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## *Regulation The WineHunter Award*

# WINE

### 1. The WineHunter Award

Gourmet's International represents the international brand The WineHunter. **The WH Award** certifies high quality and is awarded annually to wine, food, spirits and beers.

The prize is awarded to national and international products that achieve the minimum score of 90 to 100 points according to an internal rating system.

The Award guarantees buyers as well as consumer the outstanding quality of the product.

### 2. The Selection Committee

The selections for **The WineHunter Award** are carried out by eight tasting committees under the direction of president Helmuth Köcher. Each commission that is responsible for tasting and evaluating products, consists of at least three members, consisting of wine experts, sommeliers, bartenders, wine shop owners, wine journalists and wine lovers. The central commission is located in Merano and is head of all the other commissions. This committee consists of three members.

### 3. Scores

If the product reaches the minimum score of 90/100 points, the score of each tasted product will be communicated to the winery. The rating is based on the international rating system of 100 of 100 points.

#### Classification:

**90 - 92,99**

#### The WH Award ROSSO

**The WineHunter Award ROSSO** is awarded to wines (bubbles, white, red or sweet) of medium-high quality, which are harmonious and have special features.

The characteristics are: pleasantness, elegance, bouquet, fullness, complexity, length, and harmony in all its components.

In the case of pure wines, typicality is considered a preferential criterion.

**93 - 94,55**

#### The WH Award GOLD

**The WineHunter Award GOLD** identifies wines (bubbles, white, red or sweet), that harmonize sight, nose, taste and finish. An extraordinary product, which stands out considerably from the media of high-level products. The characteristics are: pleasantness, elegance, bouquet, fullness, complexity, length, and a sensational "wow" effect!

**96 - 100**

#### The WH Award PLATINUM

**PLATINUM** wines (bubbles, white, red or sweet) are products that present a perfect harmony between sight, nose, taste and finish. An extraordinary product that distinguishes it considerably from the average of high-level products. The characteristics are: great pleasantness, fine elegance, surprising bouquet, fullness, length and an extraordinary "wow, wow!" effect that will be remembered. It has a harmonious balance between all the aromas that compose it; in the case of pure wines the typicality of the grape varieties is recognizable. The wine has a considerable potential for ageing.

The quality of the wine is the same even after two hours.

**95 - 95,99**

#### The WineHunter Candidates Award

Wines that reach a score between 95 and 95,99/100 points are evaluated as **Candidates Award** (very good wines, medium quality, medium high quality, harmonious, well-structured and with a good perception of aromas) and taken into consideration for a possible second tasting, which will evaluate a possible positive evolution occurred with the passage of time.

Products with a rating of more than 95/100 points are considered as candidates for **The WineHunter Awards PLATINUM**. These candidates will be re-tasted and evaluated for the final awards ceremony in October. If the product does not receive the required number of points, it will be awarded with **The WineHunter Award GOLD**.

**The WineHunter Award PLATINUM** is awarded annually to 25 labels for a wine of the current vintage and 10 labels for an old vintage on the market.



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#### 4. Benefits of The WH Award

Products that have been awarded with **The WineHunter Award**, grant the company the following advantages:

- integration in The WineHunter communication channels (social media);
- publication of the product in the official Online Guide ([award.winehunter.it](http://award.winehunter.it));
- the right to purchase resin type stickers at Gourmet's International; the stickers are to be attached on each product to demonstrate the high quality;
- the right to receive **The WH Award** in digital form; it is free of charge and can be used for online communication;
- the right to receive the diploma of excellence in digital form;
- the opportunity to participate at The WineHunter events organized by Gourmet's International;
- the opportunity to participate on the **Merano WineFestival 2020** and its Anteprema Events.

#### The seal The WineHunter Award

The seal of **The WineHunter Award** is a sign of outstanding quality. The brand is property of Gourmet's International and is only rewarded to award-winning products.

