



Medal Ceremony for the Winners of the México Selection by CMB, presented by Audi, San Luis Potosí 2024

Mexico City, February 17th, 2025. The quality of 182 wines and 70 spirits from Mexico was recognized during the Medal Ceremony for the Winners of the México Selection by CMB, presented by Audi, San Luis Potosí 2024. Held at the Poliforum Siqueiros facilities in Mexico City, the awards ceremony is part of the promotional actions of the Gastronomy Month of San Luis Potosí, host region of the México Selection by CMB, presented by Audi.

Edgar Casal Álvarez, General Director of Audi de México, was in charge of leading the awards ceremony together with Baudouin Havaux, President of the Concours Mondial de Bruxelles; Rolf Meyer, director for Mexico and the Caribbean of United Airlines; Johan Verkammen, Ambassador of the Kingdom of Belgium in Mexico, and Yolanda Josefina Cepeda Echavarría, Secretary of Tourism of San Luis Potosí.

The winning labels stood out for their technical precision and great sensorial expression among 841 participating wines and spirits from 19 states of Mexico, being awarded Silver, Gold and Grand Gold Medals.

During the gala, special recognitions were also given to Punto Norte Shiraz Reserva 2022, from Bodegas Punto Norte in Coahuila, 2024 Revelation Red Wine; RG Naranja 2023, from RGMX in Coahuila, 2024 Revelation Orange Wine; Monte Xanic Rosé 2023, from Monte Xanic in Baja California, 2024 Revelation Rose Wine, and Clandestina Champenoise 2023, from Vinícola Clandestina in San Miguel de Allende, 2024 Revelation Sparkling Wine. On the spirits side, special trophies were awarded to Agave Rosa Mezcal Artesanal Ensamble, from the State of Puebla, 2024 Revelation Mezcal 2024, and Rancho El Caporal P01 MX Angustifolia, Sierra Roja, Rhodacantha, from the State of Mexico, 2024 Revelation Spirit.

“This year's edition reaffirms the México Selection by CMB, presented by Audi, as the leading platform for promoting wines and spirits in Mexico and North America. With the participation of 35 international judges from 10 countries, 841 samples of wines and spirits from all over the country and 252 medals awarded, this competition is consolidated as a benchmark for the industry. In addition, the increasingly demanding evaluation scale ensures that the award-winning labels are a reliable and objective guide for end consumers,” said Baudouin Havaux, President of the Concours Mondial de Bruxelles.

The award-winning wines and spirits will be promoted in Mexico and around the world, throughout the different international sessions of the Concours Mondial de Bruxelles 2025. The complete list of results is available through the website: <https://mexicoselection.com>

About México Selection by CMB

The México Selection by CMB, presented by Audi, San Luis Potosí 2024, was organized by the Concours Mondial de Bruxelles, contest recognized as the most important benchmark for the quality of wines and spirits in global markets.



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The international nature of its panel of tasters gave the México Selection by CMB, presented by Audi, the highest guarantees of professionalism, independence and integrity, as an endorsement of excellence for the results of the competition.

Held from November 18th to 22nd, 2024 in the State of San Luis Potosí, the México Selection by CMB highlighted the characteristics of quality Mexican wines and spirits, by region of origin, in Mexico and the world, while promoting healthy competition to raise qualitative levels, from their own denominations of origin.

The tasting judges, recognized for their experience and international capacity as tasters, evaluated the participating samples strictly blindly, according to the rules established by Concours Mondial de Bruxelles.

More than a blind tasting

The México Selection by CMB, presented by Audi, is much more than a blind tasting. Its main objective is to encourage dialogue and generate a meeting point for the architects of the national wine and spirits industry; as well as to create a reliable seal of quality for consumers, provide producers with a promotional tool recognized by the industry and the general public, and promote the host region as well as the organization's local partners.

The evaluation of all participating products follows a rigorous tasting methodology, where absolute anonymity is the fundamental principle. Tastings are carried out strictly blindly and the judges never see the sample bottles before or during the tasting. This allows the products to be evaluated according to their quality, awarding medals to the best exponents regardless of their origin, price, bottle or label.

Likewise, the México Selection by CMB, presented by Audi, guarantees the diversity of the judges on the evaluation panel every year, always seeking to integrate a multidisciplinary team made up of wine experts, journalists, oenologists, sommeliers, buyers, distillers and representatives of the media, all dedicated to the world of wine and spirits worldwide.

The two factors mentioned above, combined with a rigorous system that verifies the control documents of each of the products entered, guarantee the total independence of the results; in addition, the México Selection by CMB, presented by Audi, always respects the right to award a maximum of 30% of medals to the participating products.

About Audi

The Audi Group is one of the most successful manufacturers of cars and motorcycles in the premium and luxury segment. Its Audi, Bentley, Lamborghini and Ducati brands are produced at 21 plants in 12 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2024, the Audi Group delivered 1.7 million Audi cars, 10,643 Bentley vehicles, 10,687 Lamborghini vehicles and 54,495 Ducati motorcycles to its customers. In fiscal year 2023, the Audi Group achieved sales of 69,865 million euros and operating profit of 6,280 million euros. The Audi Group employs more than 87,000 employees worldwide, 53,000 of them in Germany. With its attractive brands and new models, the



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México Selection by CMB, presented by Audi

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