



SAUVIGNON
SELECTION

PRESS PACK

@sauvignonselection



www.sauvignonselection.com



15
YEARS'
EXPERIENCE



OVER
1000
ENTRIES



1
GRAPE
VARIETY



A TOURING
COMPETITION



50
INTERNATIONAL
JUDGES
REPRESENTING 25
NATIONALITIES



STRINGENT
CHECKS
GUARANTEEING
RELIABLE
RESULTS

Sommaire

What is Sauvignon Selection by CMB ?	5
A Unique & exclusive competition	6
A competition, and much more	6
In the consumer's interests	7
A touring competition.....	7
The panel	8
The judging process.....	8
Blind tastings.....	9
The criteria.....	9
By CMB.....	10
Why Sauvignon blanc	10
The medals.....	11
Info & Contacts	12





What is the Sauvignon Selection by CMB?

The Concours Mondial du Sauvignon provides an annually updated snapshot of the global Sauvignon blanc wine industry.

Professional judges sharing the same passion for Sauvignon blanc take part in a competition offering an international array of wines made from the varietal.

The Concours Mondial du Sauvignon not only endorses excellence by awarding medals, it seeks to create a focal point for the movers and shakers of the global Sauvignon blanc wine industry.



A unique & exclusive competition

The Sauvignon Selection by CMB is more than just a competition between producers and appellations. It is primarily aimed at fostering dialogue and creating a meeting point for industry specialists. Producers, wine makers, sommeliers, distributors, journalists and opinion formers from all strands of the industry – over 50 judges representing 25 nationalities.



A competition, and much more

The Sauvignon Selection by CMB provides awarded producers with so much more than just a medal. Artificial intelligence is used for the tastings, generating a full report on every wine entered by producers, featuring:

- A downloadable aroma wheel
- A flavour radar chart
- The qualities of the wine
- Any possible weaknesses
- The geographical origin of the judges

In the consumer's interests

Finding the 'right' wine among the thousands of commercially available listings can be all a tall order. Although personal taste and experience are always the best guides, consumers looking for reliable quality cues can also place their trust in Concours Mondial de Bruxelles medals.

The organisers are highly selective in their choice of judges, selecting renowned tasters recognised for their skills. They also ensure the perfect tasting conditions and invest in post-event checks of awarded entries. Complementary analyses are conducted regularly on wines that display the highly coveted medals.



A touring competition

The Sauvignon Selection by CMB decided to flex its international muscles by touring to a destination outside its home country. The resounding success of this initiative led its organisers to pursue this strategy. In over ten years, the competition has travelled across the length and breadth of Europe and beyond, hosting sessions in Austria, Italy, France and South Africa, to name a few.

The panel

A panel of experts has the responsibility of awarding medals to the finest entries in the competition. The panel is entirely composed of professionals who live and breathe wine 365 days/year. They can be international buyers and traders, engineers, winemakers, journalists, wine critics and writers, researchers and representatives of trade institutions.

The 25 nationalities represented guarantee an outstanding variety of judges on the panel – it is one that is rarely seen in the wine competition arena.



The judging process

The judging sessions always take place in the morning. The utmost care is taken to ensure optimum conditions, in terms of light, hygrometry, room temperature (from 18 to 22°C), silence in the tasting halls, clean glasses, impeccable service, and constant monitoring of the refrigerators to guarantee suitable serving temperatures for the wines, for instance.

A palate-preparation tasting is held before every session to ensure consistency among the judges' scores.

Blind tastings

Obviously, all the flights tasted are served blind. The organisers guarantee the entries remain totally anonymous, both for the label and the shape of the bottle. The only statement revealed to the judges is the vintage.

«Sauvignon's strong personality and its broad-ranging characteristics dictated by climate and place make it unique amongst the great white grape varieties. It was therefore only fitting that a prominent global competition should be dedicated to it.»

Denis Dubourdieu

The professor, who devoted much of his research work at the Bordeaux faculty of enology to uncovering the secrets of Sauvignon

