



PRODEXPO INTERNATIONAL WINE COMPETITION & GUIDE



kitmedia

ORGANIZERS

THE DEADLINE (SAMPLES): UNTIL 15 of JANUARY, 2020



- To set up a wine rating among PRODEXPO participants;
- To set up a navigation for professionals among the alcoholic drinks and brands represented at the fair;
- Samples with the prize-awarding score will be presented in a special PRODEXPO area (on the analogy of world famous wine fairs);
- The winners will be awarded with 3 types of prizes (grand-prix, gold and silver medals).

Our key principles

Realizing our high responsibility to the participants our key principles in organization of the Competition are:

- Transparency
- Confidence
- Expertise

General moments for the tasting competition are:

- Panel of Judges;
- Qualitative grading systems, scale and factors for presented samples to be estimated;
- Degustation Sheets;
- Online translation via social media;
- The results of the competition will be translated and published in several languages;
- Information about the Competition's rules and regulations;
- The friendly interface and base for the results search;
- The description of the Competition's participants;
- Arbitration Board;
- Key characteristics for each winner as an encouragement for the participants;
- Judges professional reviews about most appreciated samples.

ДЕГУСТАТОРЫ КОНКУРСА ВИННЫЙ ГИД ПРОДЭКСПО:

EXPERTS

ОРГАНИЗАТОР КОНКУРСА:

КАТАЛОГ ВИН БЕЛЫЕ ВИНА

CHARDONNAY ШАРАОНЕ

CHARDONNAY (BOTRYTIS) ШАРАОНЕ БОТРИТИС

CHARDONNAY TARABOSTE ШАРАОНЕ ТАРАБОСТ

СНЕЛТИ ЧЕАТИ

СНЕЛТИ QVEVRI ЧЕАТИ КВЕВРИ

FETEASCA REGALĂ 2017 ФЕЙСКА РЕГАЛА

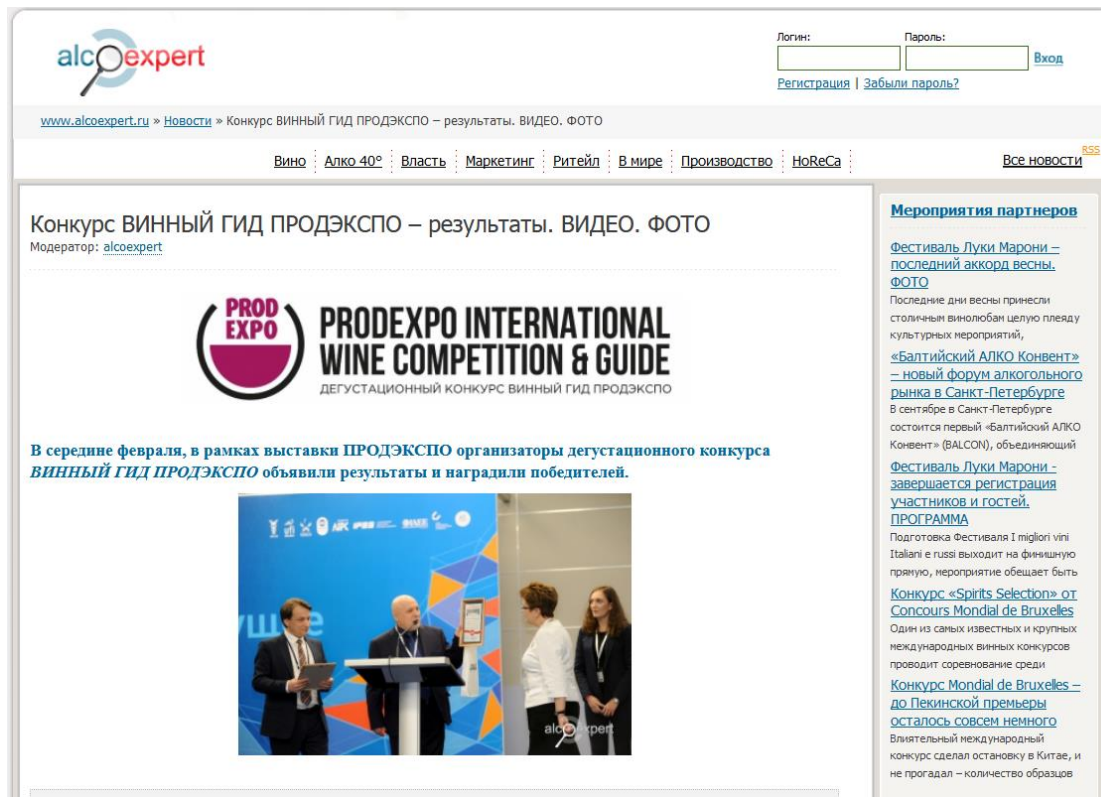
Пронсаждение | Цвет | Алкоголь | S (g/L) Сахар | Гол