These are the official seals:



#### 5. The Award

**The WineHunter Award** is given to any excellences who received a score of at least 90/100 points by the tasting commissions. The Award is valid only in relation to the vintage sent for tasting.

At the end of each month, the winners of the tasted products will receive a written communication and a digital diploma, that can be used for all the company's communications and which will also allow them to obtain the quality seals (see point 4).

The written confirmation of the award and the publication on the official online guide [award.winehunter.it](http://award.winehunter.it) of **The WineHunter Award ROSSO, GOLD or PLATINUM** and **PLATINUM Candidates**, happens:

- On **16th of August 2020** for all products submitted by the deadline (April 30th);
- After **August 16th** at the end of each month for all award-winning products submitted by **December 31, 2020**.

Note: It is possible to send samples for the tasting all year round. Only samples sent by **April 30, 2020** will be considered for the participation at the Merano WineFestival 2020. A postponement of the deadline to **31 May 2020** may be requested and a further extension may be granted as a result of subsequent agreements, e.g. wine still in maturation. The request should be sent to: [support@meranowinefestival.com](mailto:support@meranowinefestival.com).

Products sent that obtain an evaluation higher than 95/100 will be considered as **The WH PLATINUM Candidates**. These products will be re-tasted and re-evaluated for the publication of The WineHunter Award PLATINUM in October. All the other products which did not win **The WineHunter Award PLATINUM** will receive **The WineHunter Award GOLD**.

**The WineHunter Award PLATINUM** is awarded annually to 25 labels for a wine of the current vintage and 10 labels for an old vintage on the market.

#### 6. The Admission criteria

National and international companies that meet the following requirements will be invited and can participate in the selections for **The WH Award**:

- Companies that have been invited and have participated at least once in the last 10 years at the Merano WineFestival or in one of the other events in Italy and abroad;
- Companies that have submitted a product at least once in the last 3 years and have been awarded at least 88/100 points;
- Companies of which at least one product in the last 3 years has obtained a score higher than 93/100 points or 18/20 points in national and/or international guides;
- Companies proposed by at least one member of the tasting committees;
- Companies proposed by partner institutions, consortia and/or institutions in the context of collaborative events;
- Companies that do not meet the above criteria can qualify by an invitation from the President of the Main Commission in Merano.



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## 7. The Participation Arrangements

Companies operating in Italy and invited foreign companies can participate in the selections for **The WH Award** by presenting a maximum of five references, of which it is desirable to receive at least one basic wine and the top wine of the company. In this context, wines undergoing refinement may also be presented, with the obligation to indicate at what stage of refinement the product sent is (e.g. "from 5 months in cask").

Note: The tasting commissions carry out tastings and evaluations throughout the year. To ensure that the samples can be considered for participation at the Merano WineFestival 2020, they must be submitted within the specified dates.

The participation at **The WineHunter Award** is free of charge, the cost of shipping carries the company.

### 1. REQUIRED REGISTRATION ONLINE:

Companies wishing to participate in the selections for **The WH Award** must be registered online on the website [www.winehunter.it](http://www.winehunter.it) and following the given instructions.

The technical data of the competing products (maximum 5 references) must be entered in the **Producers' Area** before sending the samples. Samples without a complete technical data sheet will not be tasted.

In addition to the data, it is required to upload the company logo in JPG, PDF, PNG, or GIF format (maximum weight 5MB) in high resolution (800x800 px 300dpi).

Note: If during the registration phase the company declares to produce organic, biodynamic, natural and/or PIWI wines, this is considered as self-certification by the company.

### 2. SENDING OF 3 TASTING SAMPLES PER LABEL:

After the online registration, it is necessary to send\* 3 tasting samples for each reference (maximum 5 labels) to the following address:

**Gourmet's International**  
**Via Monte Ivigna 19, 39010 Cermes (Bz)**

Label the products with:

**Sample: The WineHunter Award 2020**

You will find this label in the portal site or in the attachment of the invitation mail.

