

MARKETING SUPPORTS CATALOGUE

Example of marketing materials developed by the CMB and made available to establishments labelled "CMB Experience Certified"

PAID SUPPORTS	RETAIL PRICES	
<ol style="list-style-type: none"> 1. Metal plaque (20cm x 20cm) 2. Sticker (12,5cm x 12,5cm) 	<p>20 €/unit</p> <p>2 €/unit</p>	
<ol style="list-style-type: none"> 3. Pulltex corkscrew CMB 	<p>5,5 €/unit</p>	
<ol style="list-style-type: none"> 4. Drop stop CMB Experience certified 	<p>1 €/unit</p>	
<ol style="list-style-type: none"> 5. Velvet bags for blind tasting <ol style="list-style-type: none"> a. Blue b. Red 	<p>4 €/unit</p>	

FREE DIGITAL SUPPORTS

Provided in PDF format for in-house printing

A. Product sheet A4 or A5 format, without tasting note:

Pictograms with detailed descriptions. Product sheet without tasting note.

B. Product sheet A4 or A5 format, with tasting note:

Pictograms with detailed descriptions. Product sheet with tasting note.

Carlo Pinotage 2022
Stellenbosch
Kodenthot Winery

Pinotage (100%)

MAIN AROMAS

- Oaky**
Oak
- Spice**
Licorice, Vanilla, Paprika, Clove
- Vegetal**
Mint, Dried vegetal

KEY FEATURES

- Tannin**
Intense, Supple
- Structure**
Intense, Great structure
- Acidity**
Intense, Great freshness

9 € 0 €

Vintage Pinot Noir 2022
Radacini Wines

Pinot noir (100%)

MAIN AROMAS

- Red fruit**
Cherry, Redcurrant
- Spice**
Pepper, Licorice, Cinnamon, Vanilla
- Pastry flavors**
Caramel

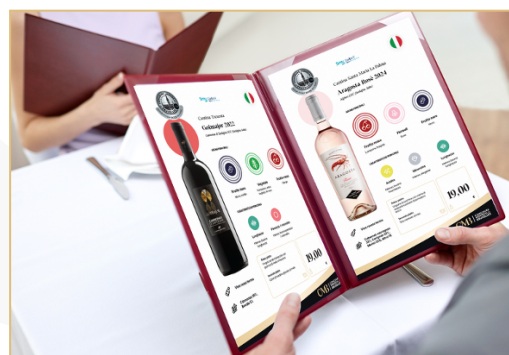
KEY FEATURES

- Roundness**
Intense, Great fullness/roundness
- Length**
Intense, Great length
- Finesse**
Intense, Delicate / elegant

TASTING NOTES

A captivating bouquet of juicy plum, intense cherry and tangy redcurrant. Notes of pepper, liquorice and cinnamon add depth and complexity, sublimated by an elegant roundness with hints of vanilla. On the palate, fullness and finesse are harmoniously balanced, supported by powerful tannins. The long, clean finish reveals a lingering hint of balsamic.

EXAMPLE OF SUPPORT



C. Product sheet A4 or A5 format, without tasting note:

Aroma wheel with detailed descriptions. Product sheet without tasting note.

D. Product sheet A4 or A5 format, with tasting note:

Aroma wheel with detailed descriptions. Product sheet with tasting note.

Vermentino / Rolle (100%)
Essenza Vermentino 2022
Lazio IGT
Società Agricola Parvus Ager

Acidità
Intenso,
Buona acidità

Finezza
Intenso, Fine /
elegante

CMB | CONCOURS MONDIAL DE BRUXELLES

Primitivo (100%)
Argese Primitivo 2022
Puglia IGP
Tenute Girolamo di Girolamo Piero

Bocca
Qualitativo

Struttura
Elegante

TASTING NOTES
A complex bouquet combining black and red fruits, chocolate and coffee, smoky and spicy touches of licorice and vanilla. Full-bodied on the palate, with a silky, elegant texture. The wine is mature and well-balanced, with good length and a harmonious evolution.

