

PRESS RELEASE

Success of the MUNDUSvini Great International Wine Award continues unbroken – significant growth in its ninth year

- **More than 5,700 wines from 44 different countries face assessment by experts**
- **275 jury members from 45 countries select the best wines**

Neustadt/Weinstrasse, 24th August 2009.

The MUNDUSvini Great International Wine Award is proud to register another significant increase. Wine producers and importers have submitted 5,726 wines from 44 different countries for the ninth edition of Germany's major wine competition. This is a rise in entries by some 8 per cent over last year.

The wines that have been entered primarily originate from traditional wine countries, like Germany (1,359), Italy (1,053), Spain (879) and France (612), but also include representatives from "exotic" wine-growing regions like Poland, Thailand, Bolivia, Denmark, Peru and the Netherlands.

Opening on 28th August 2009

The 9th MUNDUSvini Great International Wine Award will be opened at 8 a.m. on 28th August in the Saalbau in Neustadt by Christoph Meininger, the Managing Director of MUNDUSvini GmbH and founder of the competition. Then Federico Castellucci, Director-General of the Organisation Internationale de la Vigne et du Vin (OIV), will welcome the 275 professional jurors from 45 countries. The international experts will be tasting the entries blind and making professional assessments in the Saalbau in Neustadt during the last weekend in August and the first weekend in September.

Jury of first-class wine experts

The international experts include prestigious names in the wine world, such as Ann Noble, Californian professor and the world's leading sensory scientist, Jeannie Cho Lee, well-known wine author and the first woman in Asia to bear the renowned title of "Master of Wine", and France Nault from the Société des Alcools du Québec (Quebec Alcohol Corporation). In addition, the top-class professional jury boasts outstanding wine journalists, like Tara Q. Thomas (Wine & Spirits Magazine, USA), Othmar Kiem (WineLine International, Merano, Italy), Klaus Stumvoll (wein.pur, Austria), Robert Joseph (Meininger's Wine Business International, UK) and Michèle Shah (Decanter/Fine Wine/Wine & Spirit, Italy), together with buyers from international department stores, specialist retailers, importers and oenologists.

"Our jury members represent an exceptional gathering of wine expertise", says Susanne Denzer, who is the tasting manager and member of the MUNDUSvini Board. "We are delighted to welcome so many first-class professional experts. For us, this is a tangible sign that the international significance of our competition is constantly increasing."

The official results of the 2009 MUNDUSvini Great International Wine Award will be announced in mid-September.

Public tasting of winning wines

Some ten weeks after the competition, the Saalbau in Neustadt will be opening its doors again for a wine-tasting on Saturday, 14th November 2009. But then it will be enthusiastic amateur wine lovers who will have the opportunity of playing the role of jury members and tasting the award-winning wines.

About MUNDUSvini:

The *MUNDUSvini Great International Wine Award* is the largest officially recognised international wine award under the patronage of the Organisation Internationale de la Vigne et du Vin (OIV) for wines from all the wine-growing regions in the world. It was launched by the MUNDUSvini Wine Academy, a subsidiary of Meininger Verlag in Neustadt, in 2001 and has since been held annually.

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