

Challenge International du Vin

Discovering new Talents!

2022 EDITION
8 & 9 April

*The oldest International Wine & Spirit
Competition organised in France*

PRESS KIT



ALCOHOL ABUSE IS DANGEROUS FOR YOUR HEALTH - CONSUME IN MODERATION

www.challengeduvin.com



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"In this 46th edition, our competition affirms its vocation to reveal talent in the heart of the Alsatian vineyard. Bringing together professionals and enthusiasts around this great terroir and its multifaceted wines, we take on the role of talent enhancer. The invitation is launched. Let's meet again on April 8 and 9 for a journey through these internationally renowned terroirs, let us take a fresh look at them in order to better capture them in all their diversity, their complexity, their evolutions and their still unknown treasures!

After these difficult years, it is with renewed desire and curiosity that we invite you to join us.

We look forward to seeing you again to experience encounters and discoveries together, "



Jean-Philippe PRICART,
President of Challenge International

A stylized, handwritten signature in white ink, which appears to be "JP", located in the lower right quadrant of the page.

CONCOURS DES VINS



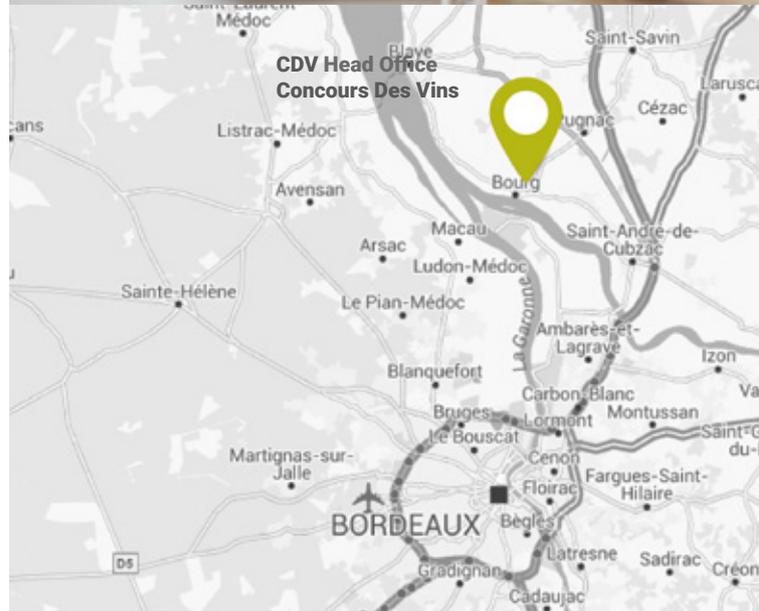
Since 1976, the CDV (Concoars des Vins) has supported and promoted wine production through two fully independent international wine and spirits competitions.

A bridge between winemakers and consumers for 46 years, the association has been organizing **Challenge International du Vin** since 1976 and **Citadelles du Vin** in different formats since 1981. The CDV is committed to supporting and promoting the quality and the diversity of wines and spirits from around the world.

Thanks to a large majority of foreign wines competing in these two annual competitions as well as the post promotion of the laureates, these medals benefit from an indisputable recognition both from French and foreign consumers.

Every year, up to 5,000 wines are delivered to CDV cellars in Bourg near Bordeaux (Gironde). They are then anonymized and prepared for the competitions thanks to the support and the involvement of a hundred members and 6 full time employees who put their know-how and resources at the service of the producers of the wine-growing regions of the world.

In 2020 and 2021, the Challenge International du Vin competition was held, despite the difficulties due to the COVID-19 pandemic. Thus the 2021 Honorary President, Mihail Druta, also president of the Moldovan Sommeliers Association, was unable to make the trip to Bordeaux. By rallying energies and resources, the organisers were able to celebrate wines from around the world while respecting and adapting to the health standards that were in place, so that everyone could enjoy the event: wine growers, tasters, enthusiasts and other players in the sector.



CDV Head Office
Chais de Portier 33710 BOURG - France

CONCOURS DES VINS



www.challengeduvin.com



CITADELLES DU VIN
RECONNAISSANCE DE L'EXCELLENCE

www.citadellesduvin.com

CHALLENGE INTERNATIONAL DU VIN

DISCOVERING NEW TALENTS

A first-class international competition

Since its creation in 1976, the Challenge International du Vin has totaled 162,392 wines in the running and awarded 44,885 medals. One of the largest international wine and spirits competition organised in France, the Challenge International du Vin remains independent because it is not affiliated with a press or commercial group.

