

Fourth International Barbera Competition “Monferrato Festival”

Regulations

Article 1 - ORGANIZATION

The Chamber of Commerce of Handicraft Industry and Agriculture of Alessandria, through the special company ASPERIA, with the collaboration of the Piedmont Region, the Province of Alessandria and the Foundation Savings and Loan Company of Alessandria, announce publicly the **Fourth International Barbera Competition - The Monferrato Festival**. ASPERIA will be involved according to the content of these Regulations.

Article 2 - SCOPE

The aims of the Competition, which will be carried out in the Chamber of Commerce of Alessandria building, are as follows:

- Showcase the Barbera grape variety, which is native to the Piedmont region and is of primary importance to the regional agricultural economy
- Stimulate increasing quality of the product, by comparing different expressions of Barbera from around the world.
- Encourage international consumers to utilize Barbera, focusing on its quality and versatility as the accompaniment to typical Piedmont dishes as well as to those of the international kitchen.

Article 3 – ADMITTED WINES

All wines produced from Barbera grapes and with characteristics detailed here below, presented by producers of any country, will be admitted to the Fourth International Barbera Competition – Monferrato Festival.

“Producer” means an entity that produces wine by processing grapes, musts or wines, according to local rules. The official name of the Producer must be consistent with what is written on the label of the wine bottles participating in the Competition.

All wines made from the Barbera grape and possessing the following characteristics will be admitted to the **FOURTH INTERNATIONAL BARBERA COMPETITION – MONFERRATO FESTIVAL**

1. Wines produced under the ***Denominazione di Origine Controllata***, containing at least 85% Barbera and labeled as Barbera. Rose’ and sparkling wines are not included
2. Wines produced under the ***Denominazione di Origine Controllata e Indicazione Geografica Tipica per i vini Italiani***, and not labeled as Barbera, but containing at least 50% Barbera. Rose’ and sparkling wines are not included
3. Wines produced under the ***Denominazione di Origine Controllata*** Frizzanti o Vivaci containing at least 85% Barbera and labeled as Barbera
4. Wines from countries other than Italy that contain at least 50% Barbera and which conform to the requirements of the producing areas. Rose’ wines are not included

Wine produced from grapes whose origin is different from the producing facility will not be admitted. Only the wines produced in 200 or more cases will be eligible to participate in the Competition.

Entrants must send 12 bottles (6 bottles for entries in Cat. 4 – foreign wines) to:

ASPERIA – Camera di Commercio di Alessandria, Via Vochieri 58, 15100 Alessandria.

These bottles will be made available to ASPERIA at no cost.

Article 4 – PRESENTATION OF THE ENTRIES - EXCLUSIONS

Every producer, within the context of Article 3, is able to participate with a maximum of three entries. Entries that do not adhere to these rules will be excluded from the competition. Samples shipped but not admitted to the competition will not be returned to the producer. Wines produced by Companies that have been convicted of fraud or adulteration in the last 3 years will not be accepted in the Competition, as will wines whose analytical results are not consistent with the declared data. Wines that received awards in the former editions of the Competition will not be admitted to the 2008 edition of the Competition.

Article 5 – METHOD OF SHIPMENT

Entries should be sent by courier or by mail to the following address:
ASPERIA, Camera di Commercio di Alessandria, Via Vochieri 58, 15100 Alessandria

For each wine, the organizer must receive before **October 15th 2008**,

1. A completed copy of the Sampling Declaration, in which the origin of the wine lot is declared and permission to access the winery for control samples is given.
2. Twelve x 750 ml bottles of each wine to be judged (6 x 750 ml bottles for entries in Cat.4).
3. A copy of the Participation Questionnaire completed in its entirety and signed by a legal representative of the participating company.
4. A statement granting permission for the use of the participating company's personal information signed and stamped by a legal representative of the company (not requested from foreign companies).
5. Twelve labels must be submitted for each entry in the Competition.

The entrants enrolled in category 4 could be delivered by **September 20, 2008** to one of the collection centers in California or South Australia.

The participation questionnaire may be obtained directly from the internet site, www.asperia.it or requested from ASPERIA. An English version is available on www.vinidea.it.

The requested documents may be submitted by:

- Fax to the number - +61 (0)131-313250
- Electronic mail to asperia@al.camcom.it ; (English speaking contact: barbera@vinidea.it)
- Placing them in the same box as the submitted wine samples when they are shipped to the ASPERIA address cited above.

ASPERIA will submit all received wines to chemical analysis, at its own charge. The results of this analytical control will be available to the submitting company if they are requested.

Article 6 – COST OF PARTICIPATION

Participation in the Competition is free.

ASPERIA is not responsible for entries that experience delays in delivery or for chemical and/or physical alterations to submitted samples.

Article 7 – CONDITIONS OF ANONYMITY

ASPERIA will store the samples under the best technical and enological conditions from the moment they arrive until they are tasted.

Asperia will first assign an anonymous code to each sample. A second code will be assigned by a notary or by another person whose professional credentials can guarantee the absolute anonymity of the sample. This person will be chosen by the Management Committee and will directly participate in all phases of the Competition until the final rankings for each of the wine categories are determined.

