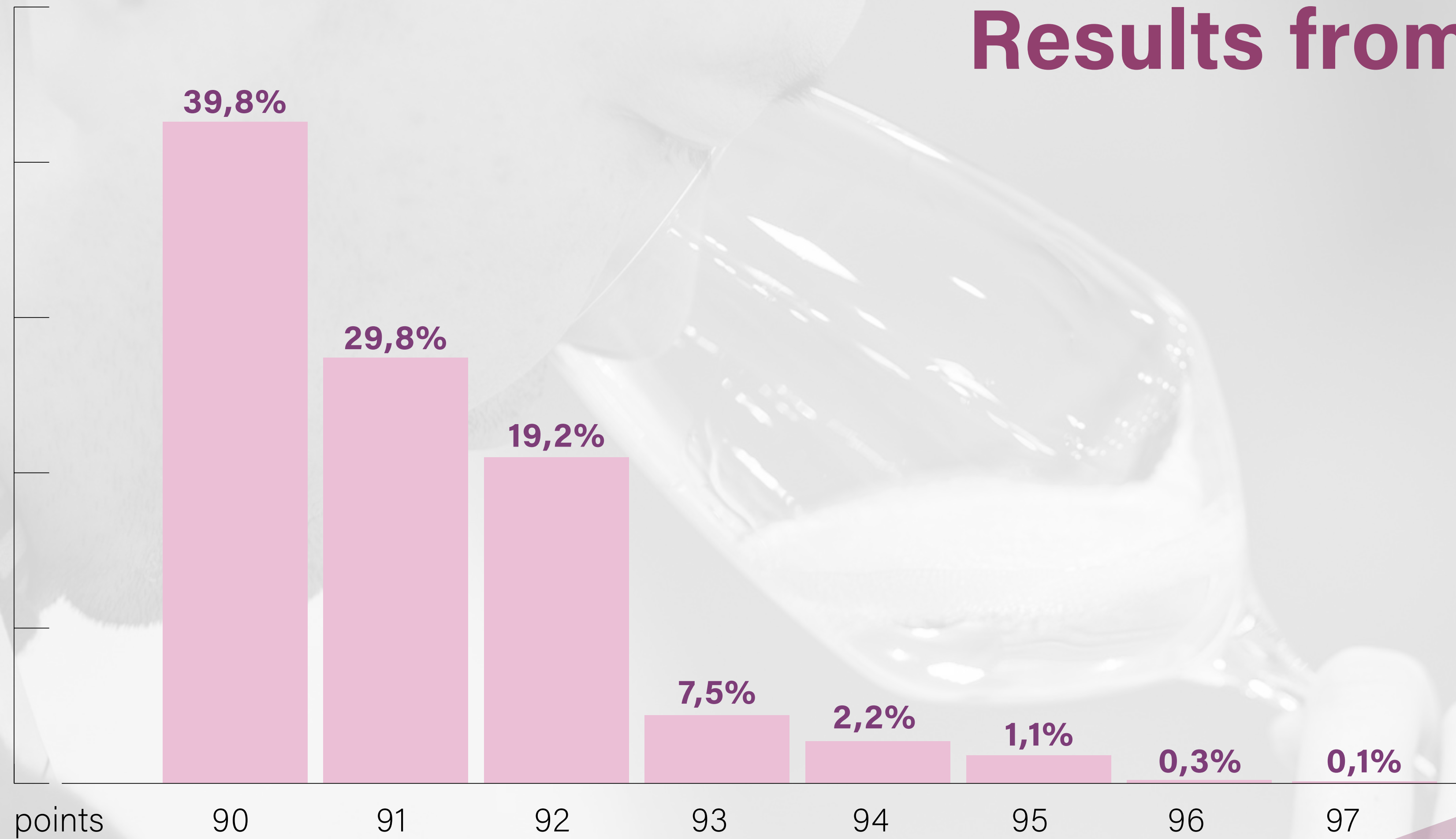
- **still wines** white, rosé, red
- **semi-sparkling wines** white, rosé, red
- **sparkling wines** white, rosé, red
- **sweet wines** white, rosé, red
- **fortified wines** white, rosé, red