Each year, the competition welcomes 700 tasters to sample nearly 4,000 wines (regardless of vintage and ready to market) from some thirty countries. Challenge International du Vin showcases a great diversity of products of viticultural origin from red, rosé, white, dry, sweet, fortified or sparkling wines and spirits (of grape origin only) and of course organic wines.

Independence and recognition

Approved by the European Community since 1986, the Challenge International du Vin is a completely independent competition governed by the rules of the "International Code of Oenological Practices of vine and wine". which guarantee that the wines and spirits are tasted anonymously.

Wine growers, oenologists, distributors, informed oenophiles, a total of 700 professionals make up the competition juries giving it an international character and real diversity. Each jury is made of 4 members with a representative from all categories, from producer to experienced consumer. This distribution ensures that the winning wines and spirits reflect market taste and trends.

During two days, the samples are tasted at the Bordeaux Congress Centre according to a procedure with the most rigorous methods. The credibility of the medals awarded by the competition is due to the respect of the strictest rules concerning the tasting conditions but also the presentation of the wines and the rigor of the rating.

Strict and optimal tasting conditions

To preserve anonymity, each bottle is coated with a black heat-shrinkable packaging and a neutral cap. Specially created for Challenge International du Vin, the "Universal" tasting glass, allows an optimal tasting by highlighting the qualities without masking possible defects.

The rating is established according to five selection criteria: dominant olfactory type, dominant structure, potency, age, development. Two days of blind tasting result in the designation of laureates, representing around 30% of the wines present, with the awarding of Gold and Silver medals, as well as Special Prizes.

Every effort is made to allow winemakers to measure their work with tasters and to understand the expectations of consumers.



Universal Glass

A COMPETITION, POWERFUL TOOL FOR COMMUNICATION

Communication lever

- Media relay in **Sommeliers International**, essential wine magazine for professionals and wine lovers
- Promotion in **Social Medias** (Facebook, Twitter, Instagram, Youtube), as well as an optimum diffusion of the laureates' publications among the CDV's community thanks to an international digital monitoring
- Communications relay to **buyers** and **international press** via CDV database

Marketing accelerator

To help producers in a difficult situation, the Challenge International du Vin initiated a collaboration with **Plugwine** during its previous edition. This year, the partnership with this platform continues, providing them with tools and services to digitalise their business and to promote the distribution of their wines through **direct online sales** to **individuals** and **professionals**.

In addition to the creation of a site and/or an online store, producers benefit from referencing on PlugwinePro (database of more than 10,000 buyers in France / Belgium / Germany) or on Plugwine distribution (flagship marketplaces). All options remain "à la carte". A great opportunity to build or expand their customer database.

The 2022 Special Prize laureates will be offered one year of Plugwine membership. All the other winners of this edition will benefit from a 25% reduction.

Additional information on [Plugwine](#) is available online.

The promotion tools

Because of the great number of wines in the running, the diversity of the composition of the juries and the rigor of the tastings, the awards received at the Challenge International du Vin, medals and Special Prizes, make for powerful promotional tools.



Adhesive medals recognised all over the world



Official diploma of the competition



Géographique visual display of each tasting comment. Offered to all participants and available in the Producers private space.



Medal struck by the Paris Mint

Offered to all our Special Prize laureates. On order for every other laureate.

Obtaining a medal is a recognition and a pledge of undeniable quality for winegrowers but also a plus for French and foreign consumers, often lost when confronted with abundant supply.

2022 EDITION

SPECIAL PRIZE Alsace Wines: singularity and diversity highlighted

©ZVARDON-ConseilVinsAlsace

Known worldwide and stemming from a centuries-old tradition, the Alsatian vineyard is immersed in Germanic and Roman influences. Its slopes stretch from north to south between the Rhine and the Vosges foothills. Sheltered by this mountain range, they enjoy a favorable semi-continental climate, both hot and dry. In autumn, the daytime heat gives way to a cool night, an alternation particularly favourable to the slow ripening of the fruits, as well as to the development of aromas.

The Alsatian vineyards stand out with an extreme diversity of soils, subsoils and microclimates. These give rise to diversified grape varieties, rich in a multitude of nuances and promising wines with singular signatures, supervised since 1962 by the AOC Alsace.

