



Expovina Wine Trophy

REGLEMENT / RÉGLEMENT

2026



6. – 10. 07. 2026

Technopark® Zürich

Délai de soumission
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expovina.ch



Reglement Expovina Wine Trophy, Zürich

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Foreword – Key Changes at a Glance

The **Expovina Wine Trophy Zurich** has established itself as the largest international wine competition in Switzerland. With up to 2,000 wines evaluated each year, it offers Swiss producers the opportunity to compete directly with international wines across all categories.

New developments 2026

- **Sparkling wines** can now be submitted in two categories: according to the **tank fermentation** method or the **traditional bottle fermentation** method. This ensures that the respective production methods are appropriately considered.
- **Red wines with a residual sugar content of over 45 g** are now also permitted. These will be listed in the **Best-of category Sweet Wine**.
- The **Expovina Retail Award**, recognising outstanding wines in the retail and cash and carry sectors, will be continued.
- The categories for **natural wines** (white and red) as well as **PIWI wines**, established in 2023, will also remain part of the competition.
- The Best-of label in gold and red design remains an exclusive distinction for the best wines.
- The coveted **Expovina Exhibitor Trophy** will once again be awarded to outstanding producers who participate in our events as exhibitors.
- The expovinArt category will also continue, recognising innovative winemakers for their marketing design since 2022. The evaluation criteria can be found in the appendix to the regulations.
- The Expovina Blue Award category for alcohol free and reduced alcohol wines will also be continued, reflecting the growing importance of this market segment.

Expovina Awards Night

Since 2023, the award ceremony has been presented as a modern celebration and networking event. The Expovina Awards Night will take place on 31 August 2026 in Zurich and will be combined with the Swiss Wine Tasting, creating a unique wine experience for professionals and wine enthusiasts.

Commitment of the Winning Wines

The winners of the Best-of Awards and Special Awards will provide the organiser with six bottles of their winning wine free of charge for the diploma ceremony. In addition, they will supply further bottles of the same wine at the current gastronomy price for events organised within the framework of Expovina.

Expovina Wine Trophy - Jury

The leadership of the Expovina Wine Trophy remains in the experienced hands of Ivan Barbic MW, together with Andrea Conconi in the co-presidency. As Jury President of the Grand Prix du Vin Suisse, he contributes his extensive expertise and enriches our competition with his professional knowledge, gained through many years of experience..

The entire Expovina Wine Trophy team, under the leadership of Pascal Schlittler, looks forward to evaluating a wide range of national and international wines again in 2026, honouring the best winemakers and informing consumers about outstanding wines. We are convinced that the Expovina Wine Trophy 2026 will once again set a milestone in the Swiss wine world.

Expovina Wine Trophy - Jury - Presidency
Ivan Barbic Master of Wine
Andrea Conconi Winemaker



1. Competition Name, Objectives, Organisation, Responsibilities

Art. 1 Objectives

The Expovina Wine Trophy Zurich aims to demonstrate the qualitative performance of the Swiss wine market and to recognise wines of exceptional quality available on the market, as well as their producers and wine merchants, for their achievements.

The Wine Trophy provides an overview of the quality and breadth of the current national and international wine offerings on the Swiss market and contributes to the marketing of the submitted wines through the awards granted.

The Wine Trophy aims to strengthen consumer confidence in the wines offered on the Swiss market and to promote price–performance awareness among both suppliers and consumers.

Participating wine producers and wine merchants can, through the evaluation of their products in an independent, neutral, and professional competition, better assess the positioning of their wines compared to competitors, be motivated to further improve quality, and promote sales with the award received.

Art. 2 Organisation

Since 1983, Expovina has organised the "International Wine Competition Zurich", renamed in 2021 as the "Expovina Wine Trophy Zurich". It appoints a technical management team to conduct the competition professionally and in accordance with the standards for wine competitions of the Swiss Oenologists Association (USOE).

The correspondence address is: Expovina AG, Binzmühlestrasse 170c, CH-8050 Zurich

Art. 3 Media partner

VINUM, as a cooperation and media partner, supports the public relations for the Expovina Wine Trophy Zurich across all Vinum communication channels, announces the competition results through a special publication, and collaborates in the organisation of the award event.

Contact address: Intervinum AG, Thurgauerstrasse 66, 8050 Zurich

Art. 4 Patronage

The competition is under the patronage of the Swiss Oenologists Association / Union Suisse des Oenologues (USOE).