**5StarWines**  
THE BOOK



# Results from the 8<sup>th</sup> edition



**5StarWines**  
THE BOOK



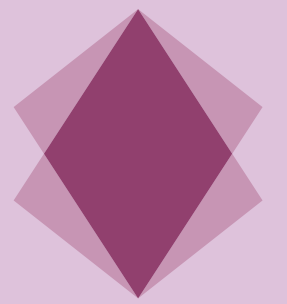
# Why participate

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

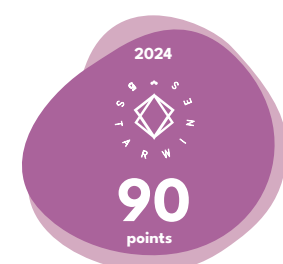
The benefits for **selected wines** include:

- 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](https://www.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.

Download the stickers from our website



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THE BOOK





## WINES AND JUDGES

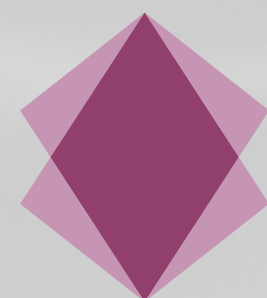
**2.300+** WINES TASTED  
**60+** INTERNATIONAL JUDGES

## THE GUIDE

**372** PAGES  
**884** SELECTED WINES  
AND TASTING NOTES

## WINE PROMOTION

**10.000+** SOCIAL MEDIA POSTS  
**1,5 MILLIONS** USER ENGAGEMENTS



**5StarWines**  
THE BOOK

## 5StarWines - the Book

Some Numbers from  
the 2024 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.

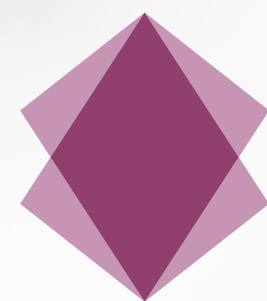
TASTING NOTES



STICKERS



DIPLOMA



**5StarWines**  
THE BOOK



# 5StarWines - the Book

## How we promote your wines

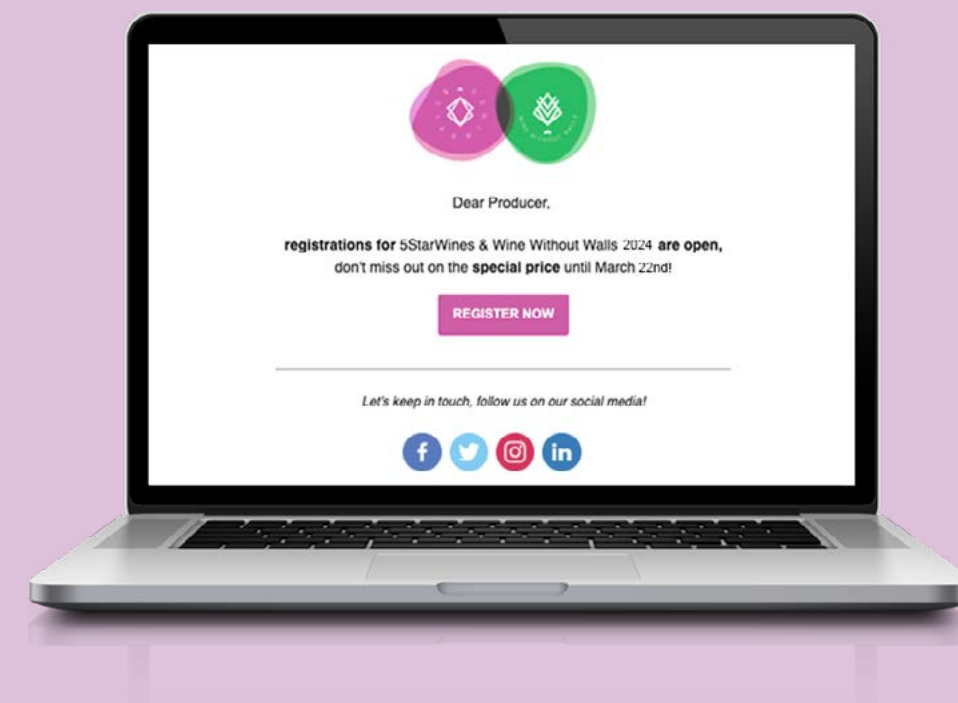
"Having been involved with 5StarWines – the Book since it began, I look forward to each year's event as a unique opportunity to glimpse how the Italian wine scene is evolving. Italy is far more complex than any other country – and not only because of the insane number of Docs and Docgs and grapes that are grown nowhere else. Keeping track of these would be tricky enough, but it is in the Italian psyche to constantly experiment, even if this means reviving customs and methods that were once commonplace".