- At Competition's web-site, at the news portal www.alcoexpert.ru;
- At the partners web-sites in Russia and abroad (Europe, China, USA);

Our online and other media partners:

ALCODREAM.RU; ALCOGOL.COM; ALCONEW.S.RU; ALCOONLINE; Alco-Terra.RU; Axiart.Info; BBQBEVERAGES & DRINKS; BEVERAGES & DRINKS; Dolce Vita magazine; DRINKTIME.RU; Food Time Exclusive; HORECA MAGAZINE; Italia. Made in Italy; Juliawine.ru; Le Sommelier; Wine Boutique; Living Italy; Mediametrics; Poruski; Pro-insider; Provina; Provino; Radio801; SG Club; Simple wine news; Simpli.ru; vinoitaliano.ru; Vinovita.ru; Vsyasol.ru; Wine & Cheese; Winelt.Ru; WINEWORLD.RU; АЛКОГОЛЬ.РУ; wineopinion.ru, Association of winegrowers and winemakers of Russia, Wine Card newspaper, Vinomania, Grozgi.ru; NASHEVINO.ru; RUSSIAN SOMMELIERS ASSOCIATION, Independent sommelier's school Wine People; Russian winemakers Union, PROvino, Russian wine club, Russian vodka and wine magazine, Crimean Bureau for Winegrapes and wine and others....

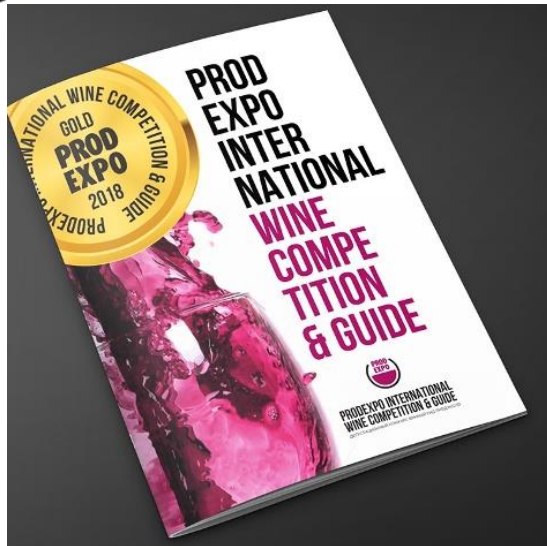
- www.alcoexpert.ru - is the most famous and visiting within industry alcoholic news portal;
- KITMEDIA is a successful organizer of tasting competitions according to international standards;
- KITMEDIA's General manager Yury Yudich is a top-ranked expert in wine and spirits at Russian alcoholic market.



