



Frankfurt International Trophy

The first international competition in Germany that includes experienced wine-lovers in its juries

Frankfurt, 31.05.2017

Hel.Ex.O and the Frankfurt International Trophy are starting from June 2017 a cooperation.

Aim of this cooperation is to promote the Frankfurt International Trophy in Greece and Cyprus in order to make the competition better known in the country.

Therefore, from June on Hel.Ex.O will be the official local representative of FIT in Greece and Cyprus and promote the competition in the Greek-Cypriot wine industry.

Hel.Ex.O will also be the future local point of contact in Greece and support the competition as well as the wineries on all subjects related to the wine competition.

Further information's can be viewed on the official sites:

Hel.Ex.O: helexo.com

Frankfurt International Trophy: frankfurt-trophy.com

About Hel.Ex.O

Ellinikes Eksagoges Inou I. K. E (Hel.Ex.O) started in 2013 after spotting the great necessity of many boutique wineries in Greece to expand their business international. The type of business structure is Private Company (PC). Its goal is to simplify the export process for his customers and offer the extraordinary portfolio of Greek and Cypriot wines to the world.

The company's mission is to match international needs with Greek and Cyprus Wines and build brand awareness for all the wineries. In addition, under strategic associations also offer premium labelling and packaging selections.

Hel.Ex.o supports wine producers to make the right business decisions, eliminate market access barriers and grow demand for Greek-Cypriot wine globally. Energetically has a successful presence in USA and Canada the last 3 years and a distribution network is underway in Seoul, South Korea.

Moreover, supports Private Labelling under a strong and dedicated winemaking team, to meet global demand and special requests.



About Frankfurt International Trophy

The Frankfurt International Trophy (FIT) is a competition in which wines receive awards on the basis of their quality. The FIT is open to all the world's wines—red, rosé or white—and whether or not they have a geographical indication.

It is organised by Caleho, located in Mainz, near Frankfurt, and by Armonia, which is located in Limas, in the Lyon area. Armonia also organises the Lyon International Competition and the 'ELLE à table' wine competition in cooperation with 'ELLE à Table' magazine.

The FIT aims to:

- promote knowledge of high-quality wines from various countries in the world,
- take consumer tastes better into account by inviting experienced amateurs to be part of its juries,
- promote the city of Frankfurt, in Germany and throughout the world.

More than 1400 wines from nearly 100 wine-growing regions and 24 countries across the globe were tasted in Frankfurt on 9 April 2017 at the first edition of the Frankfurt International Trophy.

The competition is placed under the authority of the Hesse Ministry of Agriculture and is also ISO 9001 certified. To guarantee consumers of a rigorous selection, the competition can bestow awards on a maximum of 1/3 of the wines presented.

The competition is sponsored by Frankfurt's mayor Peter Feldmann. Each year it will be represented by a renowned honorary president.

For the 2017 edition, Tim Raue, chef at the Tim Raue restaurant in Berlin, is the honorary president of the Frankfurt International Trophy. The Tim Raue Restaurant (19 points in the Gault & Millau guide, two Michelin stars) places 34th on the list of 'The World's 50 Best Restaurants'.

Each registered taster is contacted to verify his or her tasting aptitudes. Training sessions in tasting are organised for the amateur wine tasters.

IMPORTANT DATES FOR 2018:

7 April 2018 > Frankfurt International Trophy (Gesellschaftshaus Palmengarten, in Frankfurt-on-the-Main)

12 April 2018 > Publication of results online

CONTACT PRESSE:

Frankfurt International Trophy

Maturin Craplet

An der Ochsenwiese 3

55124 Mainz (Allemagne)

Tel : 0049 6131-490401-0

www.frankfurt-trophy.com

Email : 2017@frankfurt-trophy.com

