

## PRESS RELEASE

### **Special Alto Adige Wine Culture Award goes to American wine critic James Suckling**

***James Suckling is one of the most renowned and most influential wine critics in the world. For years, the American has also been following the development of Alto Adige wines and communicating it to his audiences around the globe. Therefore, the Consorzio Alto Adige Wines has honoured him with the Special Alto Adige Wine Culture Award.***

Wine journalist James Suckling is considered one of the most important wine critics in the world. For more than 30 years, the now 67-year-old worked for the renowned US magazine "Wine Spectator", was editor-in-chief for Europe and, as a result, specialized in wines from Italy and other regions.

"When you consider that Suckling first came into contact with our wines in the early 1980s, you can imagine the extent of the development he has witnessed," expressed Andreas Kofler, President of the Consorzio Alto Adige Wines. Kofler referred to the quality turnaround that the Alto Adige wine industry initiated in the second half of the 1980s: "James Suckling has followed the rise of Alto Adige wines to the top and has always kept a critical eye on the process," Kofler stated.

In 2010, Suckling left the magazine "Wine Spectator" and launched his own digital wine rating portal at [jamesuckling.com](http://jamesuckling.com). "On this platform you will find not only our wines, but also reports, stories and videos about them, as well as insights into our wine industry and wine culture," explained Eduard Bernhart, Director of the Consorzio Alto Adige Wines. "James Suckling's ratings are also very important for the reputation of our wines," Bernhart added.

In recognition of the fact that he has accompanied the development of Alto Adige wines for more than 40 years and that he has promoted them to a wide audience not only in Europe and the United States, but also in Asia, the Consorzio Alto Adige Wines has now presented James Suckling with the Special Alto Adige Wine Culture Award. "This award is also a sign of our gratitude," Andreas Kofler noted, "for the ever watchful and - when necessary - critical eye with which he has followed and continues to follow the development of Alto Adige wine culture: without a scolding finger, without blinkers, but with passion and a great deal of commitment".

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