**Robert Joseph**  
General Chair



### 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

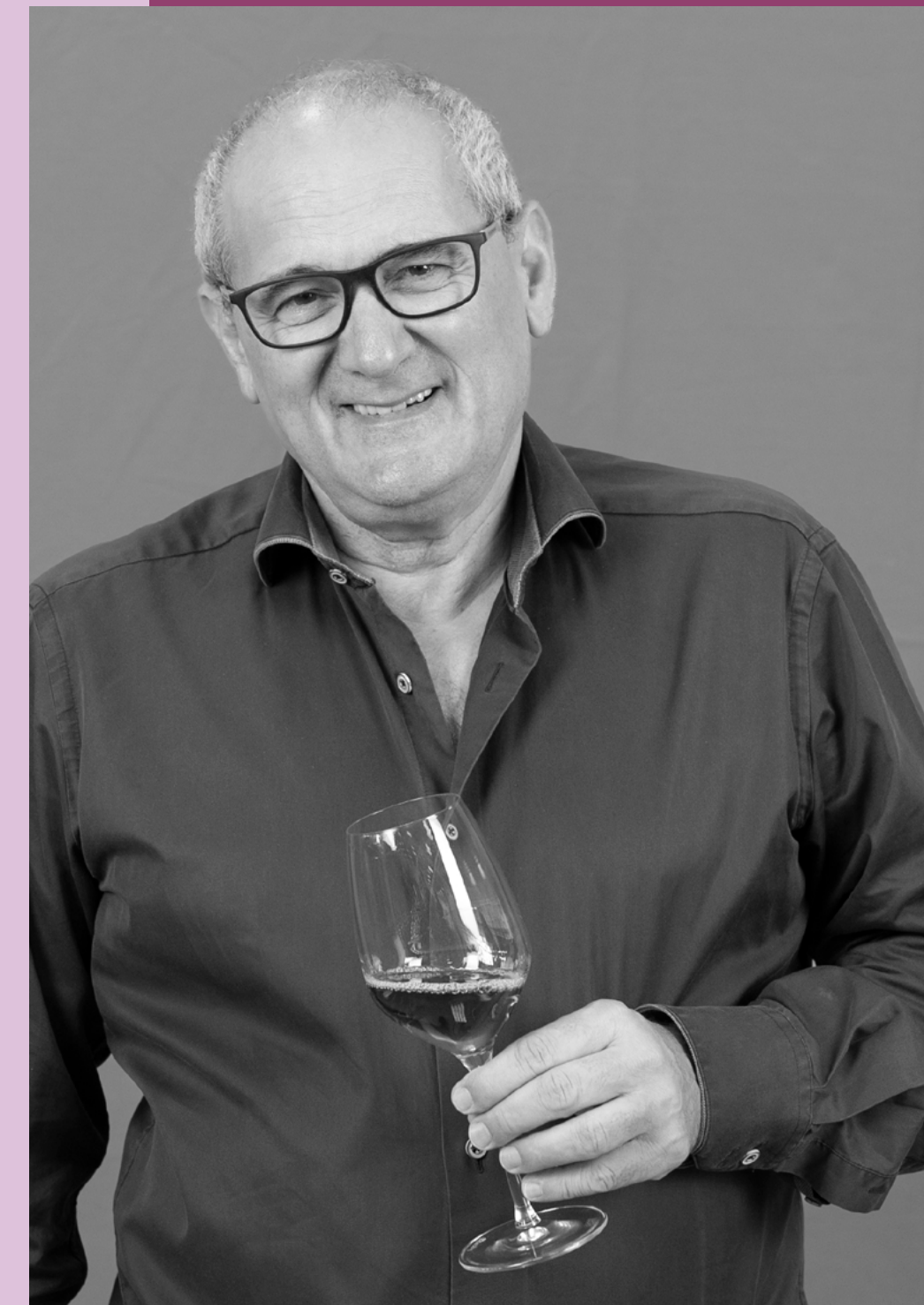
All selected wines are publicized on our official social media channels. The most important details and characteristics of the wines are included in the posts, and your scores and tasting notes are shared with a wide global audience.

