

PRESS RELEASE

MUNDUSvini continues to grow

- **The number of wines that are appointed continues to grow**
- **Parliamentary Secretary of State Julia Klöckner will open the ceremony with a welcoming speech**
- **For the first time: Wines from Taiwan, Russia and Jordan**

Neustadt/Weinstraße, 23rd August 2010.

The signs are that in its tenth year of existence, the MUNDUSvini Great International Wine Award is continuing to grow. This year at the world's largest controlled wine competition, a total of 5,883 wines from 42 countries will be tasted and evaluated by an international jury. The increase in the number of samples shows that independent quality assessment, especially in difficult economic times, is becoming increasingly important.

The wines will be examined by a high-calibre jury of 285 wine experts from 49 countries. Among the experts will be 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 anniversary MUNDUSvini Great International Wine Award will be opened on 27th August at 8.00 o'clock in Neustadt an der Weinstraße with a welcoming speech from the Parliamentary Secretary of State, Julia Klöckner. Following this, the tasters will professionally blind taste the submitted samples over six days (Friday to Sunday) in accordance with the strict rules of the International Organisation of Vine and Wine (OIV) as well as the International Association of Oenologists.

Most the samples come from the traditional wine countries of Europe such as Germany (25.1%), Italy (19.3%), Spain (14.7%) and France (10%). In addition, there are a large number of wines from overseas and Eastern Europe. For the first time in the 10-year history of the competition, wines were submitted from Taiwan, Russia and Jordan.

Traditionally, the majority of submissions are red wines with 3,082 bottles (52.4 percent). However, the white wine segment is 2.3 percent up compared with 2009: a total of 2,093 samples. In addition, 708 other wines (such as sparkling wines, rose wines, aerated wines, sherry, port and liqueur wines) will also be critically judged by the jurors.

The official result of the MUNDUSvini 2010 Great International Wine Award will be make known in the middle of September.

350 words / 2,757 characters (with gaps)

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*) and the U.I.Œ (Union Internationale des Oenologues) 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. Since 2009, MUNDUSvini has been working in partnership with Nürnberg Messe (the company that

manages Nuremberg trade fair). Together, both of the experienced partners team up to stage the '*MUNDUSvini BioFach*' *International Organic Wine Award* which is hosted annually. The award ceremony takes place each year during the 'BioFach' and 'Vivaness' fair in Nürnberg Messe's trade fair centre.

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