



## The reasons to join us

Customer's purchasing decision is based on: **trust, simplicity, and experience.**

### 1. Trust - A Guarantee of Quality

For more than **33 years**, the CMB has been globally recognized as one of the most serious and prestigious competitions. Each year, experts from around the world blindly evaluate nearly **15,000 wines and spirits** from more than **60 countries**.

All tastings are conducted **blind**.

Only a small percentage of submitted samples receive a medal, ensuring a **high level of rigor and selectivity**.

The medals awarded represent a **true guarantee of quality**, recognized by both professionals and consumers.

**Result:** a distinction that reassures consumers and strongly influences their purchasing decision.

### 2. Simplifying Access to Wine and Spirits

Consumers are often confused by the technical vocabulary of the wine world. Thanks to an AI-based program, the aromatic and taste characteristics of awarded products are described in a **precise and accessible** way.

The CMB produces **clear wine profiles** based on experts' tasting notes.

Descriptions that are **simple and easy to understand** for everyone.

Decision support focused on **taste and enjoyment**, rather than solely on price or reputation.

**Result:** easier, more intuitive, and more appealing access for the general public.

### 3. The Search for Fun and Educational Experiences

The CMB invites consumers to enjoy **original and enriching experiences**:

- Discover outstanding wines beyond famous appellations.
- Explore new regions, grape varieties, and wine styles.
- Experience a **fun and engaging approach** to aromas and flavors, to be shared with guests.

**Result:** a more immersive, entertaining, and memorable experience.