The samples sent will follow the following internal procedure:

- 1) A sample will be tasted and evaluated by one of the tasting committees;
- 2) A second sample will be used as part of a final tasting in the case of Wine Candidate Award or **PLATINUM** Candidate (see point 3);
- 3) The third sample is foreseen in case of defect or cork found in one of the two previous phases.

\*Should the cartons arrive at their destination partially damaged, they will be accepted by us with reservation and the company will be informed immediately by e-mail. We inform the producers that the shipping costs are to be borne by the company. Cash on delivery will not be accepted.

## 8. Tastings and Evaluation Criteria

The evaluation method applied refers to the general criteria of the International Union of Oenologists (UIOE) and the OIV for international tastings, which considers in a general score the visual, olfactory, gustatory and harmonic evaluation among the components of the wine. The wines can obtain a final score of a maximum of 100 points. In the evaluation, tasters have the task of considering and enhancing wines that stand out for their intensity, complexity, elegance and extraordinary personality; wines that have character and elegance, especially those from indigenous grape varieties that are best able to interpret the territory of origin.

The individual tastings will consist of no more than forty wines, five labels are tasted in each tasting round. The bottles will be opened at least two hours before the tasting taking into account the temperature required for the type of product. The taster will be given the following information for each wine: grape variety, vinification, vintage and area of origin.



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## 9. The WineHunter Events

The WineHunter events are national and international appointments organized by Gourmet's International which can be accessed as an exhibitor only by invitation and if in possession of **The WH Award**. The WineHunter events stand out because they offer only independently selected products to a chosen audience.

**Producers of one or more products that have obtained an evaluation of 90/100 or more will be able to participate in the events planned for 2020.**

**Please visit our website [www.winehunter.it](http://www.winehunter.it) for the full list of events.**

## 10. 29th Merano WineFestival 6-10 November 2020

On the basis of the evaluations communicated by the tasting commissions, the companies that received **The WH Award** in 2019 and/or 2020 will be selected for participation in the 29th Merano WineFestival, taking into account a homogeneous division between the various types of products and the availability of space.

The Festival is divided into the following days and sections:

### Friday 6 November 2020 *Naturae et Purae - bio&dynamica*

The opening day of the Merano WineFestival is dedicated to wines from certified organic and/or biodynamic, natural, orange and PIWI wines. The best two wines from each winery that meet the requirements and reach a minimum score of 88 points out of 100 will be selected.

### Saturday 7 - Sunday 8 - Monday 9 November\* 2020 *Wine - The Official Selection*

The companies selected for the official selection are divided into four modes of participation:

**One hundred** historical and territorial reference companies uniformly divided for the various production areas, selected at least 10 times in the last 28 years, which are invited to participate with three labels of which at least one wine has reached the minimum score of 93/100.

**Italian Top Selection** companies of which two labels with a minimum score of 90/100 are selected, taking into account a homogeneous division between the various production areas.

**Extremis**: the best two wines from extreme wineries (climate, altitude, vinification, extreme steepness, territory) that have reached the minimum score of 90/100.

**WineHunter Area**: the best label (with a score of at least 90/100) of all the companies not selected for the previous categories will have the opportunity to participate in the collective area managed by the sommeliers of the Merano WineFestival.

**Wine International**: importers and invited international companies can participate in this category.

### \* Monday, 9 November 2020 *New Entries*

For Monday only, a limited number of wineries will be selected in the New Entries category for the first time at the Merano WineFestival with the best two labels with a minimum score of 90/100, with priority to wines with a minimum score of 93/100 points.

### Tuesday 10 November 2020 *Catwalk Champagne*

The best four Champagnes from selected companies will be admitted to the closing day of the Festival, dedicated exclusively to Champagne

**All the companies that will receive The WH Award will get the invitation for the section of the Merano WineFestival for which they have been chosen by 31 August 2020.**

Invited companies will have the opportunity to join the MWF and display a selected product at the Anteprema MWF Lagundo at no extra cost.