



CONCOURS
MONDIAL de
BRUXELLES

PRESS KIT



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30
YEARS OF
EXPERIENCE



MORE THAN
15 000
SAMPLES



4
ANNUAL
SESSIONS



A TRAVELING
COMPETITION



500
INTERNATIONALS
TASTERS
REPRESENTING 50
NATIONALITIES



STRICT
CONTROLS TO
GUARANTEE THE
RELIABILITY OF
THE RESULTS

Summary

What is the Concours Mondial de Bruxelles?	5
A traveling competition	6
At the service of the consumer	7
1 competitions, 4 sessions	7
The jury	8
The sessions.....	8
The categories.....	9
Blind tasting	9
The criteria	9
The jury president	10
Excellence and rigor	10
The medals.....	11





What is the Concours Mondial de Bruxelles?

The **Concours Mondial de Bruxelles** is recognized internationally as a leading oenological competition.

Its independence, rigor, and the tasting process in place reassure consumers, who can confidently purchase medal-winning wines.

The award-winning wines are selected with integrity by professionals for their quality, expression, and balance.



A traveling competition

In 2006, the Concours Mondial decided to assert its international character by holding its event outside its borders. Following the exceptional success of this initiative, the competition chose to continue on this path. Over the course of more than ten years, the competition has traveled across Europe and the world, with sessions held in Italy, Spain, China, and Mexico.



A competition and so much more!

The **Concours Mondial de Bruxelles** offers winning producers more than just a medal. Artificial intelligence is at the service of tasting. After the tastings, all participants receive a comprehensive report on their wines, which includes:

- A downloadable aroma wheel
- A taste radar
- The wine's qualities
- Potential weaknesses
- The geographical origin of the tasters

Additionally, the Concours Mondial de Bruxelles offers wine enthusiasts a true experience around wine. Thanks to its **Wine & Spirits Experience by CMB** locations in Mexico City, Seoul, and soon in other cities around the world.



At the service of the consumer

It's not easy to find "your" wine among the thousands of references available on the market. While taste and personal experiences remain the best guides, consumers seeking reliable quality benchmarks can trust the medals of the Concours Mondial de Bruxelles. The organization rigorously selects renowned tasters recognized for their expertise. It also ensures optimal tasting conditions and invests in post-competition control of the awarded samples. Additional analyses are regularly conducted on wines that display the precious medal.



1 competition, 4 sessions

The organization of the Concours Mondial de Bruxelles is organised in 4 distinct sessions to evaluate each type of wine in an even more professional manner. The evaluations are entrusted to specialized experts selected for their knowledge and ability to taste all types of wines according to their specific characteristics.

- 1 Rosé Wines Session** – From 28 to 30/02/2025 in Constanta (Dobrogea)
- 2 Red & White Wines Session** – From 10 to 12/06/2025 in Yinchuan (Ningxia)
- 3 Sparkling Wines Session** – From 05 to 07/09/2025 in Moldavia.
- 4 Sweet & Fortified Wines Session** – From 17/09 to 19/09/2025 in Sicilia.

The jury

A jury of experts is responsible for awarding medals to the best products in the competition. This jury is composed exclusively of professionals who live for and by wine 365 days a year: international buyers and merchants, oenologists, journalists, writers, specialized critics, researchers, and representatives of professional institutions, etc.

The 50 nationalities represented ensure an exceptional diversity rarely seen in the world of wine competitions.



The Tasting Sessions

The tasting sessions always take place in the morning. Every effort is made to ensure optimal conditions: lighting, humidity, ambient temperature (18 to 22°C), silence in the tasting rooms, clean glasses, impeccable service, and constant monitoring of refrigerators to serve wines at the appropriate temperature, etc.

Each session is preceded by a calibration tasting aimed at harmonizing the judges ratings.

The categories

The tasting samples are grouped into homogeneous series based on the characteristics declared by the producer and analysis certificates.

