

PRESS RELEASE

First MUNDUSvini BioFach International Organic Wine Award

- **Powerful partners: world's leading exhibition cooperates with MUNDUSvini/Meininger Verlag**
- **Deadline: 7 November 2009**
- **Tasting from 7–9 December 2009 in Neustadt on the Wine Road**

September 2009

The wine segment at the World Organic Trade Fair gets another highlight in 2010 when BioFach and MUNDUSvini/Meininger Verlag organize the first MUNDUSvini BioFach International Organic Wine Award. The organic wine world has presented its products in the daylight hall 4A at BioFach since 2008 and the new wine award will make it even more attractive. Altogether 318 organic wine exhibitors presented the results of their wine-making skills to visiting experts in 2009. Some 700 wines are expected to be entered for the first MUNDUSvini BioFach International Organic Wine Award in 2010. The samples sent in will be tasted and judged by an international jury of experts before the event. The medals will be presented officially at the next edition of the world-leading exhibition in the Exhibition Centre Nuremberg from 17–20 February as part of the official tour of the exhibition and in line with the good tradition of the previous BioFach International Wine Award.

The cooperation between BioFach, the World Organic Trade Fair, and MUNDUSvini/Meininger Verlag initially focuses on organizing the competition for the MUNDUSvini BioFach International Organic Wine Award. In the long term, both partners want to establish the organic wine award as an annual competition with the prize presentation during the BioFach exhibition in the NürnbergMesse exhibition centre.

“We are delighted to have a strong and highly regarded partner like MUNDUSvini and Meininger Verlag to support the organization of the MUNDUSvini BioFach International Organic Wine Award. The many years of experience of NürnbergMesse, the good reputation of BioFach, the expertise of MUNDUSvini in organizing top-class tastings and naturally the sound specialist knowledge of Meininger Verlag complement each other perfectly! I am sure this will be a pioneering joint project for the international organic wine market,” says Udo Funke, Exhibition Director of BioFach and Vivaness.

The aim of the MUNDUSvini BioFach International Organic Wine Award is to promote the quality and marketing of wines from organic production. On the one hand, the competition is to offer manufacturers, winegrowers, importers and consumers a forum for comparing the wines with each other, and on the other to provide consumers with valuable guidance when deciding which wine to buy.

The organization and implementation of the competition will be based on the MUNDUSvini Great International Wine Award and it will be subject to the same internationally recognized competition rules. The tasting of the samples entered will take place in Neustadt on the Wine Road from 7–9 December. This will be done by an international jury of experts comprising well-known and experienced tasters from all over the world. The judging is based on a 100-points system involving smell, taste and individual scoring using the sampling tables of the OIV (International Organisation of Vine and Wine) and the U.I.Œ. (International Union of Oenologists). The award winners are decided by a joint decision of the jury. The number of awards is limited to maximum 30 % of the samples entered in line with the OIV rules. The best wines receive “Special Gold”, “Gold” and “Silver” awards.

Eligible for entry are still wines, sparkling wines, perl wines and liqueur wines from organic cultivation with a number from an organic certification body. The deadline for sending samples is 7 November 2009. The full entry conditions and competition forms for the MUNDUSvini BioFach International Organic Wine Award can be requested from the MUNDUSvini organization team by phone on 06321 8908-9500 or by e-mail at contact@mundusvini.com. The wines can be entered online at www.webpass-online.com.

Contact for MUNDUSvini/Meininger Verlag:

Berit Schönrock

Tel +49 (0) 63 21. 89 08-19 10

Fax +49 (0) 63 21. 89 08-84

schoenrock@meininger.de

Contact for NürnbergMesse:

Barbara Böck, Ellen Rascher

Tel +49 (0) 9 11. 86 06-83 28

Fax +49 (0) 9 11. 86 06-82 56

ellen.rascher@nuernbergmesse.de