The screenshot shows the website interface for alcoexpert.ru. At the top left is the logo, and at the top right is a login form with fields for 'Логин:' and 'Пароль:', a 'Вход' button, and links for 'Регистрация' and 'Забыли пароль?'. Below the header is a navigation menu with categories like 'Вино', 'Алко 40°', 'Власть', 'Маркетинг', 'Ритейл', 'В мире', 'Производство', and 'HoReCa'. The main content area features the title 'Конкурс ВИННЫЙ ГИД ПРОДЭКСПО – результаты. ВИДЕО. ФОТО' and a sub-header 'Модератор: alcoexpert'. The central focus is the 'PRODEXPO INTERNATIONAL WINE COMPETITION & GUIDE' logo and text, which identifies it as a 'ДЕГУСТАЦИОННЫЙ КОНКУРС ВИННЫЙ ГИД ПРОДЭКСПО'. Below this, a text block states: 'В середине февраля, в рамках выставки ПРОДЭКСПО организаторы дегустационного конкурса ВИННЫЙ ГИД ПРОДЭКСПО объявили результаты и наградили победителей.' This is accompanied by a photograph of several people at a podium during an awards ceremony. On the right side of the page, there is a sidebar titled 'Мероприятия партнеров' containing several news snippets with blue hyperlinks, such as 'Фестиваль Луки Марони – последний аккорд весны. ФОТО' and '«Балтийский АЛКО Конвент» – новый форум алкогольного рынка в Санкт-Петербурге'.



- All represented samples will be classified according to international and Russian national standards;
- All results and tasting points will be available for the participants;
- Companies applied to the Competition have a right to refer their observer while Tasting;
- Arbitration Board from top-ranked and famous experts.
- The Tasting is organized according to international canon;
- The unique tasting sheets in Russian language are prepared for the Competition according to the international rules;
- Each member of the jury board is a well-known specialist and has a diploma in wine and spirits;
- The jury is representative and consists of specialists from technologists, wine distributors, consumer associations, wine writers and sommeliers.



- The winners will be exhibited at the special corner at the PRODEXPO;
 - Some special master-classes and seminars from judges will take place at the corner;
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- The bulletin with medal-awarded wines to be issued and released at the several zones of PRODEXPO;
 - The results will be announced at the special web-site that has a friendly and easy navigation and will describe key-characteristics of the wine and company's location at the PRODEXPO pavilions.

To participate in the PRODEXPO WINE GUIDE:

- Sign in at the http://www.alcoexpert.ru/reg_vin_gid.htm
- Get the form and key rules for the samples delivery to the Competition;
- Sign a Contract with KITMEDIA Ltd.;
- Deadline: all contracts should be signed, samples to be shipped and payments transferred until 18 of December 2019.

SAMPLES	EURO	RUB
1	120	9600
3	320	25600
5	500	40000
10	900	72000

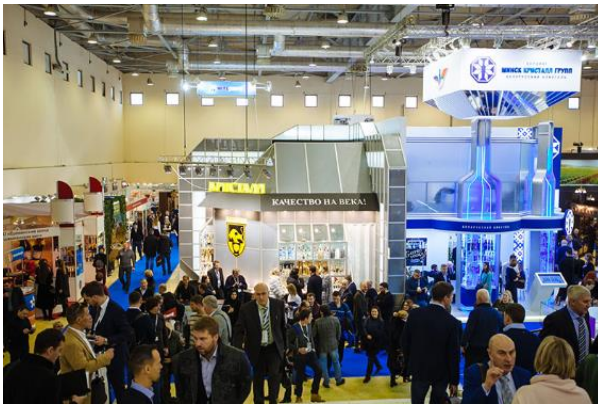
PRODEXPO - is a major international show of food and drinks in Russia and Eastern Europe.

Statistics 2019:

- more than 2,400 participants from 69 countries
- over 100,000 sq.m. of the exhibition area
- 1,688 Russian and 729 foreign companies
- 66,915 specialists from 112 countries and from across Russia
- 30 thematic salons - all segments of the Russian food market
- It has been held since 1994 and is one of the ten largest food exhibitions in the world
- Over 6,000 supply negotiations
- 110 federal and regional networks
- More than 280 buyers

Business program:

- ☐ All-Russian promotional forum "Marketing and Advertising"
- ☐ All-Russian Center for Procurement of Networks
- ☐ All-Russian AlcoCONGRESS and Wine Forum





About competition:

- <http://prodexpowineguide.ru/>
- <http://www.alcoexpert.ru/itnews/36731-mezhdunarodnyj-degustacionnyj-konkurs-vinnyj-gid-prodyekspo-reglament.html>

Video:

- <https://www.youtube.com/watch?v=Vhwe1FNdLYU>

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ДЕГУСТАЦИОННЫЙ КОНКУРС ВИННЫЙ ГИД ПРОДЭКСПО