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Press release WINE System AG

**A high-quality contest for 29 countries spread from Albania to Cyprus: Registration for the PAR® Wine Award International 2020 is open now.**

**Deadline is the 31st of January 2020 – Early-Bird-Discount is valid until the 18th of December 2019**

Frasdorf, October 2019 – The fifth edition of the PAR® Wine Award International contest will take place on the 15th and 16th of February 2020. Head of the tasting Martin Darting will drum up the PAR®-Jury team to put the wines from 29 invited countries from Eastern Europe as well as Eastern Mediterranean and Black Sea regions to the sensory test. The quality contest - hosted by WINE System AG and known for the successful cross-border awards like, for instance, the international organic wine award – provides an insight into some of the most exciting wine countries in the world. The sensory trip takes us to the area that spreads from Poland and Hungary crossing Macedonia and Greece through to Georgia, Armenia and Israel. Registration deadline is the 31st of January 2020. Quick anyone will benefit from the 30% Early-Bird-Discount valid until the 18th of December 2019.

**The PAR® Wine Award International 2020 is open to the following countries:** Poland, Estonia, Latvia, Lithuania, Belarus, Ukraine, Czech Republic, Slovakia, Hungary, Slovenia, Croatia, Bulgaria, Romania, Moldova, Serbia, Kosovo, Montenegro, Macedonia, Bosnia-Herzegovina, Albania, Greece, Cyprus, Turkey, Georgia, Azerbaijan, Armenia, Lebanon, Israel and Jordan. The principal objective of the 2016 established contest is to highlight the diversity of the products native to the well-known and upcoming wine-growing nations in those regions. Each wine obtains a specific quality evaluation by PAR® assessment method that covers its origin and style embracing original Orange Wine, modern international techniques, local specialities and traditional bottle fermentation. The intended limitation of countries involved warrants the excellent detail precision and individual approach, and at the same time, the repeatability of the PAR method ensures the possibility of the international comparison.

Besides marketing benefits brought by this competition, many wine-growers appreciate the revealing analyses underlying the PAR®-assessment. They show which exact criteria have led to matching results and provide a valuable manual for quality management. This method promises an objective evaluation using the 100 points rating system based on transparent documentation. Learn more under [www.par-wineaward.com](http://www.par-wineaward.com).

**Background information:**

Established 1999, **WINE System AG**, with its extensive and informative wine database, builds a solid footing for the PAR® rating system developed by Martin Darting. Likewise, the company proved itself to be a high-performance partner for winegrowers, retail and expert audience in the fields of wine and sensors. As a joint developer of this innovative and transparent assessment system for the sensorially measurable products like wine, bread, olive oil, cheese and many others, WINE System AG, under the leadership of Brigitte Wüstinger and Martin Darting, organises highly prestigious contests. The portfolio includes events like, for instance, international organic wine award, PAR Wine Award International and International PIWI Wine Award. The database that contains more than 35.000 listed wines became a global information tool highly appreciated among experts. [www.winesystem.de](http://www.winesystem.de)

**PAR® tasting method:** Thanks to the analytical and documentary approach of the sensory audit system, the dégustation team can approach the requirements of the diversity of such competition in a complex and objective way. Each submitted wine receives replicable and objective documentation of its sensory and oenological characteristics respectively its origin, climate and style. The PAR® training enables the qualified jury consisting of oenologists, sommeliers and wine experts (certified by the German IHK) to assess each wine neutrally, excluding personal preferences or preconceived opinions regarding "good taste." In the context of contemporary oenology, new international styles, likewise the traditionally made wines, experience appreciation and acceptance by applying PAR® assessment. Besides attracting attention brought by this award, many producers appreciate the revealing analyses underlying the PAR® assessment. They precisely show which criteria have led to matching results and provide valuable documentation for quality management. [www.par-system.de](http://www.par-system.de)

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