

PRESS RELEASE

MUNDUSvini 2010 is now even more international than before

Tasters from 47 countries are invited to the MUNDUSvini Great International Wine Award

Neustadt/Weinstraße, 25th June 2010.

The anniversary presentation of the MUNDUSvini Great International Wine Award will take place alongside a new record: with 289 experts from 47 countries, the panel of tasters for the tenth prestigious wine competition will be larger and more international than ever before.

As Christoph Meininger, managing director of MUNDUSvini GmbH states, "We are pleased to have been able to gain a few new members to the jury". "This year, for the first time, we have experts from Panama and South Korea - a clear sign of the growing international importance of the competition".

With a total 36,331 wines that have been appointed since the first event, MUNDUSvini is the world's largest and oldest German wine competition under the patronage of the International Organisation for Viticulture and Oenology (O.I.V.). It offers wine producers and importers the opportunity to have the quality and class of their products directly compared and evaluated by an independent jury of recognised neutral wine experts.

Among the experts there are renowned tasters such as Ned Goodwin (journalist and Master of Wine, Japan), Christian Müräu (the TV presenter and producer of wine films, Germany), Ingrid Adamiker (O.I.V. Commissioner, Austria), Wolfgang Heeß (Honorary President of the Federation of German Oenologists, Germany), Jean Smullen (journalist,

Ireland), Hildegard Heymann (Professor of Sensory Studies at the University of Davis, USA), Subhash Arora (President of the Indian Wine Academy and journalist, India), Jacques Orhon (author of wine books and chef-sommelier, Canada) and buyers from international department stores, retailers, importers as well as other oenologists.

The best samples which are submitted will receive 'premium gold', 'gold' and 'silver' awards. In addition, special awards will be presented in the following categories: Importer of the year, best residual sugar wine of the year, best sweet wine and best fortified wine of the year, best sparkling wine of the year, best sparkling wine in the field of food retailing and in each of the sub-categories Germany, Europe and overseas, awards for the best producer of the year, the best dry white wine of the year, best dry red wine of the year, best dry red wine in the field of food retailing and best dry white wine in the field of food retailing.

Due to the many requests to extend the deadline for applications, the organisers have extended the deadline to register samples. Producers and importers have until 09/07/2010 to register their wines for the MUNDUSvini 10th Great International Wine Award. Still wines, sparkling wines, aerated wines and fortified wines can all be submitted.

The full entry conditions and the announcement documentation concerning the MUNDUSvini Great International Wine Award can be found online at www.mundusvini.com. The papers can also be requested from the MUNDUSvini organisation team on 06321 8908-9500 or by e-mail: contact@mundusvini.com. Wines can also be registered online at www.mundusvini.com/registration.

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About MUNDUSvini:

The *MUNDUSvini Great International Wine Award* is regarded around the world as the largest officially-recognised international wine competition to be held under the patronage of the O.I.V. (*Organisation internationale de la vigne et du vin*) for wines coming from all of the world's production areas. It was established in 2001 by the international wine academy MUNDUSvini (a subsidiary of Meininger Verlag in Neustadt an der Weinstraße), and since then, has been awarded annually.

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