"The 2024 edition has been particularly exciting. There are so many high-quality wines in the market that one has to finetune the discernment capacities to spot the best among the very good. Also, there is so much diversity in Italy that we need to discuss more and more wines and to use all our experience to award genuine one-of-a-class wine styles. I feel satisfied with this year's results. A good number of wines, many of them not necessarily identified among the top, are recognized for what they really are.

For consumers, some of those wines are a very affordable possibility of tasting excellence.

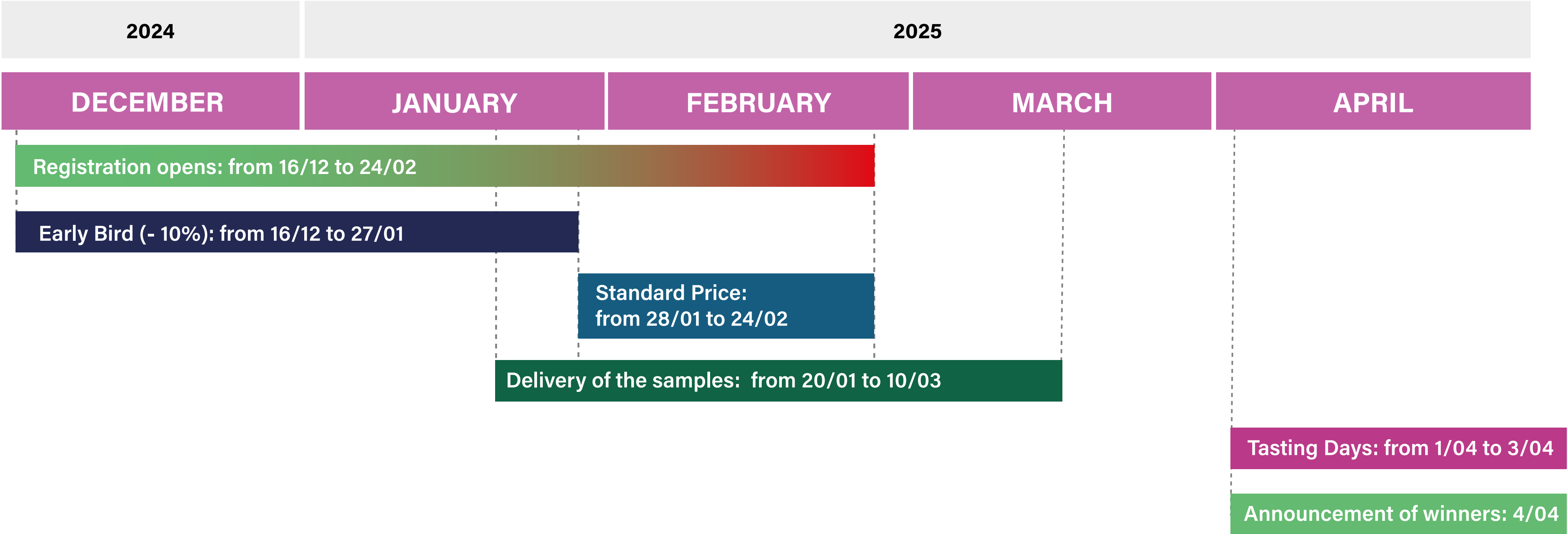
For producers, I hope that 5StarWines – the Book is giving them an opportunity of improving their market position".

