

## No Name But Wine SRLS Wins at London Wine Competition

LONDON **WINE** COMPETITION



**Cassino, ITALY, July 27, 2020** – At the 3<sup>rd</sup> Edition of London Wine Competition which took place in London on July 07, 2020, **No Name But Wine SRLS** won a **Bronze** medal, which is the ultimate seal of approval in the global wine industry. In order to receive this distinction, **No Name But Wine SRLS** needed to score highly in three different categories: Quality, Value and Packaging.

The goal of the London Wine Competition is to award and celebrate the wines that wine drinkers actually want to buy, whether at a retail wine store or ordering from the wine list at a London restaurant. Not only does the London Wine Competition celebrate quality, where winemaking ability and technical expertise receive peer, buyer and sommelier accreditation, the judges also award points and medals for both value and packaging.

According to CEO Sid Patel of event organizer Beverage Trade Network, “Consumers want to enjoy an ‘experience’ from a bottle of wine, it is much more than an alcoholic commodity. That’s why the Masters of Wine, Master Sommeliers and experienced traders judging at the 2020 London Wine Competition look at wines the way wine drinkers do. Yes, they analyse quality professionally; they are then asked to judge and award marks based on value for money and appearance.”

The judging panel consisted of Masters of Wine, many senior Sommeliers from some of London’s most accredited restaurants, buyers and traders with extensive commercial buying responsibility. Entrants to the London Wine Competition could be assured that their wines were being judged for the whole proposition of the bottle, not purely for the liquid inside.

According to many of the judges from both restaurants and retail, they want to present wines to their customers that further re-assure them in the way that the bottles look and are packaged. In turn, their customers want wines to look good. No longer will the 'cellar' label suffice as a mark of the winemaker's personal quality.

Wines were judged on the basis of three primary criteria – quality, value and packaging – and then scored on a 100-point scale. Wines that scored 90+ points were awarded Gold medals, those that scored 76 to 89 points are awarded Silver medals, whilst Bronze medals

“In today's competitive market it is not enough just to provide good wine. Consumers expect it to look good and be great value for money. That's why we are extremely proud that **No Name But Wine – Number 5** wines scored so highly at the 2020 London Wine Competition,” said **No Name But Wine SRLS**. “Winning an award is particularly important to us because it not only shows that we are making the types of wines that wine drinkers actually want to buy and enjoy, but also that we are making the types of wines that the trade wants to include in their lists.”

## **About No Name But Wine SRLS**

Born from the mind of Francesco BUSIELLO, correlates the concept of freedom to the wine consumption and its 'claim' is a hymn of “liberi di essere, free to be, libre de ser” spoken in the three languages that best figure friendship and happiness (italian) world unity (english) warm welcome and sharing (spanish).

Its goal is to reach the market segment where the “millenials” and the “no logo” stand, trying to break in and build a new way to analyze communication and content marketing, developing a strong feeling of elite belonging that leads to cement the loyalty.

The label instead is understood in its whole by the new generation of customers, simply as a vector for communication and infos for the wine: as of today the esthetic has a larger role than it had in the past the label ends up adding a strong sign, a symbol to the wine it belongs to (think about a product and its lifestyle importance).

Italian and french young men because of their heritage keep the line going, standing on cultural tradition and label wine as elegant charming product with a

strong social vocation, perfect vector for social and/or intimate moments of sharing.

## VINEYARD - WINE

We employ the best agronomic management practices to protect biodiversity, the environment and soil fertility

We adhere to integrated pest management programs to reduce the use of plant protection products

We do not use glyphosate

We reduce the use of organic and mineral fertilizers, mainly by using green manure techniques

We avoid soil compaction and erosion phenomena by employing grassing techniques

We reduce the use of sulphites

[www.nonamebutwine.com](http://www.nonamebutwine.com)

## **About the London Wine Competition**

The [London Wine Competition](#) is one of the leading wine competitions of its kind that rates wines by quality, value and packaging. The organizers of the event are [Beverage Trade Network](#), which organizes wine industry events around the world. For more information, please see: [www.londonwinecompetition.com](http://www.londonwinecompetition.com)