The king grape variety, riesling (21.9%) and the invaluable pinot blanc (21.2%), sylvaner (7.5%) and muscat from Alsace (2.3%) offer an incomparable range of fresh and dry wines, counterbalanced by the power and intensity of pinots gris (15.4%) and gewurtztraminer (19.4%).

Sweet wines from late harvests and a selection of noble grapes complete the Alsace and Alsace Grands Crus appellations with their sweet nuances, not to mention the rosé and red versions of the local Pinot Noir (9.9%).

Recognisable by their tall, slender flute bottles, Alsace wines differ from other French wines by the mention of their grape variety, owner, vineyard or village on their label.

90% white, Alsatian wines come from an annual production of 150 million bottles on an area of 15,500 ha, including 2,200 ha farmed organically (14%), which is 4.5% of the Alsatian agricultural area. The region has 4,000 wine growers divided between cooperative members (48%), bulk sellers (35%), independent winegrowers (16%) and merchant producers (1%).

For its 46th edition, the Challenge International du Vin focuses on the 6th largest wine-growing region in France and on the work of its producers. These two days of

tasting are to be experienced as a walk on the emblematic Alsace wine route, discovering the remarkable offer of distinctiveness and typicity of the vineyards located from Thann in the south to Marlenheim in the north, not to mention the Wissembourg sector.



©ChezElles-ConseilVinsAlsace

THE CATEGORIES OF THE SPECIAL PRIZES 2022

- **Alsacian wine** Special Prize
(wine area put in the honour this year)
- **Organic Wine** Special Prize
- **Blaye or Blaye Côtes de Bordeaux** Special Prize*
- **Côtes de Bourg** Special Prize*
- **White Wine** Special Prize
- **Rose Wine** Special Prize
- **Red Wine** Special Prize
- **Sparkling Wine** Special Prize

*tribute to the birth wine areas of the competition organization

PRACTICAL INFORMATION

• 2022 AGENDA •

Competition dates
8 and 9 April 2022

Registrations
from 15 November 2021 until 8 February 2022

Online registrations
www.challengeduvin.com

Samples delivery deadline
15 February 2022

Online results
15 April 2022

COMPETITION REGISTRATION FEES

93 €	for 1 registered item
83 €	by item, for 2 registered items
73 €	by item, for 3 or more registered items



BRAND GUESTS

Caroline FURSTOSS, Honorary President 2022

Elected sommelier of the year in 2014, Caroline Furstoss is a member of the "Revue du Vin de France" tasting committee, also in charge of writing the Alsace section of the "Guide to the best wines in France RVF".

Originally from this region, she obtained a sommelier qualification in 2003, from the Alexandre Dumas hotel school in Illkirch. Her career, punctuated by contracts at renowned establishments, begins in Alsace at the Auberge de l'Ill in Illhaeusern, before continuing at the Restaurant du Hameau Albert 1^{er}, at Apicius, at the Méridien de Dubaï, at the Shangri-La Paris and with Jean François Piège as head sommelier.

Surrounded by digital specialists, Caroline Furstoss founded the Sommelier Particulier website in 2016, which she runs with a renowned young generation of sommeliers. This unique team on the web advises individuals and professionals on their wine purchase and the constitution of their cellar.



Photo : <https://www.sommelierparticulier.com/>

With the same entrepreneurial spirit and with two other partners, she launched the ecological cleansing lotion Red-and-Ready in 2019, which allows jurors and professional tasters to regenerate their taste buds saturated by tannins during repeated tastings of red wines.