CMB | CONCOURS MONDIAL DE BRUXELLES

EXAMPLE OF SUPPORT



E. Product sheet American format (10 x 20cm), without tasting note:

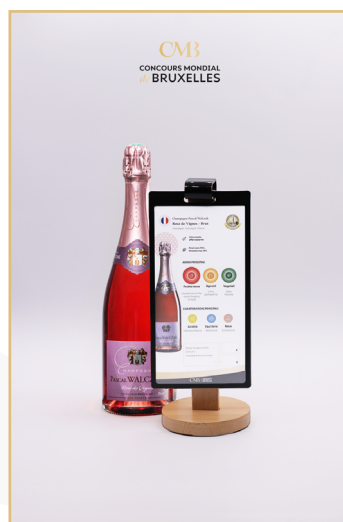
Pictograms with detailed descriptions. Product sheet without tasting note.

F. Product sheet American format (10 x 20cm), with tasting note:

Pictograms with detailed descriptions. Product sheet with tasting note.



EXAMPLE OF SUPPORT



G. Business card format (5.3 x 8.5cm), without bottle image:

With pictograms and detailed descriptions, without bottle image.
Option to include the establishment's logo on the back.

CVA Canicatti
Alico Bianco 2024

Agrumi
Pompelmo

Floreali

Fruto esotico
Guaiava, Frutto della passione

Lunghezza
Buona persistenza

Acidità
Complesso e elegante

Mineralità
Intenso - Elegante

BISTROT PEDOL

G



H. Business card format (5.3 x 8.5cm), with bottle image:

With pictograms, without descriptions, with bottle image.
One sentence on the black band to describe the wine.
Option to include the establishment's logo and the CMB logo on the back.

Domaine Michel Goubard et Fils
"Mont Avril" Bourgogne Blanc Côte Chalonnaise - 2023

AOP Bourgogne - Côte chalonnaise (Bourgogne, France) Grande médaille d'or
Chardonnay (100%)

