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Regulation The WineHunter Award

FOOD SPIRITS BEER

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, culinary excellence, 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. Each evaluated product was tasted by at least one tasting commission.

2. The Selection Committee

For the selection of the winners of The WineHunter Award there is a tasting commission for spirits, one for beers, one for oil and vinegar and one for culinary specialities. The commissions are coordinated by Helmuth Köcher with the support of Masterchef Bruno Cicolini. The head of each commission is an expert in the field (beer sommelier, chef, grappa and brandy taster), the other two members are restaurateurs, bartenders and/or professionals.

3. Scores

If the product reaches the minimum score of 90/100 points, the company will receive the score and the award price for each product tasted. The rating is based on the international rating system of 100/100 points.

Classification:

90 - 92,99

The WH Award ROSSO

The WineHunter Award ROSSO is awarded to medium-high quality product that convince with special elements. The features are: pleasantness, recognizable primary aromas, complexity and harmony in all its components.

93 - 95,99

The WH Award GOLD

The WineHunter Award GOLD identifies extraordinary product, which differs considerably from the average high-end products. The characteristics are: great pleasantness, intensity of aromas and a sensational "wow" effect!

96 - 100

The WH Award PLATINUM

PLATINUM products convince with their extraordinary expression of taste, aromas and flavors. Their exceptional quality clearly distinguishes them from the average of high-quality products. Their characteristics are: great enjoyment, intensity of aromas, unique composition and a "wow, wow!" Effect that will be remembered. There is a harmony between all the flavors of these products.

The WH Award PLATINUM is recognized annually to max. 20 products (food, spirits, beer).

The WineHunter Award Candidates

Products with a score of between 88 and 89,99/100 points are kept in mind for a possible second tasting because of their medium-high quality, focused on the flavors.

The WH TOP 50 LIST

The products that have obtained a rating equal to or greater than 95/100 points will be considered in the **TOP 50 LIST** which is published in the online guide at award.winehunter.it, among the best 50 products selected in 2020 and receive a diploma that certify this recognition as a product of excellence and high quality.

These products will be tasted and evaluated again by October for the final awarding of **The WH Award PLATINUM**. For this purpose, further samples are required in good time. **The WH Award PLATINUM** is recognized annually to a max. of 20 products (food, spirits, beer).



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4. Benefits of The WH Award

After a product has been awarded with The WineHunter Award, the company has the following advantages:

- involvement in The WineHunter communication channels (social media);
- inclusion of the product in the Online Guide (award.winehunter.it);
- the right to purchase resin type sticker to be applied to each product directly from Gourmet's International;
- the right to receive the sticker in digital form free of charge 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 at the Merano WineFestival 2020 and its Antepreme.

The sticker The WineHunter Award

The sticker of The WineHunter Award is a sign of outstanding quality. The seal is the property of Gourmet's International and is only awarded to award-winning products.

These are the official stickers:



5. The Award

The WineHunter Award is given to any excellencies who have received a score of at least 90/100 points in various tasting and rating commissions.

The Award ROSSO and GOLD awarded to culinary products, spirits and beers is valid for two years (insofar as the production of the raw material does not change). After this time, the product must be re-tasted. The exception to this rule is the oil, which has to be re-tasted annually.

The PLATINUM Award is valid for one year and will be replaced at the end of the year by **The WineHunter Award GOLD**.

The product will enter directly into The WineHunter's **TOP 50 LIST** (online guide award.winehunter.it) if it is send in for tasting the year after being rewarded **The WineHunter Award Platinum**.

The written confirmation of the award and the publication on the official online guide award.winehunter.it of **The WineHunter Award ROSSO, GOLD and TOP 50 LIST**, 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.

After August 16th, 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).

Products with a rating equal to or greater than 95/100 points will be re-tasted and re-evaluated by the end of October for the final rewarding of **The WH Award PLATINUM**. If the product does not obtain the maximum recognition, the **WH Award GOLD** will be confirmed. **The WH Award PLATINUM** is recognized annually to a max. of 20 products (food, spirits, beer).

The WH Award PLATINUM will be communicated to the winning producers by the end of October 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 participation in 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. The request should be sent to: info@meranowinefestival.com.



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6. The Selection Criteria

National companies that have an artisan production according to the type of product can participate in the selections for **The WH Award**. Distributors of international products that meet the requirements of national products can also participate.

The following companies will be invited to 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 whose products have been positively evaluated in national and/or international guides;
- Companies proposed by partner institutions, consortia and/or institutions in the context of cooperative events;
- Companies that do not meet the above criteria can qualify by an invitation from the President of the Main Commission in Merano.

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 products.

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. REGISTRATION ONLINE REQUIRED:

Companies wishing to participate in the selections for **The WH Award** must be registered online on the website 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).

2. SENDING OF PRODUCT SAMPLES:

After registering online, a sample must be sent to the following address for each reference (maximum 5 products):

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 or in the attachment of the invitation mail.

*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 various trade associations. The products can obtain a final score of a maximum of 100 points. In the evaluation, tasters have the task of considering and enhancing products that stand out for their craftsmanship, intensity, complexity and extraordinary personality; craft products that have character and interpret the territory of origin in the best way.

The individual tastings will consist of a maximum of 10 products of the same type (oil, cold cuts, cheese ...). The taster will be given the following information for each product: origin of raw materials, percentage of artisan workmanship and peculiarities indicated by the producer. For beer tastings, the type/style of the product will also be communicated.



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9. Events The WineHunter

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 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 GourmetArena is divided into the following sections:

Culinaria: the best products (maximum five) of each company reaching at least 90\100 will be admitted and included in the official catalogue of the event and in all promotion and communication channels. Each company will still be able to present its entire range of products at the Festival.

Beerpassion: the best products (maximum five) of each company reaching at least 90\100 will be admitted and included in the official catalogue of the event and in all promotion and communication channels. Each company will still be able to present its entire production range at the Festival.

Aquavitae: the best products (maximum five) of each company reaching at least 90\100 will be admitted and included in the official catalogue of the event and in all promotion and communication channels. Each company will still be able to present its entire production range at the Festival.

Rue des Chefs: selection of companies with high-level products and services for work in gastronomy.

Consortium-Territorium: reserved for protection consortia and groups in the relevant territory.

The GourmetArena opens on Friday afternoon (**6 November**) exclusively for industry professionals and invited press. On Saturday, Sunday and Monday (**7-8-9 November**) follows the opening and official opening hours of the event.

* The availability of places is limited and subject to restrictions in order to guarantee the variety of products present at the Merano WineFestival.