Honorary Presidents from previous years



Jacques ORHON



Philippe FAURE-BRAC



Paz LEVINSON



Andreas MATTHIDIS



Mihail DRUȚĂ

Honorary Guests from previous years



Henri SANNIER



Vincent FERNIOT



Bernard MONTIEL



Liane FOLY



Clovis CORNILLAC

CELEBRITIES' WINES AWARDED AT THE COMPETITION



Drew Barrymore

Barrymore

California

2011 vintage

Gold Medal – 2012

Challenge International du Vin



Gérard DEPARDIEU

Confiance

Blaye Côtes de Bordeaux

2004 vintage

Silver Medal – 2007

Challenge International du Vin



Zhao WEI

L'Excellence du Château Montlot

St Emilion Grand Cru

2009 vintage

Gold Medal – 2012

Challenge International du Vin



Pierre RICHARD

Château Bel Evêque

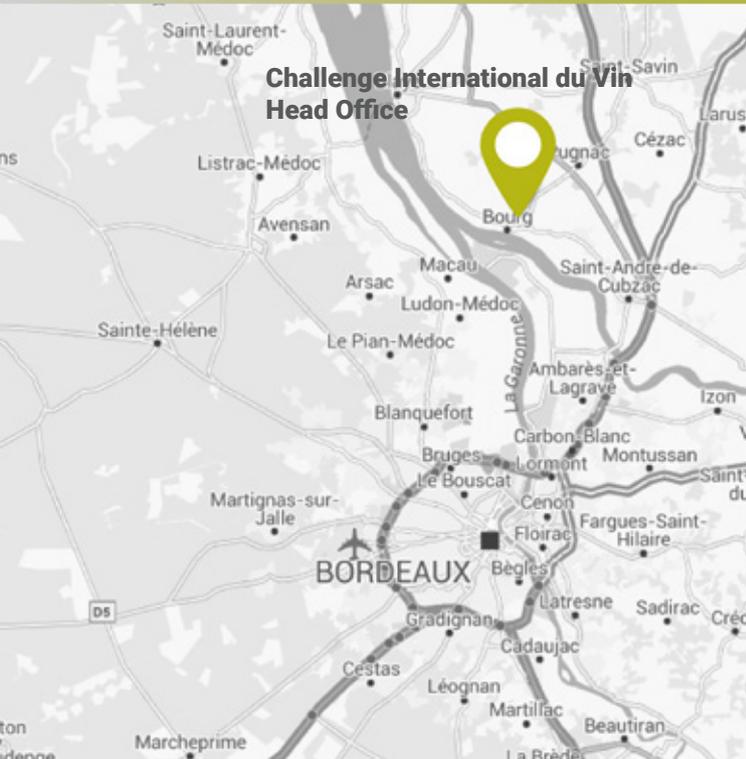
Corbières

2012 vintage

Bronze Medal - 2015

Challenge International du Vin

PRACTICAL INFORMATION & CONTACT



**Challenge International du Vin
Head Office**

Information and registration

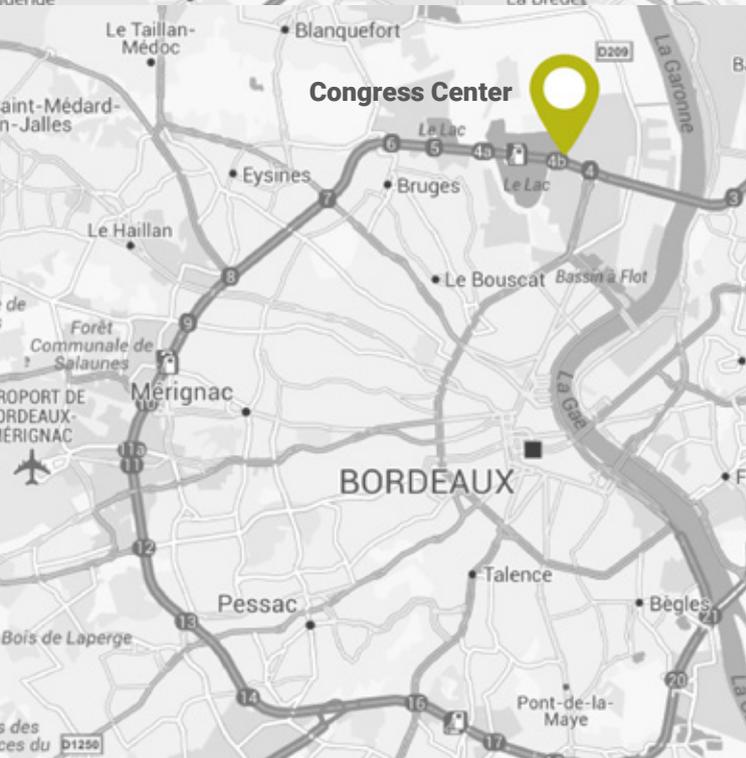
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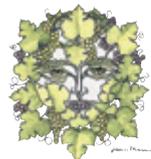
Head Office

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Congress Center



**Challenge
International du Vin**
Révéléateur de Talents !

46th Edition

8 & 9 APRIL, 2022
AT THE CONGRESS CENTER
Avenue Jean Gabriel Domergue,
33300 Bordeaux

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THE COMPETITION PARTNERS

