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16
YEARS OF
EXPERIENCE



MORE THAN
1 200
SAMPLES



3
TYPES OF
MEDALS



A TRAVELING
COMPETITION



REPRESENTING
50
NATIONALITIES



STRICT
CONTROLS TO
GUARANTEE
RELIABLE
RESULTS

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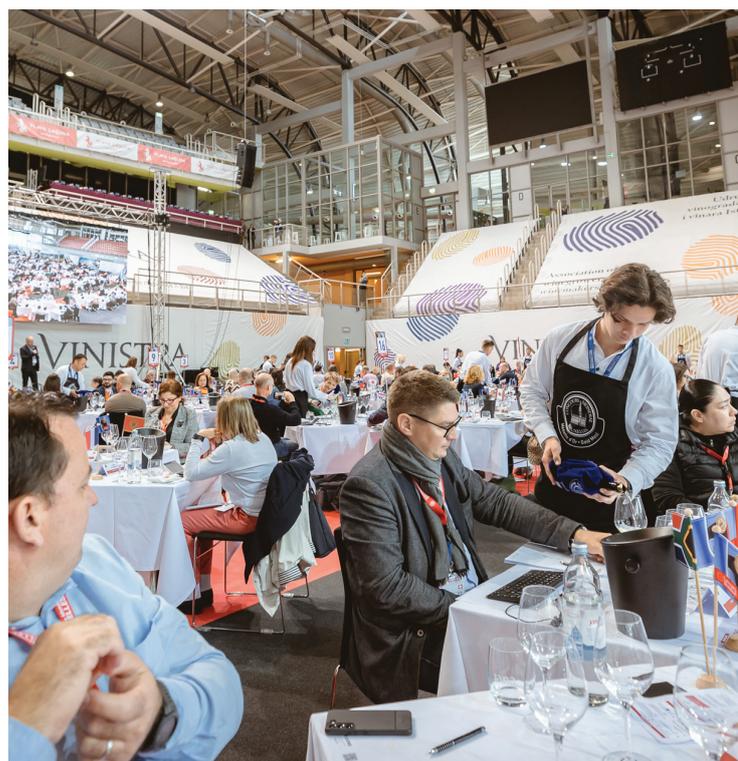
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What is the Concours Mondial de Bruxelles?

The **Concours Mondial de Bruxelles** is an internationally recognized wine competition. Its independence, rigor, and structured tasting process reassure consumers, who can confidently purchase medal-winning wines. Award-winning wines are selected with integrity by professionals based on quality, expression, and balance.



A Traveling Competition

In 2006, the Concours Mondial took a bold step by moving beyond its borders. Following the exceptional success of this initiative, the competition decided to continue this approach. Over more than a decade, it has traveled across Europe and the world, with sessions held in Italy, Spain, China, and Mexico.



More Than Just a Competition

Winning producers receive more than just a medal. The competition uses artificial intelligence to enhance the tasting process. Each participant receives a comprehensive report on their wines, including:

- A downloadable aroma wheel
- A taste profile radar
- Strengths and weaknesses of the wine
- The geographical origin of tasters

Additionally, the Concours Mondial de Bruxelles offers wine enthusiasts a true experience through its Wine & Spirits Experience events in Mexico, South Korea, and Benin.

Serving the Consumer

With thousands of wines on the market, choosing the right one can be challenging. While taste and personal experiences remain the best guides, consumers seeking reliable quality markers can trust the Concours Mondial de Bruxelles medals.

The competition carefully selects experienced and reputable tasters, ensures optimal tasting conditions, and invests in post-event control of awarded samples.



One Competition, Four Sessions, and Selections

The competition is divided into four sessions, each focusing on a specific type of wine

1. **Rosé Wine Session**
2. **Red & White Wine Session**
3. **Sparkling Wine Session**
4. **Sweet & Fortified Wine Session**

In addition to these sessions, special selections, such as Sauvignon Selection by CMB, focus on specific grape varieties, countries, or regions.