Contact address: USOE, Union Suisse des Oenologues, CP 209, 1233 Bernex



Art. 5 Technical Management and Jury

The technical management is responsible for the proper organisation and execution of the competition, as well as the correct awarding and error-free presentation of the trophies and special prizes. It makes the final decision on all matters related to the tasting and the regulations.

The technical management consists of:

Ivan Barbic, Master of Wine, Dipl. Ing. ETH, Co-Presidency

Andrea Conconi, Winemaker, Co-Presidency

The technical management selects the jury members. They are appointed to the jury on an ad personam basis based on their professional and sensory qualifications and may only be replaced by the technical management in case of absence.

Each tasting table consists of five members, one of whom is appointed by the technical management as the table secretary. The secretaries are recognised professionals in the wine industry and generally have an oenological background. They lead the juries.

The technical management supervises the work of the juries.

2. Admission Requirements, Wine Categories

Art. 6 Eligibility to Participate

Eligible to participate are wine merchants, cellarers, and private winemakers registered with the Swiss Wine Trade Control (SWK).

Exclusion Criterion for Ongoing Legal Proceedings

Wines from producers who are subject to ongoing legal proceedings related to their production, labelling, or marketing are excluded from registration. If such a proceeding becomes known after registration but before the award ceremony, the affected wine will be officially removed from the competition.

Art. 7 Permitted Wines

Swiss and foreign wines, sparkling and semi-sparkling wines with a controlled or protected designation of origin, as well as country wines (including sparkling and semi-sparkling wines) with a protected geographical indication, are eligible for the competition.

Since 2023, white and red natural wines as well as PIWI wines are admitted in two categories. From 2025, alcohol-free and reduced-alcohol wines are also eligible for the competition.

Table wines with variety and vintage indications, for example from France (Vin de France), Spain (Vino de España), or Italy (Vino d'Italia), are accepted for evaluation.

Still, sparkling, and semi-sparkling wines must be submitted in 75 cl or 70 cl bottles.

As an exception, still wines in 50 cl bottles are also accepted if they meet the requirements for the end-consumer price.



For wines from special harvest and vinification methods (examples: Beerenauslese, straw wines, etc.), bottle sizes of 35 cl, 37.5 cl, 50 cl, and 62 cl are permitted.

A prerequisite for admission to the Wine Trophy is that at least 400 units of each submitted wine are available.

The wines must be listed in the participant's price list. Submitted wines must be approved for sale in Switzerland.

If the same wine (same vintage, same producer, etc.) is submitted by two different entrants and results in differing evaluations, the higher score applies. In the case of a Best-of award, both entrants are recognised and mentioned by name (e.g., in special supplements). Both entrants receive a diploma.

Art. 8 Wine Categories

The wines are divided into the main categories: white wines, rosé wines, red wines, sparkling/semi-sparkling wines, natural wines, and alcohol-free or reduced-alcohol wines:

1. White wines

- 1.1. White wine with up to 4 g/l residual sugar
- 1.2. White wine with more than 4 up to a maximum of 12 g/l residual sugar
- 1.3. White wine with more than 12 up to a maximum of 45 g/l residual sugar
- 1.4. White wine with more than 45 g/l residual sugar

2. White wines from red grapes

- 2.1. Blanc de Noirs / Weissherbst / Federweisser with up to 4 g/l residual sugar
- 2.2. Blanc de Noirs / Weissherbst / Federweisser with more than 4 g/l residual sugar

3. White wine from PIWI grape varieties

4. Rosé Wines, Schiller

- 4.1. Rosé or Schiller with up to 4 g/l residual sugar
- 4.2. Rosé or Schiller with more than 4 g/l residual sugar

5. Red wines

- 5.1. Red wine with up to 4 g/l residual sugar
- 5.2. Red wine with more than 4 up to 45 g/l residual sugar
- 5.3. Red wine with 45 g/l residual sugar or more

6. Red wine from PIWI grape varieties

7. Sparkling and Semi-Sparkling Wines – Tank Fermentation

- 7.1. Semi-sparkling Wine – Tank Fermentation (1 to 2.5 bar at 20° C) with up to 12 g/l residual sugar
- 7.2. Semi-sparkling Wine – Tank Fermentation with more than 12 g/l residual sugar
- 7.3. Sparkling Wine – Tank Fermentation (at least 3 bar at 20° C) with up to 12 g/l residual sugar
- 7.4. Sparkling Wine – Tank Fermentation with more than 12 g/l residual sugar

