



CONCOURS  
MONDIAL de  
BRUXELLES

# PRESS KIT



@concoursmondial



[www.concoursmondial.com](http://www.concoursmondial.com)



**32**

**YEARS OF  
EXPERIENCE**



**15 000+**

**SAMPLES**



**11**

**ANNUAL  
COMPETITIONS**



**33 %**

**LIMITED  
NUMBER OF  
MEDALS**



**750**

**INTERNATIONALS  
TASTERS  
REPRESENTING 50  
NATIONALITIES**



**A TRAVELING  
COMPETITION**



**GLOBAL NETWORK  
CMB EXPERIENCE**



**INNOVATIVE  
MARKETING  
TOOLS**



**STRICT  
CONTROLS TO  
GUARANTEE THE  
RELIABILITY OF  
THE RESULTS**

# Summary

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## What is the Concours Mondial de Bruxelles | CMB?

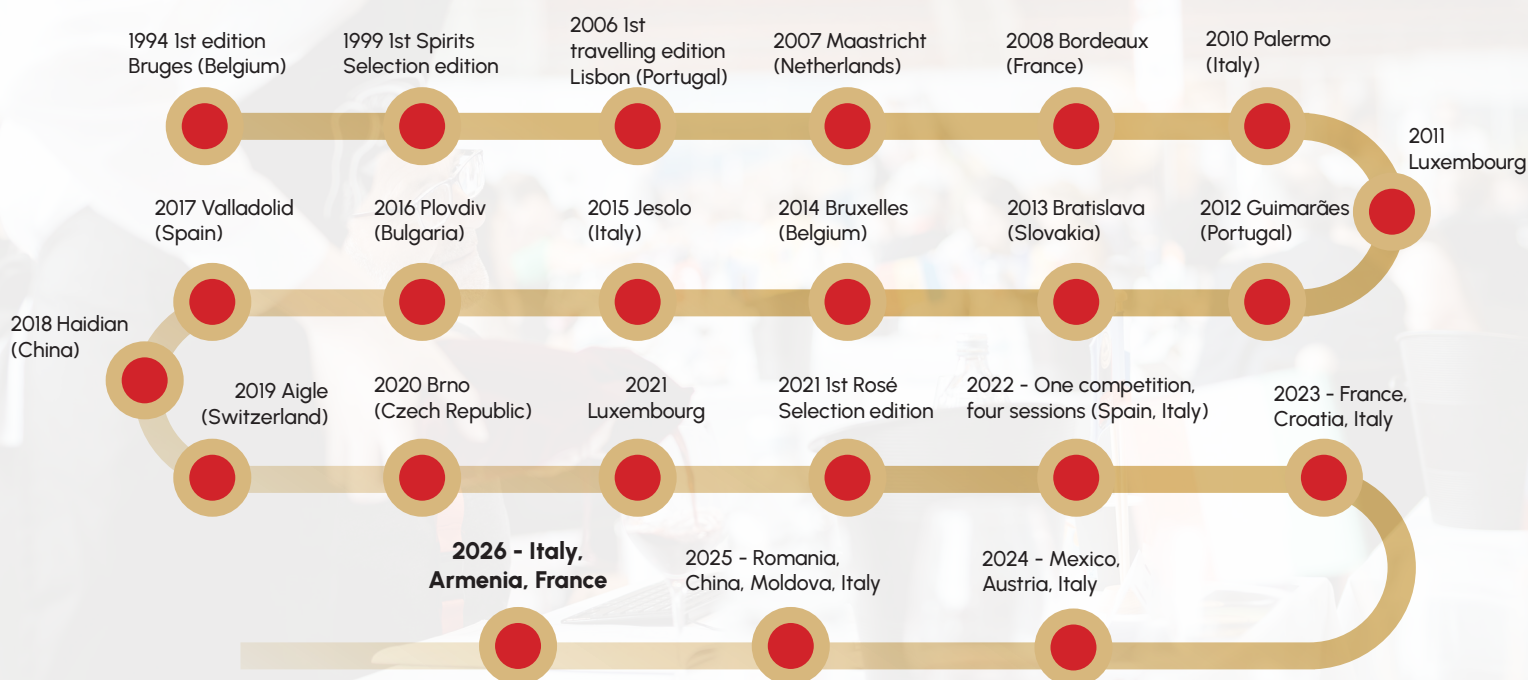
With **32 years of experience**, the CMB is a prestigious international wine and spirits competition that receives **more than 15,000 entries** each year across its Sessions and Selections.

Founded by Vinopres in 1994 at the initiative of Louis Havaux, the CMB is still managed by the Havaux family (Quentin Havaux, CEO, and Baudouin Havaux, President). It is now considered one of the leading events of its kind, recognised for its rigour and its prestige.



# A resolutely travelling competition

Since 2006, the **Concours Mondial de Bruxelles** has asserted its international character by organising its competitions mainly outside its borders. Since then, more than 30 countries including China, South Africa, Croatia and Mexico – have hosted the CMB.



**CMB**  
CONCOURS MONDIAL  
de BRUXELLES



## More than just a competition

The CMB offers prize-winning producers more than a simple medal. Thanks to the tasting notes provided by our international experts, every participant receives a complete report on their wines, including:

- an aromatic description
- a tasting comment
- a flavour radar
- strengths and potential weaknesses

The CMB also gives wine lovers a genuine experience around wine, through its **CMB Experience** venues across the four corners of the world, where wines awarded at the CMB can be enjoyed.

