



CMB Experience Certified Charter

The **Concours Mondial de Bruxelles (CMB)** is pleased to award the label “**CMB Experience Certified**” to:

.....
(Name of the establishment)

1. Purpose of the Label

The purpose of this label is to promote establishments that pay particular attention to wine service, in partnership with the CMB.

An establishment certified “**CMB Experience Certified**”, which undertakes to highlight wines awarded medals by the CMB, benefits from the following advantages:

- Offering wines recognised by a CMB medal, a true “guarantee of quality”.
- Boosting sales through a concrete and visual marketing tool that simplifies the approach to wine, thanks to a clear and easily understandable wine list.
- Enjoying an educational and entertaining experience that helps identify and discover aromas. “Wine tastes better when you understand it.”
- Building customer loyalty around an original and exclusive experience.

2. Commitments of the Partner

The Partner agrees to:

- List **at least five (5) medal-winning wines** from the Concours Mondial de Bruxelles*, either on its main wine list or on a dedicated **CMB Awarded Wines** list.
- Use the **official wine presentation sheets** provided by the CMB to present medal-winning wines and ensure that the **medal sticker is affixed to the bottle**.
- Serve these wines under **proper conditions**, including appropriate temperature, suitable glassware, and correct storage.

3. Commitments of the Concours Mondial de Bruxelles

The CMB commits to providing certified establishments with:

- An official “CMB Experience Certified” plaque,
- The “CMB Experience Certified” logo,
- The **presentation sheets for medal-winning wines** (for wine lists),

The CMB also commits to promoting certified establishments through its **official communication channels** (website, social media, etc.).

4. Use of the Logo and Plaque

An establishment certified “CMB Experience Certified” may use the logo on its communication materials (menu, website, social media, signage, etc.) to highlight its status as a **CMB Experience Certified** partner.

In the event of termination of the partnership, the certified establishment agrees to **remove the logo and the plaque**.

The certification is granted for a **one-year period** and may be **automatically renewed**.

The CMB reserves the right to terminate the partnership in the event of non-compliance with this charter and may carry out **random inspections**.

5. Spirit of the Partnership

This label, based on **trust, respect for quality, and the shared promotion of wine**, does **not create any commercial relationship or exclusivity**. Each party remains fully independent.

The sole objective is to **highlight medal-winning wines** and to offer customers a **high-quality experience** centered around wine and the competition.

The CMB – More than a Competition

A trusted partner to enhance your wine list

** Concours Mondial de Bruxelles, Spirits Selection by CMB, Sauvignon Selection by CMB, Vranec Selection by CMB, Marselan Selection by CMB, Mexico Selection by CMB, Brasil Selection by CMB, South Africa by CMB.*

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