vinetur

Germany hosts FairWineAward: a focus on sustainability and excellence in viticulture

An international event focused on sustainability

Saturday, August 5, 2023



Germany will welcome the second edition of the FairWineAward, an internationally acclaimed wine competition with a specific focus on sustainability and excellence in viticulture. Following its successful launch in March 2023, this year's event emphasizes sustainable wines, promising to be a significant milestone in the wine industry.

Scheduled to take place this fall at EUROVINO's new wine fair in Karlsruhe, Germany, the FairWineAward has already established itself as a vital event for sustainably produced wines. The competition has attracted considerable interest from German wine merchants, focusing on promising wines and captivating the attention of many industry

experts and enthusiasts.

A renowned and respected panel of experts, led by Dr. Hermann Pilz (Landau) and sommelier Claudia Stern (Cologne), will taste and evaluate the wines in September 2023. The competition will undergo a rigorous assessment to ensure that the winning wines represent the best of sustainable viticulture.

The winning wines will be honored on the "Organic on Stage" platform on Tuesday, October 10, 2023, coinciding with the ANUGA fair (October 7–11). The winning selection will be presented to a broad audience for tasting, allowing attendees to experience the flavors and responsible production techniques.

Opportunities for Producers: A Gateway to the German Market

The FairWineAward offers wine producers a chance to demonstrate their commitment to sustainability and environmental stewardship. With over 6,000 retailers, the competition provides an ideal platform for entering the German wine market.

Recognized by the European Union, the FairWineAward allows the awards to be used on bottle labeling, price lists, and advertising, underscoring the competition's quality and prestige. All companies in the wine and sparkling wine sectors that meet the competition's requirements are eligible to participate.

Registrations are already open, and the deadline is September 5, 2023. More information can be found at www.fair-wine.com/award.

Sustainable Wine: A New Path Forward

The viticulture industry faces unprecedented challenges in the modern era, particularly regarding climate change and the growing need to adopt sustainable and environmentally friendly practices. Viticulturists have begun to respond to these challenges through new approaches, including introducing new grape varieties, disease-resistant strains, reassessment of historical varieties, and production of natural or organically certified wines. Interestingly, these significant changes have gone largely unnoticed by the general public.

The FairWineAward represents a proactive response to the evolving challenges in the viticulture industry. The focus on sustainability and the embrace of innovative practices reflect a robust commitment to responsible wine production. As the global community faces mounting environmental concerns, the FairWineAward serves as a beacon of innovation and excellence, promising a brighter future for both wine producers and consumers.