

# VINARIUM

International  
Wine Contest

The 20<sup>th</sup> edition

25<sup>th</sup> - 28<sup>th</sup> of May 2023







VINARIUM  
INTERNATIONAL  
WINE CONTEST 2023

May 25<sup>th</sup>-28<sup>th</sup>

# ORGANIZERS

VINARIUM International Wine Contest is organized by VINARIUM Association and ASER Wineconsulting, in partnership with the Romanian Authorized Tasters' Association (ADAR), under the patronage of the International Organization of Vine and Wine (OIV) and the World Federation of Major International Wine Competitions (VINOFED).

Starting with 2020, the International Federation of Wine and Spirit Journalist and Writers (FIJEV) has become a Partner.





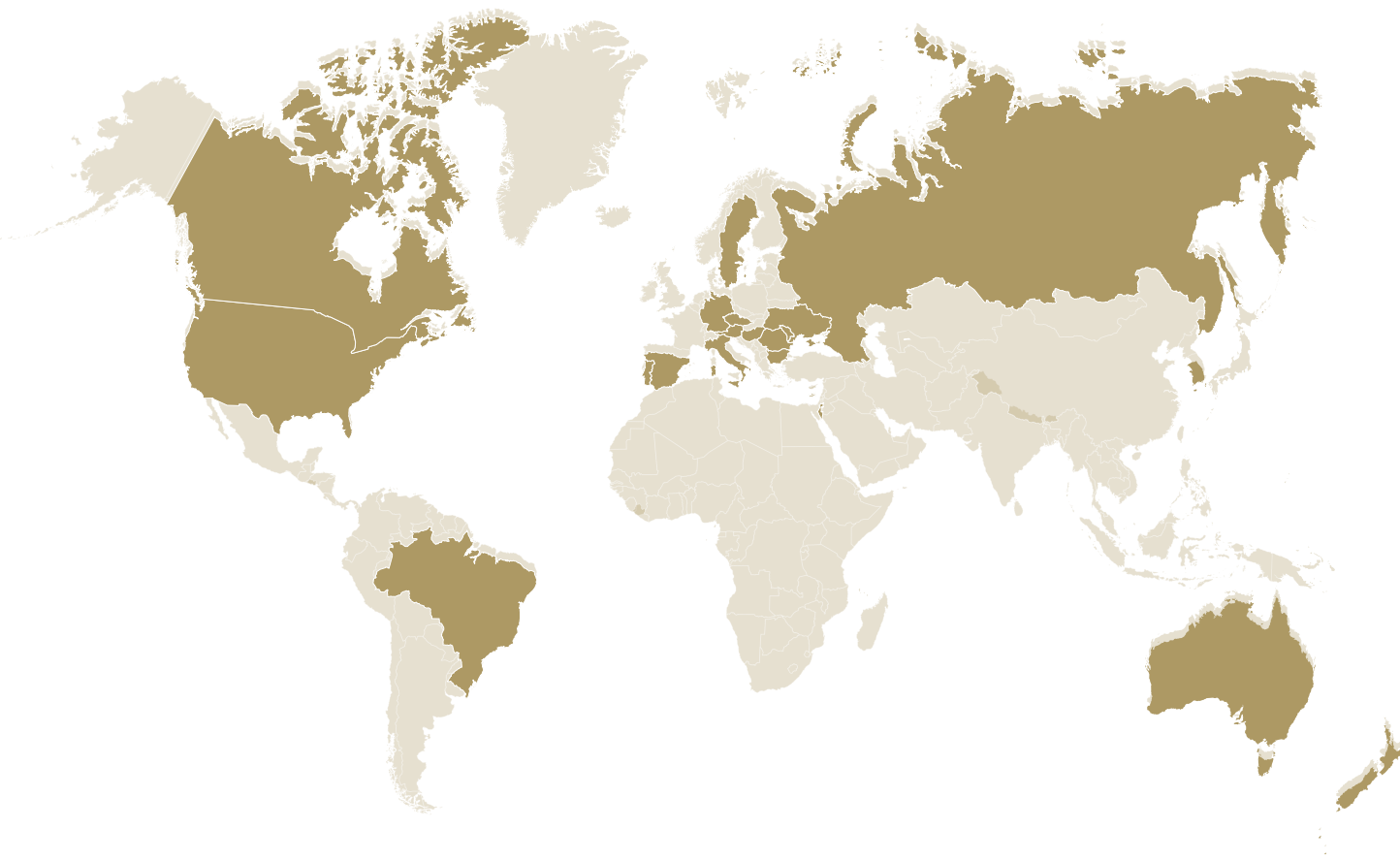
# VINARIUM

## International Wine Contest 20 years

MORE  
THAN  
**350**  
JUDGES



**MEDIA**



Over 300 judges from Romania and Austria, Australia, New Zealand, USA, Germany, France, Italy, Portugal, Spain, Hungary, Czech Republic, Slovenia, Canada, Singapore, Moldova, Switzerland, Poland, Brazil, Russia, South Korea, Sweden, Bulgaria, Greece, Cyprus, Croatia, Israel.

