



Guidelines

1. Introduction

The selection procedure for Chianti Classico Ambassadors is organized by the Consorzio Vino Chianti Classico (via Sangallo 41 – loc. Sambuca – 50028 Barberino Tavarnelle, Florence – Italy), a voluntary association established in 1924 to promote and protect the wine known as Chianti Classico, originating from the region of Chianti, identified by the historic Black Rooster trademark.

The aim of this competition is to acknowledge and reward the candidates mentioned in section 3 below, electing Chianti Classico Ambassadors every year in every country or region in which the competition is held.

2. Countries involved

The competition was launched in 2017 with the election of 3 Canadian Ambassadors (Quebec, Ontario, British Columbia). Each year the locations of the selection procedure will be established by the Consorzio. In 2018 the competition was held in the USA (Chicago) and in 2020 the competition will be held in Germany.

3. Participation requirements

The competition is restricted to those persons who are over 21 years old, working full time in the wine sector in a professional capacity such as:

- Sommeliers working in restaurants, hotels or other commercial businesses within the wine industry;
- Wine educators: teachers steadily employed in training in the wine sector throughout the year;
- Teachers from schools offering training in the catering industry or food and wine science;
- Journalists working for print and/or online food and wine publications and/or blogs, able to prove publication of at least ten articles in the last year (2019);

The candidates must provide proof of fulfilment of these requirements in a short résumé or CV attached to their application.

All candidates must be available for 30 minutes on **Monday, November 2nd 2020 at 10.30 am CET** to take the online exam (from wherever they are located) and on **Sunday, November 29th 2020 in Rottach-Egern** to take the subsequent exams should they be among the eight highest scorers of the online exam.



These exams will take place according to the details and times shown in section 5 below.

The following persons may not take part in the competition:

- Anyone who took one or more of the two final exams in previous years;
- Owners, directors, employees or associates of Chianti Classico wine-producing estates;
- Students of catering, sommelier or food science schools;
- Anyone involved in the organization of the competition along with their family members.

4. Enrolment

The competition is open to anyone fulfilling the requirements stated in section 3 above. There is no enrolment fee.

Candidates must enrol in the competition by filling out the online registration form Wednesday, October 28th 2020 (deadline 11.59 pm CET).

Only candidates that have enrolled and attained one of the 8 highest scores in the online exam will be invited to attend the finals in Rottach-Egern on 29th November.

The Competition

The competition will consist of 3 exams. The highest scorers of each level will be eligible to enter the next. The procedure and scoring of each exam is shown below:

Online exam: Monday November 2nd 2020, 10.30 am - 11 am CET

18 multiple choice & 7 written questions. Each correct answer will be awarded one point; correct but incomplete answers will be awarded 0.5 points. The final score for this exam will be shown in marks out of 25. All candidates will take the online exam at the same time.

Blind & Oral tasting (for the 8 top-scoring candidates in the online exam)

The candidates who achieve the top eight scores will be admitted to the 2nd & 3rd exams as follows:

November 29th 2020, Rottach Egern – from 1 pm

The Consorzio Vino Chianti Classico will cover accommodation for the night of 29th November at the Althoff Seehotel Überfahrt for the top scoring candidates that are invited to attend the finals. Light lunch will be provided upon arrival as well as a 3-Star Michelin dinner on the evening of 29th November. Transport from Munich to Rottach-Egern will be provided.

The exam will consist of a blind tasting of four wines. Candidates are required to recognize the main features of each wine and answer five questions about them. One point will be awarded for each correct answer. Correct but incomplete answers will be awarded 0.5 points.

The final score for this exam will be given in marks out of 20.



The candidates will go through to an interview with a qualified panel of judges, held on the same day as the blind tasting (at about 3.30 pm). Following the interviews, the panel will select the German Chianti Classico Ambassador 2020.

5. The Judging Panel

The panel of judges will consist of Consorzio institutional representatives and wine professionals. The panel's decision is final and incontestable.

The judging panel will have full powers of decision regarding the application and interpretation of these rules and any unforeseen circumstances arising during the competition.

6. Official languages of the competition

Throughout the competition candidates must speak in English. The application form will be available in German; the online exam will be available in English.

Award ceremony and prizes

The results will be issued at an award ceremony starting at 7.00 pm.

The Ambassador will receive a certificate naming them as "Chianti Classico Ambassador 2020".

The elected Ambassador will be invited to a five-day visit and tour in Chianti at the Consorzio's expense. The period of the visit will be established in agreement with the elected ambassador.

The winner will receive a budget of 2,000 euro in expenses for training activities focused on Chianti Classico that he/she plans to carry out on the German market. The activities must first be examined and approved by the Consorzio Vino Chianti Classico.

7. Guidelines for use of the title

The Ambassadors will respect the following guidelines for use of their title: 'Chianti Classico, Ambassador Germany 2020'. Under this title, the candidates undertake to protect and promote the Gallo Nero brand in their professional activities. They undertake to honour the recognition they have received from the Consorzio Vino Chianti Classico during their work.

Granting of this title does not entail any mandate as representatives of the Consorzio Vino Chianti Classico although the Consorzio undertakes to inform the member wineries of the existence of a new Ambassador for the DOCG in the country in question. At the same time, the Consorzio will make itself available to support the Ambassador in any promotional activities concerning the DOCG zone organized in the country in question, if the conditions proposed by the Ambassador are considered appropriate by the Consorzio.



The Consorzio Vino Chianti Classico reserves the right to grant the Ambassador use and reproduction of the Gallo Nero trademark for specific events and in specific ways which will be communicated and shared on each occasion. The Consorzio hereby establishes that such use of the trademark must be limited to publicizing the main characteristic features of Chianti Classico DOCG in the sectors described in section 3. It may not be used in contexts other than the oenological sector, or to produce items or publicity images without the approval of the Consorzio, or for commercial purposes.

The candidate gives consent to share their contact details with the members of the Consortium and to be contacted by them.

8. Responsibility

The Consorzio Vino Chianti Classico cannot be held responsible for circumstances beyond their control, or any modifications to, postponement or cancellation of the competition independently of the Consorzio's will.

The Consorzio Vino Chianti Classico declines any responsibility for non-availability of the competition website during the competition period, or destruction of the information provided by participants due to causes beyond the Consorzio's control.

Participation in this competition entails full acceptance of these rules, which constitute a contract.

The rules will be available on the website www.chianticlassico.com until the competition closes.

Barberino Tavarnelle, August 3rd 2020