# CMB Experience

Immersive discovery venues exclusively dedicated to CMB award-winning wines

As a showcase of CMB expertise, the CMB Experience venues are true promotional platforms combining restaurant, wine bar, training centre and cultural hub. A unique, refined concept whose wine list features only wines awarded at the CMB. CMB Experience pursues a

twofold objective: convincing consumers of the excellence of CMB award-winning wines, and providing producers with additional international visibility. Already present in Mexico, South Korea, Italy and Benin, CMB Experience continues its international expansion.



Mexico City Wine Bar  
MEXICO



Mexico City Airport Wine Corner  
MEXICO



Les Trois Mousquetaires  
BENIN



CMB Wine & Spirits Experience Seoul  
SOUTH KOREA

## CMB Experience Certified



Certified establishments offering a selection of CMB award-winning wines.

CMB Experience Certified distinguishes establishments that feature on their wine list a selection of at least five CMB award-winning wines. The certification also attests to careful, professional wine service.



Bistrot Pedol Oyster and Fish Bar  
ITALY



Microbodega  
SPAIN



Bistrot Pedol al Mercato Centrale Bolzano - WalthersPark  
ITALY



Eur 17  
SOUTH KOREA

NEW

Primitivo (100%)  
Vin Tranquille Rouge • 14 % vol.

 **Masso Antico da Uve Leggermente Appassite 2024**  
Schenk Italia S.p.A.  
Primitivo Salento IGT Italie



ARÔMES PRINCIPAUX



**Bois**

Bois de chêne



**Épice**

Clou de girofle,  
Régliasse



**Fruit à noyau (chair jaune)**

Prune noire

CARACTÉRISTIQUES PRINCIPALES



**Équilibre**



**Qualité générale**

COMMENTAIRES DE DÉGUSTATION

Un bouquet captivant où s'entremêlent des notes de cacao et de fumé, soulignées par des touches de réglisse et de clou de girofle. La prune mûre se marie à une délicate nuance de crème, le tout enveloppé d'un

boisé de chêne intense. En bouche, l'attaque franche révèle un vin équilibré, aux tannins élégants et à la fraîcheur vibrante, qui s'étire dans une finale persistante.



# Simplification

The wine industry suffers from a paradox: the more sophisticated it becomes, the further it drifts from the very people it is trying to win over – consumers – by speaking too technical a language.

The CMB responds with a resolutely consumer-focused approach: innovative marketing tools and a universal language, in the service of a wine experience that is at last readable for everyone.

## Offering an experience

By making the flavours and aromas of each wine visible and understandable, the CMB enables a playful and didactic approach for every consumer, regardless of their level of wine knowledge.

It also opens the door to the discovery of new regions and grape varieties.



## The jury

A jury of international experts is tasked with awarding medals to the best products in competition. The jury is made up exclusively of industry professionals: buyers, sommeliers and specialist journalists.

The **60 nationalities** represented across the CMB competitions guarantee a level of diversity unmatched in the world of wine competitions.



## Tasting organisation

Rigour begins before the first glass. Held in the morning, tasting sessions follow a strict protocol: calibration, controlled ambient temperature, wines served at their optimal temperature, and a cap of 45 wines evaluated per taster per day. All these conditions come together to make every judgement reliable.

## Data processing

The CMB works with the Institute of Statistics of the Catholic University of Louvain in Belgium to process the data from the tastings, in order to guarantee the reliability and objectivity of its results. This collaboration makes it possible to monitor each taster's degree of severity and generosity. A given wine may also be tasted at several different moments to refine this analysis. Wines' discrimination capacity, consistency with the rest of the jury and harmonisation between jurors' scores are also analysed.

# The medals

At the end of the tastings, each sample is awarded a score out of 100 resulting from the application of the calculation formula. Only the wines achieving the highest scores can claim the coveted medals:

- **Grand Gold Medal** (between 1 and 2% only)
- **Gold Medal**
- **Silver Medal**

The **“Revelations”** trophies, for their part, are awarded to the products achieving the highest scores in a specific category.

Every participating producer receives a full description of their wines, which can be used for their commercial and marketing initiatives. An aroma wheel and a written wine description can be downloaded at the end of the tasting.

*“What sets the CMB apart from other competitions, in my view, is the quality of the tasters – a panel of wine professionals from all backgrounds and nationalities. That gives you very varied and very complementary taster profiles. A CMB medal is a very strong selling argument with the general public. As a wine buyer, the impact of the CMB is significant: a medal-winning wine sells 30% more than an unmedalled wine in the same category.”*

Miguel Lassègue  
Wine Buyer - CDiscount

Only 33% of participating wines receive a medal



*“The process is genuinely very professional. A medal on a bottle is unmistakable proof of a good-quality wine.”*

Jeffrey Jenssen, Journalist, United States

NEW

CMB | MERIT  
2026

## CMB MERIT

**CMB MERIT** is the major new addition for 2026. This **CMB MERIT** label distinguishes wines that scored at least 86/100 but did not make it among the medallists (only 33% of entrants are awarded a medal). It is the CMB's way of putting the spotlight on quality wines that deserve to be discovered, and opening up access for them to its innovative marketing tools.

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*«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



# CONCOURS MONDIAL *de* BRUXELLES

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

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**You can also find the Concours Mondial de Bruxelles on:**



#cmb2026 #CMBYereban2026 @concoursmondial

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CORK**



**Pulltex**<sup>®</sup>  
wine concepts for wine lovers  
*experience*