

9th

FÉMINALISE

World Wine Competition

IN BEAUNE, FRANCE

April 16 & 17, 2015



Presentation

A novel idea :

Féminalise is a concept, an idea, **an original wine competition.**

Wines tasted exclusively **by women.**

In major wine-consuming countries, **women represent 70% of people who purchase wine for their household.** With an ever-expanding range, the Féminalise medal is a point of reference for these new buyers and consumers.



A rapidly growing competition:

In 2015, Globalisation of the Competition

with **more than 600 tasters** who will taste **more than 4000 wines from around the world** in Beaune, Burgundy in France.



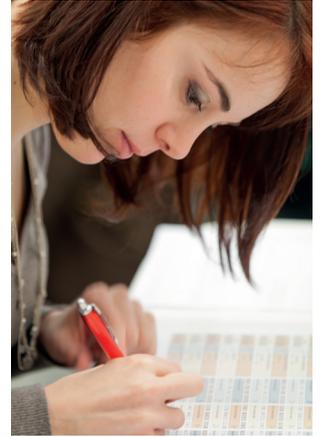
*A tasting that leaves
nothing to chance:*

The tasters are **all
professionals** or
seasoned oenophiles.

Each wine is tasted **by three women seated at tables placed far apart from
each other**. Silence is maintained for optimal concentration.

Each person tastes a
different wine than
her neighbour. **No
commentary or
influence is possible.**

All wines are blind-tasted, presented and served by qualified servers. For each wine, **there
is a tasting sheet with 39 control points** provided for the tasters.



OUR ADVANTAGES

What sets us apart:

A website **translated into every language**: French, English, Spanish, Italian, Portuguese, Japanese, Chinese, German.

A growing reputation with strong communications and press advertisements in France and abroad: La Revue des Vins de France, Gault & Millau, Arts & Gastronomie, RVF China, Air France / KLM Japan Magazine, etc.

Tasters from around the world.

From journalists to importers, they come from Australia, Canada, China, Denmark, France, Japan, Sweden, Switzerland, the United States, etc.

The competition winners list is distributed to national and international buyers (large retail, wine shops and restaurants)

Sales tools (customisable posters) for winning producers to create online through our website.

An average of 15,000 visitors per week to our Facebook page.

Because we believe that social networks represent the future, we are committed to communicating through them very regularly, particularly on Facebook and Twitter.



Register at www.feminalise.com

HOW TO REGISTER

Conditions for registration

Open to all the wines of the world.

The Féminalise Competition is open to all male and female producers, co-operative wineries, merchants as well as importers of French and World wines.

Vintages accepted into the competition are from 2014 and past years, originating from all the PDO/PGI vineyards of France and according to applicable regulations in each country. No Table Wine.

The tasters are professionals, able to taste and assess all types of wine (dry, mellow, well structured, muted, fruity, etc.). You can submit any type of wine.

Transparent and competitive fees

The registration fees for the Féminalise Competition are among the most competitive on the market: €37.50 (before tax) / €45 (after tax) per wine submitted, with analysis provided by you.



Producers and Tasters, Register at: :

www.feminalise.com

Next Competition : APRIL 16 & 17, 2015