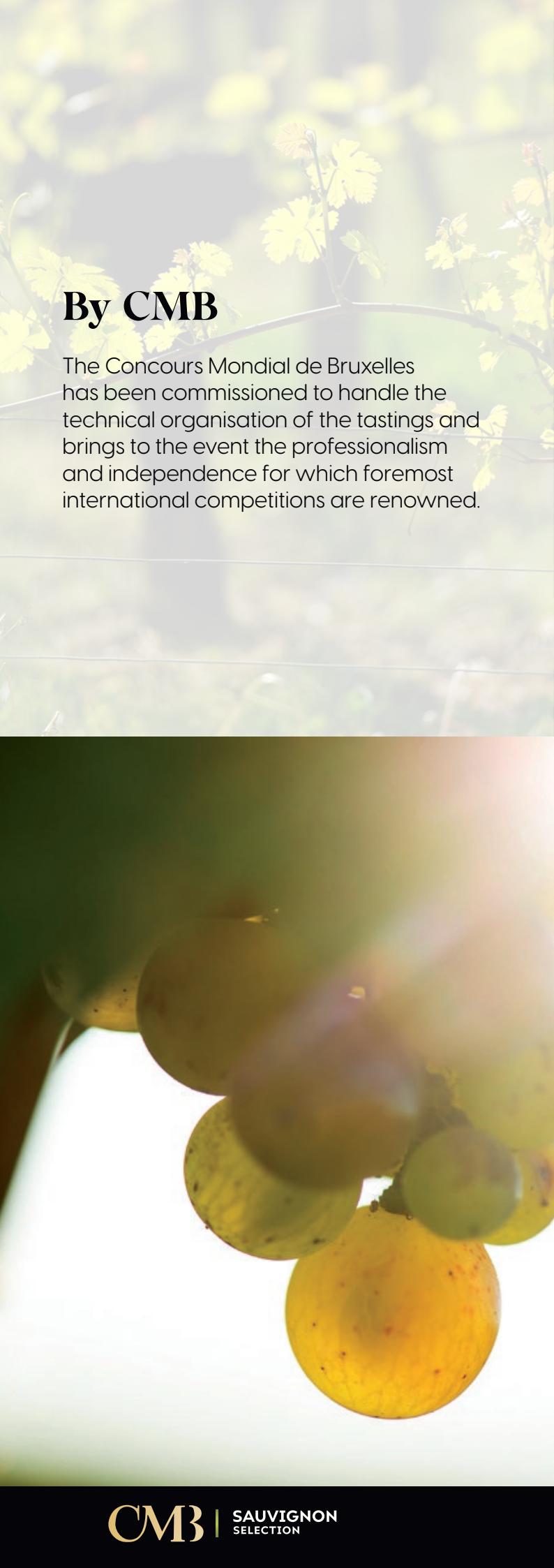


The criteria

The competing products are tasted and rated using the tasting criteria developed by the technical department at the Concours Mondial based on the model designed by OIV and the International Oenologists Organisation. The criteria cover the following aspects:

- Visual: clarity, appearance and, where appropriate, effervescence
- Aroma: intensity, condition and quality
- Flavour: intensity, condition, quality and persistence

The score for each criterion is weighted and defines the overall rating of each entry. A wine defined as 'excellent' across all criteria will be awarded the maximum rating of 100 points.



Why Sauvignon blanc ?

Sauvignon blanc has in recent years become an extremely popular grape variety in the international marketplace. Driven by New World producer countries, primarily New Zealand, the varietal has become a benchmark in terms of freshness, elegance and seamless food pairing experiences.

For many consumers who were familiar with the prestigious appellations made from Sauvignon blanc but not with the varietal itself, this rise to prominence has been a real eye-opener. The lack of a dedicated competition for a wine witnessing surging demand due to its impeccable ability to meet the expectations of demanding consumers, was a void waiting to be filled.

Also, with a varietal so perfectly mirroring a sense of place and showing huge variations depending on climate and origin, the international scope of the competition is pivotal to its success. The varietal is a true reflection of vintage and terroir effect.

The competition's objectives are therefore to:

- 1/ promote Sauvignon blanc wines;
- 2/ boost production and sensible drinking of Sauvignon blanc wines;
- 3/ introduce the public to the versatility and diversity of the grape variety.

The medals

At the end of the tastings, each entry is awarded a score out of one hundred resulting from application of the calculation formula. Only wines awarded the highest scores are eligible for the coveted medals.

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

The 'Revelation' trophies are awarded to products achieving the highest score in a specific category.

Each participating producer receives a full description of their wines which can be used for sales and marketing strategies. An aroma wheel and a detailed description of the wines can be downloaded at the end of the tastings.

«In recent years I have often encouraged our producers in Styria to participate in the Concours Mondial du Sauvignon – certainly among the most influential white wine competitions on the planet.»

Willi Klinger, Managing Director of the Austrian Wine, Marketing Board.



«The process really is highly professional. When you see a Concours Mondial medal sticker on a bottle you know it's going to be a good bottle»

Jeffrey Jenssen, wine writer, USA.



SAUVIGNON SELECTION

**FOR MORE INFORMATION AND/OR ACCREDITATIONS,
PLEASE FEEL FREE TO CONTACT US**

Benoit Carion (Press & PR Manager) benoit.carion@vinopres.com
Quentin Havaux (Director) quentin.havaux@vinopres.com

Sauvignon Selection by CMB - Vinopres SA
Rue de Mérode 60, 1060 Bruxelles (Belgique)

You can also find Sauvignon Selection by CMB on:



@sauvignonselection

www.sauvignonselection.com