The VINARIUM International Wine Contest judges are internationally rated professionals, with a solid status, university professors, doctors of enology, specialized journalists, communicators, WSET Diploma or Master of Wine.

OVER  
**12000**  
judged wines

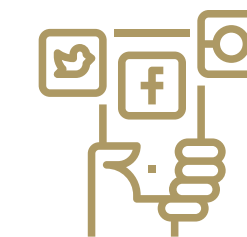
Wines have arrived in Romania from: France, Italy, Spain, Portugal, Germany, Austria, Slovakia, Slovenia, Serbia, Croatia, Greece, Turkey, Macedonia, Montenegro, Kosovo, Czech Republic, Moldova, Azerbaijan, Ukraine, Bulgaria, Georgia, Poland, Russia, Argentina, Chile, South Africa, Uruguay, New Zealand, Morocco, Lebanon, Israel, Australia, China, Armenia, Cyprus, USA.



ONLINE, NEWS PLATFORMS



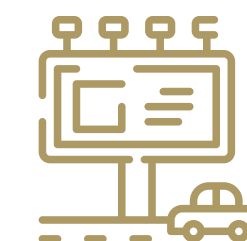
NEWS PASSED OVER TO  
THE CENTRAL TV  
AND RADIO CHANNELS,  
FINANCE, LIFESTYLE  
OR SPECIALIZED MAGAZINES



SIGNIFICANT FEATURING  
IN THE SOCIAL MEDIA



COMMENTARY FOR THE EVENT  
BY RELEVANT BLOGGERS  
OF THE SPECIALIZED INDUSTRY,  
LIFESTYLE, BUSINESS



OOH

# PRIZES AND MEDALS

## VINARIUM MEDALS



## 3 FIJEV PRIZES




## 4 VINO FED PRIZES



LA REFERENCE DES CONCOURS INTERNATIONAUX DE VIN



# PRIZES AND MEDALS



**A MEDAL AT VINARIUM SHORTENS THE "DISTANCE" BETWEEN THE WINE AND THE END CONSUMER, IT PUTS A FAVOURABLE LIGHT ON THE AWARD-WINNING WINE**



**AN OIV-VINOVED MEDAL SERVES BY OPENING NEW MARKETS OR BY STRENGTHENING THE POSITION OF WINE ON ANY MARKET IN ANY COUNTRY**



**ASSOCIATED EVENTS, MEDIA, DIRECT EXPOSURE TO ENTHUSIASTS AND WINE LOVERS, DIPLOMAS AND SIGNS THAT WILL ACCOMPANY THE AWARD-WINNING WINE BOTTLES ON THE MARKET, FORM A FORCE IN RAISING NOTORIETY, INCLUDING SALES OF CERTIFIED QUALITY WINES**



Why be a

**VINARIUM**



VINARIUM  
INTERNATIONAL  
WINE CONTEST 2023

May 25<sup>th</sup>-28<sup>th</sup>

# International Wine Contest *Partner?*

As an “organic” point of interest, but also through advertising on purchased media segments, through the events it creates, and through both internal and international press partnerships, VINARIUM International Wine Contest captures the attention of producers, importers, distributors, retailers, Horeca managers and specialized stores.

The contest is a useful platform for those who wish to market to the entire chain of this large sector, as well as for those who target the buying public. Consumers who pay attention to the quality of the wine according to the VINARIUM International Wine Contest results will be interested in the products or services our Partners have in their portfolio.



# VINARIUM

## International Wine Contest 2023

*Communication  
channels*



- The display of the logo on the [www.iwcb.ro](http://www.iwcb.ro) homepage and in the "Partners" section, with an active link to the partner's website; <http://www.iwcb.ro/partners/>

- Advertising of the partnership through the VINARIUM Social Media.

- Include the logo on printed materials (flyers, posters, press folders, roll-up banners, special invitations at the venue)

- Mentioning in follow-up materials in partner magazines.

- Roll-up banner display at the contest venue, during the 4 days (25 - 28 May 2023).

- Display logo on media partner channels.

- Inclusion of the logo in the VINARIUM newsletters.



From previous editions

**VINARIUM**

International Wine Contest





# VINARIUM

## International Wine Contest 2022

*Constanta Exhibition Pavilion,  
in the wine-growing and historical region  
of Dobrogea.*

The competition is among the first in the world to “run” the new scoring system developed by OIV.