The series are categorized according to:

- **Grape variety and product typicity:** for example, "still red wines from Merlot grapes", "white sparkling wines from aromatic grape varieties", "dry rosé wines with less than 4 g/L of residual sugar", etc.
- **Geographical origin:** "red wines from Bordeaux", "sparkling wines with the appellation Asti Spumante", etc

Blind tasting

All tasting series are, of course, served blind. The organization ensures complete anonymity of the samples, both in terms of labeling and bottle shape. The only information revealed to the tasters is the vintage.



«Independence, rigor, and control are the strengths of the Concours Mondial de Bruxelles. Thanks to a team of professionals and the support of international tasters selected for their expertise, we guarantee reliable results that are recognized by the industry and sought after by consumers.»

Quentin Havaux, CEO

The criteria

The competing products are tasted and scored based on the tasting criteria developed by the technical management of the Concours Mondial, following the model proposed by the OIV and the International Union of Oenologists. These criteria assess the following aspects:

- **Visual:** clarity, appearance, and, if applicable, effervescence
- **Olfactory:** intensity, purity, and quality
- **Gustatory:** intensity, purity, quality, and persistence

The scoring of each criteria determines a weighted overall score for each sample. A wine rated as "excellent" across all criteria will receive a maximum score of 100 points.

The jury president

The role of the jury president is to ensure the smooth running of the tastings. They set the pace of the sessions but do not influence the judges evaluations in any way. Instead, they guide the panel in a neutral and objective manner.

Using their discretionary power, the jury president may order a second tasting of a sample if deemed necessary. At the end of each series, all tasting data is collected in real-time by the organizing team for a final review before processing the results and conducting statistical analysis in partnership with the Catholic University of Louvain in Belgium.

Excellence and rigor

Compliance with current regulations is doubly ensured by the official recognition of the Concours Mondial by the European Union (see Official Journal C96/1 of 23.4.2003) and the inspection services of the Belgian Federal Public Service for Economy (SPF Economy).

The Concours Mondial de Bruxelles teams work year-round to verify each registration, check labels, review information, and ensure strict adherence to the rules.

In practice, the oversight of a wine competition like the Concours Mondial de Bruxelles involves control measures before, during, and after the event.

This working method has allowed for the adaptation of controls since the first edition in 1994. Moreover, the Concours Mondial de Bruxelles is the first international competition to implement post-event verification of awarded wines to ensure the legitimacy of its results.

After the competition, a significant selection of medal-winning samples is analyzed by an accredited laboratory and tasted by a team of oenologists to compare these samples with the wines available on the market.

The calculation of results is supervised by the Institute of Statistics at the Catholic University of Louvain. The authenticity of the scores obtained through the normalization formula proposed by the Concours Mondial is certified.

Several methods for analyzing judges performance have been developed and will continue to be improved in the future.



The medals

At the end of the tastings, each sample is assigned a score out of hundred based on the applied calculation formula. Only the wines with the highest scores qualify for the prestigious medals:

- **Grand Gold Medal**
- **Gold Medal**
- **Silver Medal**

The "Revelation" trophies are awarded to the products with the highest ratings in a specific category.

Each participating producer receives a detailed description of their wines, which can be used for commercial and marketing purposes. An aroma wheel and a detailed wine profile can be downloaded after the tasting.

«For a producer, a medal is an excellent marketing tool. I've had suppliers who won medals and were able to open new markets after being proactively approached by buyers, simply because they were listed on the Concours Mondial de Bruxelles website.»

Jonas De Maere, Wine Program Manager for Ahold Delhaize, USA



«The process is truly very professional. A medal on a bottle undoubtedly proves that it is a wine of good quality.»

Jeffrey Jenssen, Journalist, United States



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**FOR MORE INFORMATION AND/OR ACCREDITATIONS,
PLEASE DO NOT HESITATE TO CONTACT US**

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