

**ANNOUNCEMENT OF A CONTEST
FOR THE CARRYING OUT OF A RESEARCH STUDY
ON THE CONSUMPTION OF WINE IN EMERGING NATIONS**

Art. 1 – Object of the contest announcement

Slow Food Editore and Slow Food Promozione announce a contest open to students enrolled, during academic year 2013/2014, in the 3-year Degree Course in Gastronomic Sciences or the 5-year Degree Course in Promotion and Management of the Gastronomic and Tourism Heritage, or the Masters courses offered by the University of Gastronomic Sciences.

The object of the contest is to select the five best research studies on the consumption of wine in one of the emerging countries listed below:

1. Brazil
2. China
3. India
4. Hong Kong
5. Russia
6. South Korea

Art. 2 – Object of the research study

The research studies conducted by the students who participate in this contest must analyze and increase the available knowledge about the wine market and wine consumption, from an economic and judicial standpoint, in one of the emerging countries listed in art. 1 of this Announcement. The study may also examine other aspects, such as, for example, the sociological, philosophical, geographical and anthropological aspects of consumption.

Specifically, the research studies must analyze, for the emerging nation chosen, the current economic situation, the level and modality of wine consumption, the current positioning of Italian wine in relation to other wine producing countries, the food and beverage and catering sector, with particular attention to Italian food, the perception of “Made in Italy”, the national legislation regarding the importing and taxation of wine and the possible strategies that a mid-sized Italian winemaking company could adopt in order to penetrate the local market, in order to satisfy the preferences of consumers of that particular nation.

Art. 3 – Eligibility for participation in the contest and requisites for consideration for awards

The contest is open to all students regularly enrolled in the 3-year Degree Course in Gastronomic Sciences or the 5-year Degree Course in Promotion and Management of the Gastronomic and Tourism Heritage, or the Masters courses offered by the University of Gastronomic Sciences, citizens of European and non-European countries who meet the following requirements:

1. Candidates must be up to date in their payment of tuition and any eventual fees for housing.
2. Students enrolled in the Degree courses must not, from the date of their enrollment to the date in which the rankings indicated in article 5 below are compiled, have incurred any of the disciplinary sanctions listed in letters b), c), d), e), f) of art. 10.2 of the Regulations for Students

and Enrollment.¹ In the case that a candidate should be subject to a disciplinary sanction after submitting an application for this contest but prior to the publication of the rankings, the student in question will be excluded from the rankings.

Art. 4 – Modalities of compilation of the research study report

The research reports submitted must be original and present new information, so as to give the wine producers to whom they are destined some concrete information with which to form an opinion regarding the economic, commercial, social and cultural situation of the emerging country in question.

In order to be taken into consideration for evaluation, the research reports must be between 25 and 60 *cartella* in length (each *cartella* contains 1800 characters, spaces included).

The research reports may be written in Italian or English.

The research studies and the consequent reports may be the work of an individual or a team; if they are carried out by a group, the maximum number of students permitted in the group is three.

Art. 5 – Modalities for the compilation of the contest rankings

The research reports submitted by the students shall be evaluated by a technical committee, which will select the five best studies. The judgment of the committee is final and cannot be contested.

The composition of the technical committee shall be announced after the due date for the presentation of the research reports, as indicated in article 8 of this Announcement.

The five reports selected shall be presented to the public by their author(s), before an audience of Italian wine producers who are participants in the Slow Food Promozione Wine Project and who shall compile the final rankings, based on which the contest prizes shall be assigned. Their judgment shall be final and cannot be appealed.

Art. 6 – Nature of the awards assigned to contest winners

The authors of the five research reports selected will be assigned the prizes indicated in this article, based on the rankings compiled by the Italian wine producers indicated in art. 5 of this contest Announcement:

1. 1° place: 2,000 euro
2. 2° place: 1,300 euro
3. 3° place: 700 euro
4. 4° place: 12 bottles of wine selected by the editorial staff of Slow Wine
5. 5° place: 6 bottles of wine selected by the editorial staff of Slow Wine.

In the case that a winning research study is conducted by a group of students – as indicated in art. 4, third paragraph, of this contest announcement – the prize awarded shall be divided in equal parts among the members of the group.

¹ **Art. 10 – Disciplinary rules**

(*Omissis*)

Students are subject to the following disciplinary sanctions:

- a) verbal warning;
- b) written warning;
- c) temporary exclusion from one or more classes or didactic activities;
- d) exclusion from one or more examinations or other forms of evaluation of academic work for an entire session or parts thereof, and from the didactic activities;
- e) temporary suspension from participation in the University's didactic activities and services offered for the benefit of students;
- f) expulsion from the University.

(*Omissis*)

Art. 7 – Modality for presenting the application for participating in the contest

Students who wish to participate in the present contest must submit an application, using the form attached to this Announcement, which must contain the following information:

1. Identification data of the student(s) carrying out the research (max 3)
 - a. First and last name
 - b. Student number
 - c. Degree course the student(s) is/are enrolled in
 - d. Course year the student(s) is/are currently enrolled in
 - e. Citizenship
 - f. Permanent residence
 - g. E-mail address and telephone number
2. Emerging nation in which the research study will be carried out, chosen from those listed in art. 1 of this Announcement.

Applications to participate in the contest, signed by the student(s) (maximum 3) who perform(s) the research, must be presented **within and not beyond 14 February 2014**, either by sending it to the following e-mail address (segreteria@unisg.it) or by submitting it to the Student Office of the University of Gastronomic Sciences, which will forward them to Slow Food Editore and Slow Food Promozione.

Art. 8 – Modalities for submission of contest reports

Reports must be consigned **within and not beyond 15 April 2014**, to the Student Office of the University of Gastronomic Sciences, via Vittorio Amedeo, 8, Pollenzo – 12042 Bra, which will forward them to Slow Food Editore and Slow Food Promozione.

The report must be submitted in hard copy and in digital format (CD Rom, DVD, file sent via WEB, etc).

The compilation of the short list consisting of the five best reports, which will compete for the awards listed in art. 6 above shall be completed by and not beyond 2 May 2014.

Art. 9 – Failure to assign one or more merit scholarships

The eventual failure to assign, for any reason, one or more scholarship awards among those listed in art. 6 above does not in any way obligate Slow Food Editore and Slow Food Promozione to re-assign them. Eventual unassigned awards shall be available to Slow Food Editore and Slow Food Promozione to dispose of as they see fit.

Art. 10 – Treatment of personal information

In compliance with Leg. Decree n. 196 of 2003, the personal data furnished by the candidates shall be treated exclusively for purposes related to the present contest and shall be kept by Slow Food Editore and Slow Food Promozione, through digital data processing procedures and the storage of the hard copies of the relative acts. Submission of said data is obligatory for the evaluation of the candidates' requisites for participation in the contest and failure to submit them shall result in exclusion from the selection process. Interested parties may exercise their rights as specified in the above cited Leg. Decree, among them the right to access one's personal data, as well as some complementary rights, including the right to correct, update, complete or cancel erroneous and, incomplete data or data collected in violation of the applicable laws.



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Art. 11 – Property rights to the material submitted

The material submitted for the purposes of this contest shall remain in the hands of UNISG, Slow Food Editore and Slow Food Promozione, which shall be entitled to utilize it for didactic and informational purposes without the candidates' having any claim thereon.

Pollenzo, December, 20th 2013

Slow Food Editore Srl
The President
Gigi Piumatti

Slow Food Promozione Srl
The President
Gino Bortoletto