8. Natural Wines (must have a Swiss or foreign organic certification)

- 8.1. Natural Wines – White
- 8.2. Natural Wines – Red



9. Alcohol-Free Wines (up to max. 0.5%)

- 9.1. Sparkling Wines
- 9.2. White Wines
- 9.3. Rosé Wines
- 9.4. Red Wines

10. Reduced-Alcohol Wines (up to max. 8%)

- 10.1. Sparkling Wines
- 10.2. White Wines
- 10.3. Rosé Wines
- 10.4. Red Wines

11. Sparkling Wines – Bottle Fermentation

- 11.1. Sparkling Wine – Bottle Fermentation (at least 3 bar at 20 °C) with up to 12 g/l residual sugar
- 11.2. Sparkling Wine – Bottle Fermentation with more than 12 g/l residual sugar

Trophies, Best-of Awards, and Special Prizes

Overview Table

| Designation | Specifications | Main Conditions* |
|--------------------------------------|---|---|
| Gold Trophy | Wines with 89 points or more | All Categories |
| Silver Trophy | Wines with 85 points or more within the 30% limit | All Categories |
| Best Value Award | Categories 1.1/1.2 or 5.1/5.2 | Economy, EconomyPlus, Business |
| Best-of Prices | Switzerland, Europe, New World | |
| Best-of Switzerland | Winner per Swiss Wine Region White wines | White Wines up to 12 g/l RS** |
| Best-of Switzerland | Winner per Swiss Wine Region Red wines | Red Wines up to 12 g/l RS |
| Best-of Europ | Winner Europe / White Wines | White Wines up to 12 g/l RS |
| Best-of Europ | Winner Europe / Red Wines | Red Wines up to 12 g/l RS |
| Best-of New World | Winner New World / White Wines | White Wines up to 12 g/l RS |
| Best-of New World | Winner New World / Red Wines | Red Wines up to 12 g/l RS |
| Best-of Preise | Categories | |
| Best-of Blanc de Noirs | Categorie 2 | Blancs de Noirs up to 12 g/l RS |
| Best-of Rosé | Categorie 4 | Roséwines up to 12 g/l RS |
| Best-of Sparkling Wines Tank ferm. | Categorie 7 | Sparkling Wines of All Dosages |
| Best-of Sparkling Wines Bootle ferm. | Categorie 11 | Sparkling Wines of All Dosages |
| Best-of Süsswein | Categories 1.4 & 5.3 | White and Red Wines with 45 g/l RS or more |
| Best-of Bio | All Categories, All Countries | Organic Certification |
| Best-of Piwi | Cat. 6, All Countries Red and White Wines | |
| Best-of Natural wines | Cat. 8, All Countries Red and White Wines | Organic Certification |
| Best-of Alcohol-Free Wines | Categorie 9 | |
| Best-of Reduced-Alcohol Wines | Categorie 10 | |
| Special Prizes | | |
| Specialist retailer price | Average of three wines | Categories 1, 2, 4, 5, 7 & 11 up to 12 g/l RS |
| Retail-Price | Average of three wines | Categories 1, 2, 4, 5, 7 & 11 up to 12 g/l RS |
| Expovina-Trophy | Average of three wines | Categories 1, 2, 4, 5, 7 & 11 up to 12 g/l RS |

*See details in the corresponding article, **RS = Residual Sugar
The category references correspond to Art. 8 of the regulations.



Art. 9 Trophies and Best Value Awards

Trophies

The following trophies are awarded:

- Best-of
- Gold Trophy
- Silver Trophy
- Blue Award

For the awarding of the trophies, the average of the individual evaluations by the jury members is decisive.

According to the standards of the International Organisation of Vine and Wine Experts (UIOE) for wine competitions, the total number of awards given to the best-performing wines may not exceed 30% of the total number of wines tasted in the competition. To meet this requirement, the lower limit for awarding the Silver Trophy will be adjusted if necessary.

Best Value Awards

The Best Value Awards are presented in wine categories 1 and 5 (Art. 8) for wines with a maximum of 12 g/l residual sugar.

The awards are given in the following price categories:

- a. **Economy:** price range up to CHF 15.00
- b. **EconomyPlus:** price range from CHF 15.01 to CHF 20.00
- c. **Business:** price range from CHF 20.01 to CHF 40.00

The Best Value Award in each price category is granted to the wine with the highest score. In the event of a tie, the wine with the lowest price—verified by Expovina and deemed credible by the technical management—determines the award.