**Pedro Ballesteros Torres MW**  
General Chair





# 5StarWines - the Book



Personal page and registration platform  
[registration.5starwines.it](https://registration.5starwines.it)



**Vitality International Pavillon exhibitors 2025**  
€150 per label (discounted unit price if 2+ labels are registered)  
**The fourth label is free**



Reduced rates!  
10% off until 27/01



**Other EU and non-EU wineries**  
€130 per label  
(discounted unit price if 3+ labels are registered)

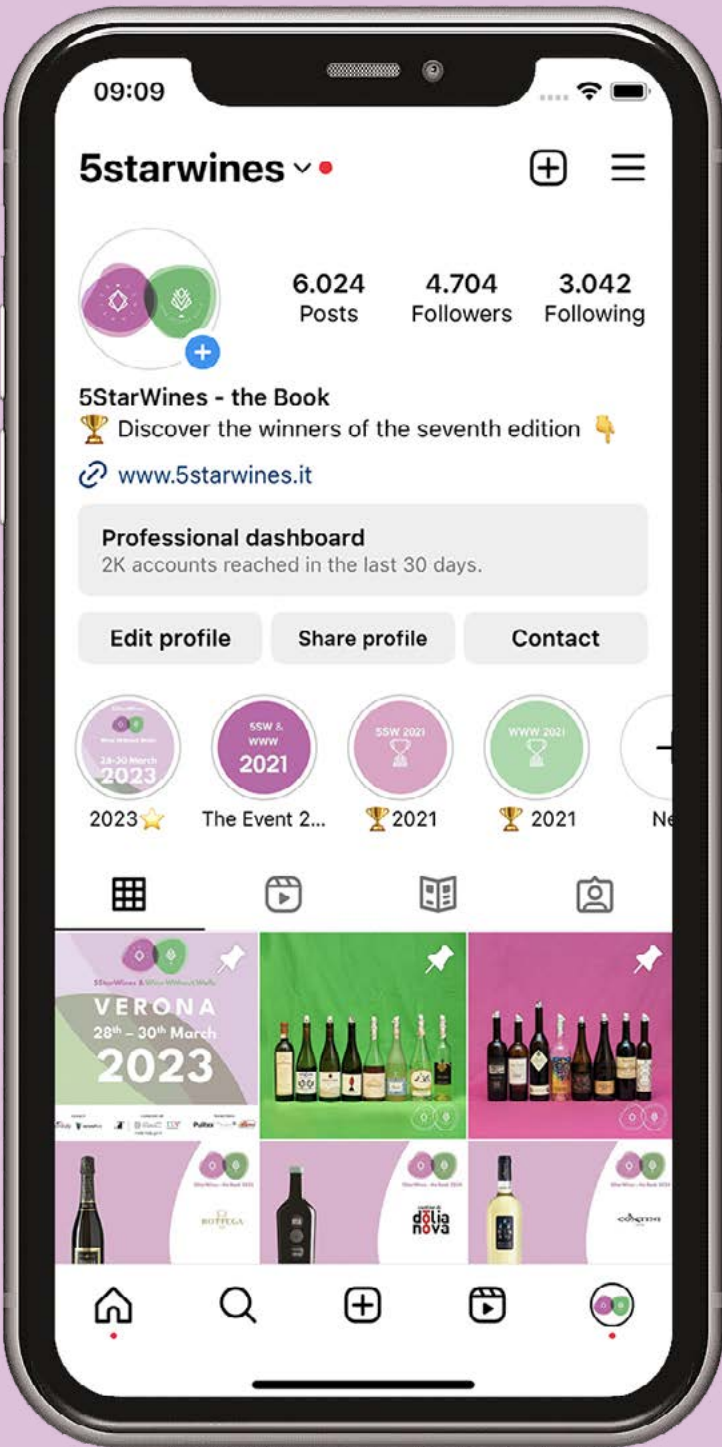


# 5StarWines - the Book

Stay in touch

✉ 5star@ext.veronafiere.it

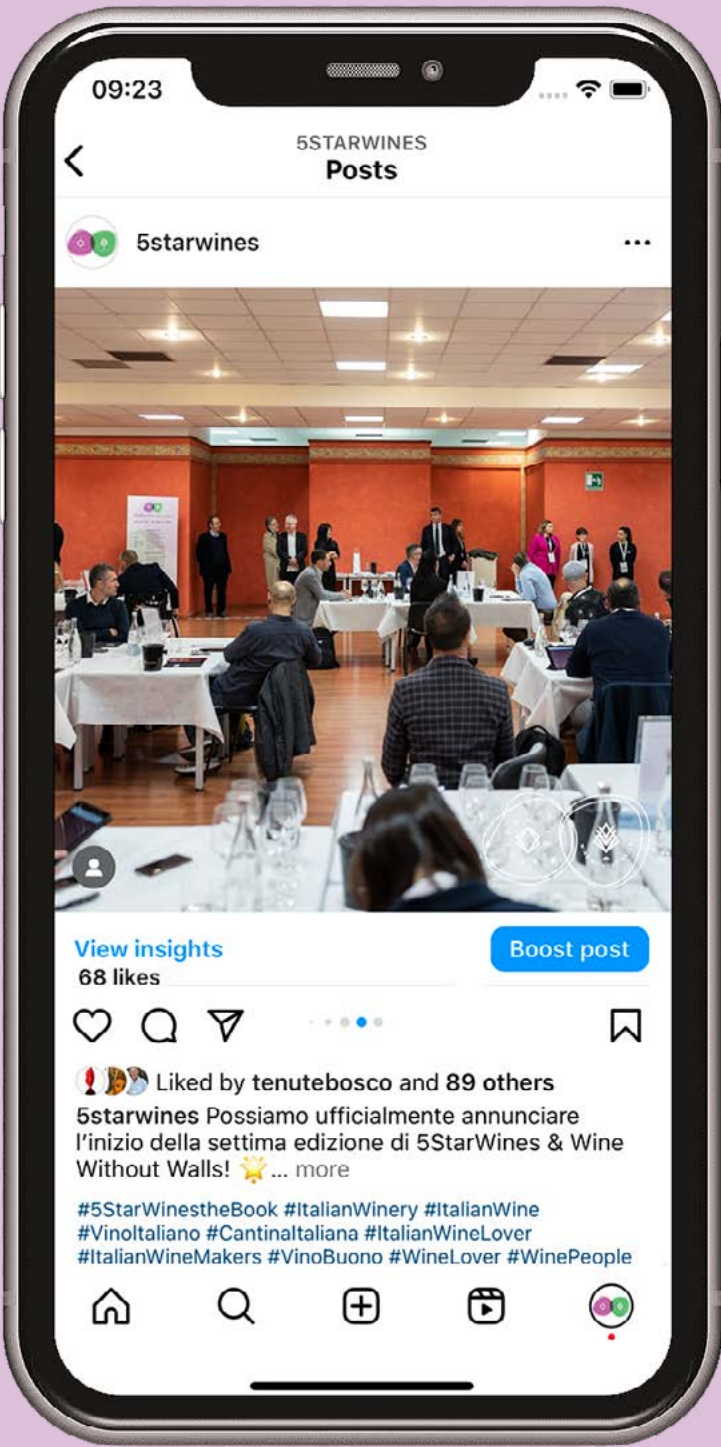
☎ 0458101447



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@5StarWinestheBook



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5StarWines - the Book

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

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