With over 15 years of existence, Sauvignon Selection by CMB (formerly Concours Mondial du Sauvignon) has become a benchmark for Sauvignon producers.

The Jury

The expert jury awards medals to the best wines in the competition. This jury consists solely of professionals who live and breathe wine 365 days a year: international buyers and traders, oenological engineers, journalists, writers, critics, researchers, and representatives of professional institutions.

Representing 50 nationalities, the jury guarantees exceptional diversity, rarely seen in wine competitions.



Tasting Sessions

Tasting sessions always take place in the mornings under optimal conditions: appropriate lighting, humidity, ambient temperature (18-22°C), silence in the tasting rooms, clean glasses, flawless service, and constant monitoring of wine temperature in refrigerators.

Each session begins with a calibration tasting to harmonize tasters' scoring.

The flights

Samples are grouped into homogeneous series based on producer-declared characteristics and laboratory analyses. They may be categorized by:

- Grape variety and product type: e.g., 'still red wines from Merlot,' 'white sparkling wines from aromatic grape varieties,' 'dry rosé wines with less than 4 g/L residual sugar,' etc.
- Geographic origin: e.g., 'Bordeaux red wines,' 'Asti Spumante sparkling wines.'

Blind Tasting

All samples are served blind. The competition guarantees complete anonymity of samples, concealing both the label and bottle shape. The only information disclosed to tasters is the vintage.



«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 valued by consumers.»

Quentin Havaux, CEO

The Criteria

Wines are judged according to tasting criteria established by the technical direction of the Concours Mondial, based on guidelines from the OIV and the International Union of Oenologists. These include:

- **Visual:** clarity, appearance, and effervescence (if applicable)
- **Aroma:** intensity, authenticity, and quality
- **Taste:** intensity, authenticity, quality, and persistence

Each criterion contributes to a weighted overall score, with a maximum of 100 points for an 'excellent' wine.



The Jury President

The jury president ensures the smooth progress of tastings, setting the pace but not influencing scores. If necessary, they may order a second tasting of a sample. After each series, the organization collects all information for a final review before statistical analysis, conducted in partnership with the Catholic University of Louvain in Belgium.

Excellence and Rigor

The competition complies with EU regulations (Official Journal C96/1, April 23, 2003) and is supervised by the Belgian Federal Public Service for the Economy. The competition's team works year-round to verify registrations, check labels and data, and ensure strict compliance with rules. Since its inception in 1994, the competition has continually refined its control measures. It was the first international wine competition to implement post-award sample verification. After the competition, a selection of awarded wines is analyzed in an accredited laboratory and tasted by oenologists to compare them with market-available wines.

Results are calculated under the supervision of the Catholic University of Louvain's Statistics Institute. The authenticity of scores, obtained through the competition's normalization formula, is certified. Several judge performance analysis methods have been developed and will continue to evolve.



Medals

At the end of the tastings, each sample receives a score out of 100. Only the highest-scoring wines receive medals:

- **Grand Gold Medal**
- **Gold Medal**
- **Silver Medal**

The 'Revelation' trophies are awarded to the highest-rated wines in specific categories. Each participating producer receives a detailed description of their wines, useful for marketing and commercial purposes.

An aroma wheel and detailed wine descriptions are available for download after the tastings.

«For a producer, a medal is an excellent marketing tool. I have had suppliers who won medals and were able to enter new markets after being proactively approached by buyers, simply because they were featured on the Concours Mondial de Bruxelles website.»

Jonas De Maere, Wine Program Manager for Ahold Delhaize, USA



«The process is truly very professional. A medal on a bottle undeniably proves that it is a wine of good quality.»

Jeffrey Janssen, Journalist, United States



For the first time in its history, the **Sauvignon Selection by Concours Mondial de Bruxelles (CMB)** will be hosted in Bulgaria. The 2025 edition of **Sauvignon Selection by CMB** will take place from April 11-13 in Burgas. This event is organized by the municipality of Burgas in partnership with Probegex and local and international stakeholders.

**FOR FURTHER DETAILS AND/OR ACCREDITATION REQUESTS,
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