The decisive price is the end-consumer price (including VAT and excluding any discounts) listed in the participant's price list or—for resellers or wholesalers—the reference price (including VAT and excluding any discounts) declared at the time of wine registration.

The price submitted by the participant at registration will be checked during the results verification on the reference date. If no end-consumer price list is available, the lowest end-consumer price will be used, determined on the reference date by reviewing online offers from a maximum of three production or wine trade companies registered in Switzerland.

Special Awards

Expovina reserves the right to grant special awards for specific achievements in the competition. These awards are determined in consultation with the technical management.



Art. 10 Best-of Awards Switzerland, Europe, New World

The Best-of Awards for regions, countries, or country groups are generally granted under the following conditions:

- a. The regions, countries, or country groups must be represented in the white wine category subcategories 1.1 and 1.2 or in category 5, red wines, with 20 or more wines in the competition.
- b. The awarded wines must have achieved at least a Silver Trophy.

Best-of Awards Switzerland

The Best-of Awards for Switzerland are presented to the participant whose wine achieves the highest score in the white wine category (subcategories 1.1 and 1.2) or in category 5, red wines, from one of the **six Swiss wine regions** (Valais, Vaud, Geneva, German-speaking Switzerland (Aargau, Basel-Landschaft, Basel-Stadt, Graubünden, Schaffhausen, St. Gallen, Thurgau, Zürich, Zug, Lucerne), Three Lakes Region (Bern, Neuchâtel, Fribourg), or Ticino).

Best-of Awards Europe

The Best-of Award for European white wines is granted in the white wine category (subcategories 1.1 and 1.2) to the wine with the highest score among all European countries (excluding Switzerland).

The Best-of Awards for European red wines are granted by country for countries with more than 20 entries. They are awarded to participants whose wine achieves the highest score in the red wine category within that country.

Best-of Awards New World

The Best-of Award for New World white wines is granted in the white wine category (subcategories 1.1 and 1.2) to the wine with the highest score among all New World countries (North and South America, Australia & Oceania, Africa, Asia).

The Best-of Award for New World red wines is granted in the red wine category to the wine with the highest score among all New World countries.

Art. 11 Best-of Awards by Wine Categories

Best-of Awards by Wine Categories

The conditions for awarding the Best-of Award in one of the following wine categories are:

- a. **Blanc de Noirs wines** must consist of at least 85% red grapes.
- b. **Rosé wines** must consist of at least 85% red grapes. Wines declared as Schiller are eligible.
- c. **Sparkling wines – tank fermentation** must belong to category 7.
- d. **Sparkling wines – bottle fermentation** must belong to category 11.
- e. **Sweet wines** must belong to category 1.4 or 5.3.
- f. Awarded wines must have achieved at least a Silver Trophy.
- g. Best-of Awards are generally granted for wine categories represented with 20 or more wines in the competition.



Best-of Organic

The award for the best organic wine goes to a wine from certified organic production with the highest score. In the event of a tie, the Best-of Organic award is given to the wine with the lowest standard deviation. The organic certification must be indicated on the label or documented with the accompanying delivery papers.

Best-of PIWI

The award for the best PIWI wine goes to a wine made from white or red PIWI grape varieties. In the event of a tie, the Best-of PIWI award is given to the wine with the lowest standard deviation.

Best-of Natural Wines

The award for the best natural wine goes to a wine from the natural wine category, white or red. In the event of a tie, the Best-of Natural Wine award is given to the wine with the lowest standard deviation.

Best-of Alcohol-Free Wines

The award for the best alcohol-free wine is given to a wine from the alcohol-free category (sparkling, white, rosé, or red). In the event of a tie, the wine with the lowest standard deviation receives the Best-of award.

Best-of Reduced-Alcohol Wines

The award for the best reduced-alcohol wine is given to a wine from the reduced-alcohol category (sparkling, white, rosé, or red). In the event of a tie, the wine with the lowest standard deviation receives the Best-of award.

Art. 12 Special Prizes

Trade Award

The Trade Award¹ is presented to the participant whose three submitted wines from a specific import country achieve the highest average score among all trade participants in the Wine Trophy.

The three wines used to calculate the average must meet the following conditions:

- The wines must come from a single import country and from different producers. They must be represented in at least two of the main categories 1, 2, 4, 5, 7, and 11 (see Art. 8).
- Two of the wines must have a Gold Trophy, and the third must meet the requirements for a Silver Trophy.
- All wines must fall within the EconomyPlus or Business price categories.