Article 8 –TASTING PANEL –“MONFERRATO FESTIVAL” AWARD

Samples will be judged anonymously by panels of seven wine judges

Mostly winemakers

Mostly foreigners

The judges will be carefully selected to represent all categories such as winemakers, ONAV wine judges, Italian and foreigner reporters, and international distribution sale representatives.

In case one or more judges shall be absent from any sensory analysis sessions, winemakers and/or Italian reporters designated by the Committee President may also be selected. Anyone that has contributed in the competition preparation can't be part of a panel.

Each wine will be evaluated by a Panel

The comments from each taster will be reported on tasting cards according to the method proposed by the *Union International des Oenologues*. The average scores will be calculated after the exclusion of both the highest and the lowest scores.

Using a 100 point scale, wines with a minimum of 85 points will be given a medal and a certificate of participation in the **“Fourth International Barbera Competition – Monferrato Festival Award”**.

Article 9 – FINAL TASTING – GOLD MEDALS

The final tasting will be carried out by at least two tasting panels which will follow the same characteristics as in the preceding article and will operate with the parameters given there.

The Gold Medal will be assigned to wines which, on the basis of the final tasting results, have acquired a point total equal to or greater than 88/100.

The following wines will be admitted to the final tasting:

- The six (6) wines in every category described in Article 3 which, in the first tasting phase, have obtained the highest scores, provided they have attained a point total equal to or greater than 85/100
- The other wines which have obtained, in the first tasting phase, the highest absolute point score according to Article 8, provided they have attained a score of 85/100 as indicated in the preceding article and independent of their category, up to a maximum of 36.

In the case of a tie between two or more wines, the ranking of the entrants admitted to the final judging will be determined by taking into account the score, with decimal places, in the first tasting and, if needed, even the highest and lowest scores which were previously excluded.

The wines which, in the final tasting, have received a point total equal to or greater than 88/100 will be presented with the “Diploma of the 4th International Barbera Competition-Monferrato Festival” and with the Gold Medal.

Article 10 – SPECIAL PRIZES

Based on the results of the final tasting as specified in Article 9, the following awards will also be presented:

BEST DOC BARBERA: assigned to wine belonging to Category 1 [Italian wines with the Denominazione di Origine Controllata (85% Barbera grape) with the indication of Barbera on the label] which have obtained the highest point score.

BEST BARBERA-BASED WINE: assigned to wine belonging to Category 2 [Italian wines with the Denominazione di Origine Controllata or Indicazione Geografica Tipica (50% Barbera grape), without the indication of Barbera on the label] which have obtained the highest point score.

BEST SPARKLING BARBERA: assigned to wine belonging to Category 3 [Italian wines with the Denominazione de Origine Controllata or Indicazione Geografica Tipica (50% Barbera grape)] either sparkling or fizzy, which have obtained the highest point score.

BEST FOREIGN BARBERA: assigned to wines belonging to Category 4 [foreign wines produced from the Barbera grape (50% minimum)] which have obtained the highest point score.

The producers of these wines will receive a special Silver Plaque.

The wine that, irrespective of the category, has received the absolute best score in the final tasting stage will be awarded the title of BEST BARBERA OF 2008.

In the case of a tie between two or more wines, the winners will be determined by taking into account the score, with decimal places, in the final tasting and, if needed, even the highest and lowest scores which were previously excluded.

Article 11 – METHOD OF DATA RELEASE

The judgment expressed by the panel is final.

Only the data referring to the winning wines will be disseminated.

The tasting cards, as described in Article 8 and 9, will be available for scrutiny, if requested, after the names of the panelists have been removed.

Article 12 - ANNOUNCEMENTS AND ACTIONS FOR THE PROMOTION OF WINNERS

The announcement of winning wines will occur at a dedicated event which will be organized by the Chamber of Commerce of Alessandria. The list of the names of the award-winning wines will be released by the organization to the Italian as well as to the International press.

ASPERIA will, in accordance with agreements made with backers of the Competition, conduct a series of actions to divulge and promote the winning wines with a campaign of audiovisual and press releases as well as participation to international exhibitions.

Producing Companies which have received prizes described in Articles 8 and 9 and intend to mention them in their business dealings must follow the general rules which are applicable in their country.

Article 13 – MANAGEMENT OF THE COMPETITION

The management of the Competition is composed of two committees nominated by the Organizing Committee, as follows:

Presidential Committee:

- President of the Chamber of Commerce
- President of the Piedmont Region
- President of the Province of Alessandria
- President of the Savings and Loan Foundation of Alessandria

Management Committee:

- ASPERIA management and a representative of each of the backers of the Competition.
- Representative of the Ministry of Agriculture and Forest Resources – National Wine Committee

The Management Committee exists to resolve and to manage any technical problems that may arise during the Competition.

Article 14 - CONTROLS

ASPERIA will verify the winning wines by purchasing the same wines directly from the participating wineries, or by purchasing them on the open market.

The Organizing Committee reserves the right to modify these regulations and the dates herein indicated when necessary, given the authorization of the competent Minister.