Fruit exotique **Fruits à pépins** **Agrumes**

Fraîcheur **Légèreté**

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La fraîcheur incarnée

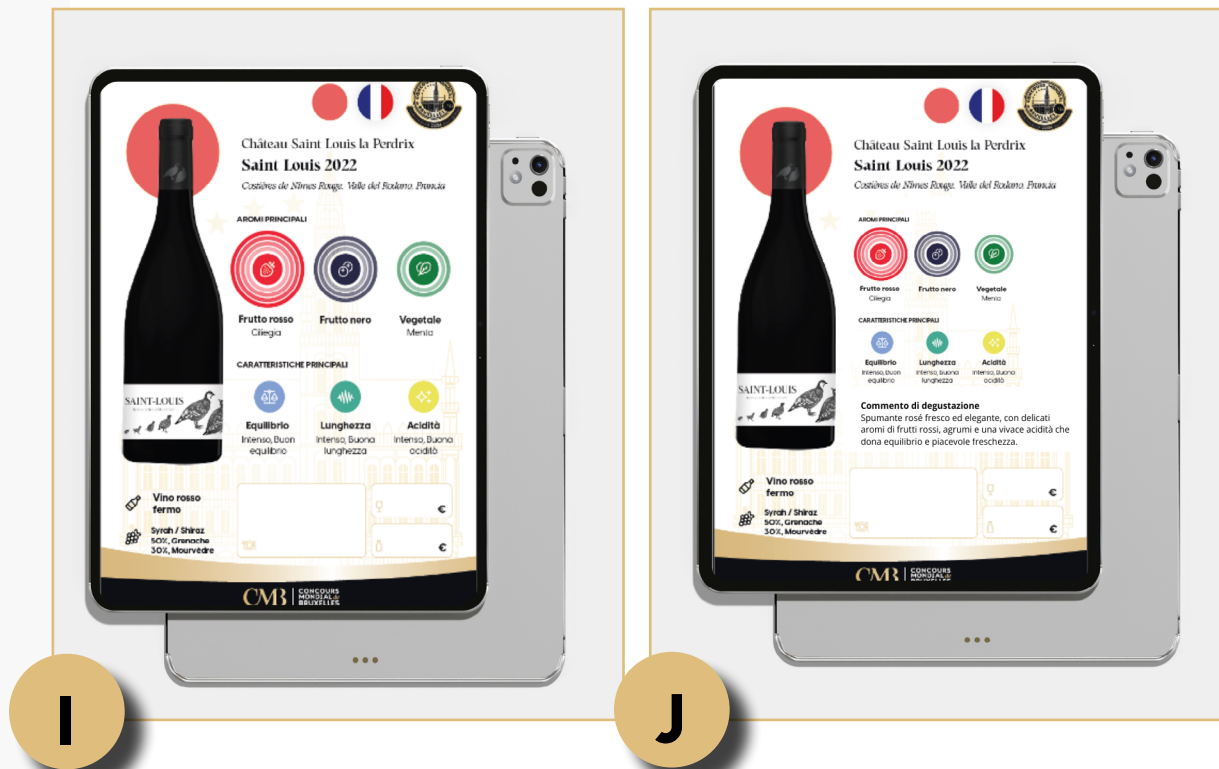
H

I. PDF, JPG or PNG file for tablet viewing, without tasting note:

Pictograms with detailed descriptions. Product sheet without tasting note.

J. PDF, JPG or PNG file for tablet viewing, with tasting note:

Pictograms with detailed descriptions. Product sheet with tasting note.



EXAMPLE OF SUPPORT



ORDER FORM

MARKETING SUPPORT (PAID)

TO BE SENT TO: angelica.ibarra@vinopres.com

SUPPORT	SUPPORT NAME	QUANTITY
1	Metal plaque (20cm x 20cm)	
2	Sticker (12,5cm x 12,5cm)	
3	Pulltex corkscrew CMB	
4	Drop stop CMB Experience certified	
5a	Velvet bags for blind tasting (blue)	
5b	Velvet bags for blind tasting (red)	

DELIVERY OF MATERIALS

DELIVERY ADDRESS:

COMPANY:

CONTACT PERSON:

TELEPHONE:

ORDER FORM

DIGITAL SUPPORTS (FREE)

TO BE SENT TO: angelica.ibarra@vinopres.com

SUPPORT	SUPPORT NAME	LANGUAGE					
		EN	FR	IT	ES	PT	NL
A	Product sheet A4 or A5 <u>without tasting notes</u> (with pictograms)						
B	Product sheet A4 or A5 <u>with tasting notes</u> (with pictograms)						
C	Product sheet A4 or A5 <u>without tasting notes</u> (with aroma wheel)						
D	Product sheet A4 or A5 <u>with tasting note</u> (with aroma wheel)						
E	Product sheet American format (10 x 20cm), <u>without tasting notes</u> (with pictograms)						
F	Product sheet American format (10 x 20cm), <u>with tasting notes</u> (with pictograms)						
G	Business card format (5.3 x 8.5cm) (with pictograms, <u>without bottle image</u>)						
H	Business card format (5.3 x 8.5cm) (with pictograms, <u>with bottle image</u>)						
I	PDF / JPG / PNG file for tablet, <u>without tasting notes</u> (with pictograms)						
J	PDF / JPG / PNG file for tablet, <u>with tasting notes</u> (with pictograms)						

FILE DELIVERY

DELIVERY FORMAT: PDF JPG PNG

DELIVERY EMAIL:

COMPANY:

CONTACT PERSON:

TELEPHONE:

The product sheets will be created based on an Excel file provided by you, including the list of wines awarded at: Concours Mondial de Bruxelles, Spirits Selection by CMB, Sauvignon Selection by CMB, Marselan Selection by CMB, Vranac Selection by CMB, Mexico Selection by CMB, Brasil Selection by CMB, South Africa Selection by CMB.