The Trade Award is only granted in a country that is represented with ten or more wines in the categories mentioned above. For the Best-of Country Trophies, twenty wines must be entered in the competition.

The Trade Award is given to the participant with the highest average score and is endowed with a wine purchase worth CHF 1,000. The winner of this award cannot simultaneously receive the Expovina Exhibitor Award.

In the event of a tie, the award goes to the participant with the higher number of Gold Trophies. If the number of Gold Trophies is also equal, the participant with the greater number of submitted wines wins—and if still tied, the participant with the highest average score of all submitted wines is awarded.

¹ This includes specialised beverage retailers whose main business is exclusively in the wine and beverage trade.



Participants declare at registration whether they wish to compete for the Trade Award. The primary condition for eligibility is that the main activity of the registered company lies in the trade sector. Secondly, the perception of the company's trade activities in the Swiss wine market is considered. In unclear cases, the technical management decides on eligibility for participation in the Trade Award. The decision is communicated to the participant in writing along with the announcement of the results by Expovina.

Retail Award (including Cash & Carry)

The Retail Award² is presented to the participant whose three submitted wines from a specific import country achieve the highest average score among all retail participants in the Wine Trophy.

The three wines used to calculate the average must meet the following conditions:

- The wines must come from a single import country and from different producers. They must be represented in at least two of the main categories 1, 2, 4, 5, 7, and 11 (see Art. 8).
- Two of the wines must have a Gold Trophy, and the third must meet the requirements for a Silver Trophy.
- All wines must fall within the Economy or EconomyPlus price categories.

The Retail Award is only granted in a country that is represented with ten or more wines in the categories mentioned above. For the Best-of Country Trophies, twenty wines must be entered in the competition.

The winner of this award cannot simultaneously receive the Expovina Exhibitor Award. In the event of a tie, the award goes to the participant with the higher number of Gold Trophies. If the number of Gold Trophies is also equal, the participant with the greater number of submitted wines wins—and if still tied, the participant with the highest average score of all submitted wines is awarded.

Participants declare at registration whether they wish to compete for the Retail Award. The primary condition for eligibility is that the main activity of the registered company lies in the retail sector. Secondly, the perception of the company's retail activities in the Swiss wine market is considered. In unclear cases, the technical management decides on eligibility for participation in the Retail Award. The decision is communicated to the participant in writing along with the announcement of the results by Expovina.

Expovina Trophy 2026

The Expovina Trophy is awarded to participants who will have a stand at the 71st Expovina Wine Ships and had a stand at the 20th Expovina Primavera, provided that three of their submitted wines achieve the highest average score among all exhibitors participating in the Wine Trophy.

The three wines used to calculate the average must meet the following conditions:

- They must come from at least two of the main categories 1, 2, 4, 5, 7, and 11 (see Art. 8).
- Two of the wines must have a Gold Trophy, and the third must meet the requirements for a Silver Trophy.

² This category includes retailers with a broad range of products, as well as wholesalers and Cash & Carry companies.



The Expovina Trophy, awarded for the highest average score under the conditions mentioned above, comes with a wine purchase worth at least CHF 2,000. The winner of the Expovina Trophy is not eligible to simultaneously receive the Trade Award.

In the event of a tie, the exhibitor with the higher number of Gold Trophies receives the award. If the number of Gold Trophies is also equal, the exhibitor with the greater number of submitted wines wins—and if still tied, the exhibitor with the highest average score of all submitted wines is awarded.

The winner of the Expovina Trophy will be featured in the catalogues of the upcoming Expovina Wine Ships and the next Expovina Primavera, along with the wines that determined the award. Additionally, the winner's wines will be sourced by Expovina for official events.

3. Announcement and Publication of Results

Art. 13 Announcement of Results

Participants will receive the evaluation results according to the schedule in the appendix. Winners of the Best-of and Special Awards will be notified separately.

Art. 14 Publication

The awarded wines will be published online at **Expovina.ch** and on the website of the Swiss Association of Oenologists (USOE) at www.oenologue.ch. Going forward, only wines that have received a Best-of, Gold or Silver Trophy, Blue Award, or expovinArt Trophy in the competition will be published.

As part of the cooperation with **VINUM – Europe's Wine Magazine**, the top results will be promoted through extensive public relations, including a special publication in the VINUM issue, social media activities, and digital marketing campaigns.