The new Judging Sheets proposed by the OIV were tested.

At the 19th edition of VINARIUM extensive research on brain activity during tasting was developed. Neurofeedback.





# VINARIUM

## International Wine Contest 2021



- National Research Center for Food Safety (NRCFS)
- STAGE EXPERT

For the second consecutive year, in the midst of a pandemic, the mixed version (online and offline) proves its efficiency.

Registered wines could be evaluated by jurors from across the world.

! The first experiments for neurofeedback monitored judging were conducted !





# VINARIUM

## International Wine Contest 2020

The only international wine competition held in pandemic,  
on the scheduled date, under conditions of maximum restrictions.  
The world's first online wine contest!

- National Research Center for Food Safety (NRCFS)
- STAGE EXPERT







# VINARIUM

## 2019

### The Museum of Romanian Records

With the occasion of the 16<sup>th</sup> edition of VINARIUM International Wine Contest, it was presented – for the first time in the world – the acoustic fingerprint of wine, achieved by the VINARIUM Team.

Updates on the state of research regarding wine-making in the present-day area of Romania, through Cucuteni Culture – 7000 years.

VINOFED offers three special prizes to the wines with the highest score in their respective categories: white, rose, red.







# VINARIUM

## IWCB 2018

*The Cucuteni  
Civilization Museum*

## Alexandru Ioan Cuza University, Iași

The fifteenth edition, on the centenary,  
developed under the sign of **CUCUTENI 7000**.

A scientifically backed discussion about wine-making  
in the present-day area of Romania  
was initiated, using **the Cucuteni Culture**  
as a starting point.





ARCUB – Bucharest's cultural centre  
hosts a special evening  
with IWCB related events.

The International Wine Open Bucharest –  
the people of Bucharest had  
the opportunity to taste  
more than 1.200 of the wines  
taking part in the competition.

A festival for blogs, communicators  
and wines – bloggers and influencers  
in the field of wine, gastronomy,  
tourism and fashion met their followers  
and anyone else interested.

The congress for wine and gastronomy.



# VINARIUM

## IWCB 2017

## ARCUB

### Supported by the Bucharest City Hall

IWCB becomes a member of VINO FED  
after one year of monitorization.  
The VINO FED observer takes part  
in all the IWCB activities.

One of the largest façades  
in the Old Town bears the logo  
of IWCB and its Partners.



# VINARIUM

## IWCB 2016 Focșani, supported by *the VRANCEA County*

The decision is made to organize the first touring edition of IWCB. Focșani becomes the Capital of Wine for four days.

Wine Spectator passes on the messages from IWCB.

Three Masters of Wine arrive in Focșani.

Monitoring by **VINOFED – World Federation of Major International Wine Competitions**, in view of having IWCB adhere. VINOFED sends a special observer to Romania for the first time.

## *The Gala*

More than 300 guests attend the award festivity in the Bragadiru Palace and the exhibition in the inner yard.





# VINARIUM

## IWCB 2015 The Museum of

## *Romanian Records*

IWBC presents the largest collection of corkscrews in the world, attested by **the Guinness Book**, currently exhibited in the Museum of Romanian Records.







# VINARIUM

**IWCB 2014**

*The Romanian*  
**National Library**



IWCB introduces electronic judging on a tablet,  
using software entirely developed by us.  
IWCB becomes the second contest in the World  
to make this technological step.



# VINARIUM

## IWCB 2013

### The Romanian National Library

In recognition of the growing importance of the contest, IWCB takes place in a symbolic space of the Romanian cultural renaissance.

A new partnership with **CRU MAGAZINE** is signed for better visibility in Asia.

The IWCB confirms its role as an opinion-maker on an emerging market through a better exposure to the interested public.

The first wine painting exhibition (laviu en vin) of Romania is organized as part of the complementary manifestations, aside from the main event.

For the general public, exhibitions of dedicated photography, ceramics, and a display for the British artist **Conrad Engelhardt**, a guest of the IWCB during the entire contest.





In order to reveal the evaluation methods and to prove the thorough transparency of the judging process, the first online live broadcast of the contest takes place.



# IWCB 2012

## Romexpo Bucharest



The partnership with **Global Wine & Spirits** – the world largest professional network for the wine industry.

The list of media partners grows. IWCB appears in the OOH for the first time on the spectacular screens (3.300 m<sup>2</sup>) on the façade of the Cocor store.





# VINARIUM

## IWCB 2011 Centre for excellence

# AROMA

In 2011, ASER Wineconsulting takes over the organization of the competition and redefines the standards, setting them up for progress and quick international recognition.

The objective which was assumed and achieved in the coming years was to turn the **IWCB** into the most important international wine contest in Eastern Europe.