

Charter of Quality

Tour & Tasting

hours	The winery is open for visits *	5
	Hours are clearly indicated, subject to booking	3
	The winery is open on weekends and holidays	5
Visit structure	Tour programs are standardized and appropriately structured	3
	Visits are always guided by dedicated and trained staff *	5
	There is an introductory video of the winery	1
	The visit has multimedia/interactive elements	1
	There is an app available so that the visits can be conducted in multiple languages	1
	Wi-Fi is available to guests throughout the visit	5
	It is possible to visit the winery's vineyards	5
Tours	Tours are always available in at least two languages *	5
	There are various, clearly defined, tours available	3
	Tours and the reservation process are clearly indicated on the winery's website	3
	The tours have a minimum price of 20.00 euros *	5
Tastings	There is a dedicated tasting room that seats at least 8 guests	3
	Wines are kept in optimal storage conditions and are served at the right temperature and in suitable glasses *	5
	It is possible to pair food with the tastings	1
	There are supporting materials (brochures, maps, etc) and services (placemats, cutlery, etc.) for each tasting	3
Organization	There is a staff member managing tour & tasting areas *	5
	There are staff members dedicated to welcoming guests and hospitality	3
	There are written standards for each tour & tasting	3
	Staff members leading tours & tastings have professional qualifications (ex. Sommelier, AIS Piemonte, degree in viticulture/enology)	3
	Visitors' consumer profiles are recorded at the time of booking	1
	The winery follows-up with guests post visit	1
	sales	There is a sales point where guests can buy wine *
	It is possible to purchase merchandise/food/books	1
Extra services	There are outdoor activities besides vineyard tours	3
	Dedicated childcare is available	1
	Facilities are accessible for wheelchair users/disabled persons/seniors	3
	There are facilities for alternative modes of transportation (electric cars, bikes, helipads, etc.)	1
Maximum section score		90

Restaurants & Hospitality

Restaurants	There is a restaurant within the winery that seats at least 20 guests	5
	The winery owns a restaurant within 10km of its property	3
	The winery has a partner restaurant within 10 km of its property	1
	The restaurant is recognized by leading culinary associations and/or guides (Michelin, Le Soste, JRE, CHIC)	5
events	Internal events and/or exhibitions are organized by the winery at least once a year	3
	It is possible to rent space at the winery for weddings	3
	It is possible to rent space at the winery for corporate or private events	3
	An internal catering service is available for events	3

hospitality	It is possible to stay overnight at the winery	5
	It is possible to stay at accommodations owned by the winery that are within 10km of the winery	3
	There are partnered accommodations within 10km of the winery	1
organization	There are managers dedicated to restaurants & hospitality	5
Maximum section score		40

Wine

quantity	The winery produces more than 100,000 bottles annually *	5
quality	The winery has been reviewed every year for the last 3 years by at least one major guide: Gambero Rosso, Espresso, AIS, Bibenda and has received, respectively, a minimum score of: 2 bicchieri, 15/20, 4 tralci, 4 grappoli *	5
	In the last three years, at least one wine from the winery has been reviewed and received scores of 90/100 or more from either WS, WA, and/or WE (if the member Region is reviewed normally)	5
	The winery owns vineyards *	5
	The winery is family-owned and operated	5
	The winery has at least 15 years of production history	5
Distribution	The winery's wines are exported to and distributed in the USA	5
	The winery's wines are exported to and distributed in Germany	5
Maximum section score		40

*** mandatory condition of entrance, the wineries must fulfill this requirement**

The maximum score is 170/170

The minimum score necessary for *Tour & Tasting* is 50 / 90

There is no minimum score necessary for *Restaurants & Hospitality*

The minimum score necessary for *Wine* is 25 / 40

The total minimum score necessary is 75 / 170