Visibility and Promotion of the Expovina Wine Trophy

Expovina ensures that the visibility of the Expovina Wine Trophy and its winners is enhanced through additional promotional measures at various events. The results of the special publication are also featured in the trade fair catalogues of the wine exhibitions. Furthermore, exhibitors and winners of Wine Trophy medals are highlighted with a special designation of their wines in the fair catalogues.

Regularly held masterclasses present the awarded wines ("Best-of") to a broad audience under expert guidance.

Art. 15 Awarding of Prizes

The prize-giving event, **Expovina Awards Night**, with the awarding of Best-of and Special Awards, will take place according to the schedule in the appendix.

Winners of the Best-of and Special Awards will be specially honoured at the trophy ceremony.



4. Registration Conditions and Submission Procedures

Art. 16 Registration

Registration is carried out online via the new Expovina portal.

Contact:

Expovina AG / Expovina Wine Trophy Zürich
Binzmühlestrasse 170c - 8050 Zürich
Tel. 044 752 33 66
E-Mail: expo@expovina.ch
expovina.ch



Registration Deadline

As per the schedule in the appendix.

Declaration of Compliance:

By registering, the participant confirms that the submitted wines comply with this regulation.

Wines nominated for the Best-of and Special Awards (Art. 10, 11, and 12) must provide the organizer with twelve bottles of their winning wine free of charge for the diploma ceremony. In addition, they must supply further bottles of the same wine at the current gastronomy price for other events within the framework of Expovina.

For the Trade, Retail, and Expovina Exhibitor Awards, the twelve bottles refer to the highest-rated wine among the wines relevant for the award.

For the Best Value Awards (Art. 9), this applies to the respective winning wine in the Economy, EconomyPlus, and Business categories.

Art. 17 Fees

A processing fee is charged for participation in the Expovina Wine Trophy Zurich. This fee covers the costs for wine registration, the organisation and execution of the tasting, travel, accommodation, and meals for the jury members during the tasting, the preparation of the Trophy diplomas, and the invitation of award winners to the trophy ceremony.

The fees are as follows:

- CHF 190 per wine (plus 8.1% VAT) for 1 to 5 wines submitted
- CHF 175 per wine (plus 8.1% VAT) for 6 to 15 wines submitted
- CHF 160 per wine (plus 8.1% VAT) for more than 15 wines submitted

The fees remain unchanged this year. Expovina AG will issue an invoice for the registered wines, which must be settled by mid-June 2026 at the latest.

Participation in expovinArt:

- CHF 10 per wine (plus 8.1% VAT)

During online registration, each individual bottle can be selected for the expovinArt design award.



Art. 18 Mandatory Information

For each wine, the following information must be provided at registration:

Wine category (see Art. 8), Country, origin or provenance (with classification level), Vintage, Producer, Grape variety(ies), Alcohol content, Retail price including VAT, Lot number (according to LIV Art. 3, para. 1, letter m, in conjunction with Art. 19 + 20), Number of bottles produced, Additional details regarding harvest, vinification, and ageing methods (e.g., Beerenauslese, barrique ageing, dosage for sparkling wines, etc.), Grape variety percentages must be declared if they exceed 15% of the blend.

For all wines, residual sugar in g/l must be declared at registration. The technical management will conduct spot checks according to USOE guidelines. In the event of incorrect declaration, Art. 25 applies.

Art. 19 Submission

Wines must be submitted in their original packaging. Labels must display all designations required by Swiss food legislation, as well as the vintage (exception: sparkling wines without a vintage).

Wines submitted for evaluation that are not delivered in their original packaging violate the regulations and will be excluded from the competition. Barrel samples or samples provided for tasting purposes are not eligible for the competition.

Delivery procedures will be communicated by Expovina in due course.

Art. 20 Number of Bottles to be Submitted

Three bottles of each registered wine must be provided. Delivery of the wines for evaluation is at the participant's cost and risk. The submitted wines become the property of Expovina.

5. Evaluation of the Wines

Art. 21 Wine Evaluation Procedures

The wines are normally grouped according to production area, grape variety, wine category and vintage, and are served individually for blind tasting, with some of this information being disclosed.

Each wine is tasted by a jury of five members. The secretary of the jury leads the tasting. In the event of significant differences in assessment within the jury, the technical management has the option of having the wine in question assessed a second time.

The jury secretaries and jury members are instructed under the guidance of the technical management. The evaluation system is based on the internationally recognised OIV tasting form with a 100-point rating scale.

From a standard deviation of 2.5 onwards, the technical management will decide which wines will be included in the re-tasting.

Art. 22 Location of wine evaluation

The tasting will take place in an air-conditioned room.

Address of tasting location: Technopark® Zurich, Conference Centre, Technoparkstrasse 1, 8005 Zurich



6. General competition conditions, advertising requirements

Art. 23 Appeals

The tasting results are final. There is no possibility of appeal.

Art. 24 Use of the award logo and the 'Expovina' brand

In accordance with the terms of use formulated by Expovina AG, participants may label bottles of wines awarded a Gold or Silver Trophy with the official, trademarked 'Expovina Wine Trophy Zurich' award logo or the 'Expovina' brand name. The trophy stickers for the bottles can be ordered exclusively from the Expovina Wine Trophy portal.

The official award logo or the brand name 'Expovina' may be used for advertising purposes of any kind (print media, website, etc.) in accordance with the applicable terms of use. When using them, the provisions on the indication of the sales price in accordance with Art. 7 (paragraph 9) must be observed. Expovina AG reserves the right to take legal action in the event of non-compliant or otherwise abusive use.

Participants can order electronic and physical diplomas as well as trophy stickers to label the bottles on the Expovina Wine Trophy Portal.

Art. 25 Non-compliance with the regulations

Wines that do not comply in all respects with the conditions of these regulations or the data provided at the time of registration will be removed from the competition and the participant will not be entitled to receive the evaluation results.

The elimination of a wine for the reason stated in paragraph 1 does not release the participant from the obligation to pay the fees.

Art. 26 Cancellation of the event

The organiser reserves the right to make changes to or cancel the event due to force majeure, insufficient participation, extraordinary risks or official requirements.

Art. 27 Acceptance of the rules

By registering their wines, participants accept the conditions of participation set out in these rules and the assessments of the Expovina Wine Trophy, Zurich.



Appendix

Dates

| | |
|--|---------------------|
| Online registration at expovina.ch | from 20. March 2026 |
| Registration deadline | 20. March 2026 |
| Delivery of wines | 10. - 12. June 2026 |
| Wine evaluation (including post-tasting) | 6. - 10. July 2026 |
| Result verification deadline | 17. July 2026 |
| Announcement of medals | 10. August 2026 |
| Expovina Wine Trophy Awards Night with presentation of the Best-of, expovinArt and Blue Awards | 31. August 2026 |
| Announcement of wine profiles with points to entrants | 2. Sept. 2026 |

Expovina Wine Trophy logos and awards

(examples – years may vary)

| | |
|---|--|
| <p>Expovina Wine Trophy Logo</p> <p>black # grey #</p> | |
| <p>Expovina Wine Trophy Logo</p> <p>background black</p> | |



| | |
|---|--|
| <p>Best-of Trophy</p> <p>red #</p> | |
| <p>Gold Trophy</p> <p>gold #</p> | |
| <p>Silver Trophy</p> <p>silver #</p> | |
| <p>Blue Awards</p> | |



| | |
|--------------------------|--|
| expovinArt Trophy |  The logo for the expovinArt trophy is a red square. It features the word "expovina" in a bold, black, sans-serif font, with "art" in a white, bold, sans-serif font. Above "expovina" is the word "Zurich" in a handwritten style. Below "expovina" is "Zurich 2023" and "WINE TROPHY" in a smaller, black, sans-serif font. |
| Copyrights | All rights reserved - Expovina AG - 2026 |

Zurich, 11. March 2026



Appendix: Blue Award

New category: Non-alcoholic and reduced-alcohol wines.

1. Eligibility

1. Non-alcoholic wines (max. 0.5% alcohol by volume) and reduced-alcohol wines (max. 8% alcohol by volume) are eligible.
2. Submitted products must comply with the legal requirements for non-alcoholic or reduced-alcohol wines and be clearly labelled.
3. Participation is open to producers, distributors or bottlers in Switzerland and abroad whose wines are commercially available in Switzerland.

2. Categories according to the Expovina Wine Trophy regulations

9. Alcohol-Free Wines (up to max. 0.5%)

- 9.1 Sparkling Wines
- 9.2 White Wines
- 9.3 Rosé Wines
- 9.4 Red Wines

10. Reduced-Alcohol Wines (up to max. 8%)

- 10.1 Sparkling Wines
- 10.2 White Wines
- 10.3 Rosé Wines
- 10.4 Red Wines

3. Jury

The jury consists of experts from the wine industry, including sommeliers, wine journalists and technologists with experience in the field of non-alcoholic and reduced-alcohol beverages.

4. Evaluation criteria

1. **Taste:** balance, authenticity and finish.
2. **Aroma profile:** complexity and intensity.
3. **Mouthfeel:** structure and texture.
4. **Degree of innovation:** creativity and technological implementation in production.

5. Honouring the winners

1. Bottle labels (medals):

- Winning wines are entitled to obtain specially designed medal labels highlighting the new category and competition win.

2. Promotion

- Winning wines are presented in a separate section of the trade fair catalogues and on the competition website.
- Targeted PR campaigns, including tastings at wine fairs and events, offer the winners additional visibility.



6. Evaluation criteria and weighting

The wines are evaluated using a modified 100-point scale that has been specially adapted to the requirements of non-alcoholic and reduced-alcohol wines. The evaluation takes into account five key elements, which are weighted specifically in the overall assessment:

1. Aroma profile (30 points)

The aroma profile is a key criterion for assessing the quality and authenticity of wines.

- **Intensity (10 points):** How distinct and pronounced are the aromas?
- **Complexity (10 points):** Diversity and depth of aroma.
- **Authenticity (10 points):** Proximity to classic wine aromas or innovative interpretation without artificial notes.

2. Taste and balance (30 points)

The taste and harmony of the wine play a decisive role:

- **Balance (10 points):** Harmony between sweetness, acidity and, if applicable, bitterness.
- **Finish (10 points):** Length and quality of the aftertaste.
- **Overall impression (10 points):** How pleasant and well-rounded is the wine overall?

3. Mouthfeel and texture (30 points)

The mouthfeel assesses the structure and fullness of the wine in comparison to classic, alcoholic wines:

- **Texture (15 points):** Softness, density and harmony in the mouth.
- **Body (15 points):** How well does the wine convey a complete and rich sensation, despite its reduced alcohol content?

4. Innovation and technology (10 points)

This category recognises technological implementation and creativity in production:

- **Degree of innovation (5 points):** Creative and modern approach to production.
- **Technology (5 points):** Quality and care in production, e.g. in dealcoholisation or the balance of ingredients.

5. Design and presentation

The packaging and presentation of the product are also evaluated in the expovinArt competition category, as they contribute significantly to perception and marketing.

7. Overall rating and scoring

The overall rating is calculated from the sum of the points awarded in all four categories (maximum 100 points). The number of points determines the quality level of the non-alcoholic wine. Products that achieve the minimum requirement for a very good non-alcoholic wine of 85 points receive the Expovina Blue Award. The diplomas also mention the rating level (Outstanding, Excellent or Very Good).

- **95–100 points:** Outstanding – a product of exceptional quality.
- **90–94 points:** Excellent – a high-quality product that stands out for its particular strengths.
- **85–89 points:** Very good – a high-quality product with positive characteristics.



Special category supplement: expovinArt – Marketing Award

1. Purpose

The expovinArt – Marketing Award is presented as part of the Wine Trophy Expovina. It recognises wines/companies with outstanding marketing, branding and design achievements and complements the oenological evaluation..

2. Participation

All wines registered and submitted to the Wine Trophy Expovina are eligible to participate.

Registration is subject to a fee and can be completed via the Expovina Wine Trophy portal. Individual wines or multiple wines can be registered.

Wines nominated for Best-of automatically participate, regardless of whether the participation fee has been paid. The participation fee is non-refundable.

3. Evaluation

The evaluation is carried out by an independent jury of experts from the fields of marketing, design, communication, trade and the wine industry.

The following aspects in particular are evaluated:

- design, degree of innovation, brand identity, market positioning, storytelling, communication performance and sustainability.

Information about the jury is published online. The jury's decision is final. Legal recourse is excluded.

4. Award

A maximum of 10% of the wines submitted will receive the seal of approval:

- expovinArt – Marketing Award

The jury is entitled to award a rating (e.g. 'outstanding') and, in special cases, to award additional special prizes.

5. Recognition and communication

The winners will be honoured at the Awards Night.

A dedicated page will be published on the official website with information about the wine, producer, distribution partner and accompanying social media posts and communication measures.

The organiser is entitled to use submitted content for communication purposes in connection with Expovina.