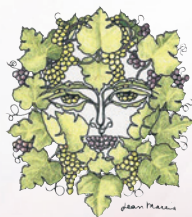


# Challenge International du Vin

MADE IN BORDEAUX



**PRESS KIT**  
2024  
EDITION



WORLD TASTING COMPETITION



[challengeduvin.com](http://challengeduvin.com)





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“

*2024 will mark our 48<sup>th</sup> edition. For nearly half a century, we have been working in the Bordeaux vineyards and showcasing the city at the international level! Our desire to pay tribute to the region's winegrowers is reflected in this year's edition, which will highlight the Bordeaux and Bordeaux Supérieur denominations.*

*Join us on 26 and 27 April for wonderful tastings and fruitful discussions in the run-up to the announcement of the award-winning wines. We are expecting great talent and surprises once again! Inaugurated in 2023, the “Coup de Coeur des Chefs” award is returning in 2024, confirming our desire to open up new market opportunities for the competition's laureates.*

*We can't wait to meet you over two exciting days filled with discoveries.*

”



Jean-Philippe **PRICART**,  
*President of Challenge International*

# CONCOURS DES VINS



Since 1976, the CDV association (Concours Des Vins) has supported and promoted wine production through two entirely independent international competitions targeting producers from around the world.

A bridge for winegrowers and consumers for 46 years, the association has organised the Challenge International du Vin since 1976 and, under a different format the Citadelles du Vin since 1981.

The CDV is committed to showcasing and promoting the quality and diversity of wines from around the world.

Thanks to a great diversity of French and foreign wines competing at these two annual events our medals are incontestably recognised by global consumers.

Every year, as many as 5,000 samples arrive at the CDV's cellars in Bourg near Bordeaux. Once here, they are anonymised and prepared for the competition with the support and hard work of 5 full-time employees and 60 members who draw on their expertise to assist winegrowers throughout the world.

The competition's organisers mobilise energy and resources in a bid to celebrate global wines in the best conditions for the enjoyment of winegrowers, tasters, aficionados and other players in the sector.

#### CDV Head Office

Chais de Portier 33710 BOURG - France





# CHALLENGE INTERNATIONAL DU VIN

## « *Made in Bordeaux* »

### A first class international competition

Since its creation in 1976, the Challenge International du Vin has totaled **168,237 samples in the running and awarded 46,654 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**. The 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 organic wines.

### A “Made in Bordeaux” competition

Without compromising on the high standards leading to its annual list of international winners, the Challenge International du Vin is firmly rooted in the Bordeaux region, an attachment confirmed with this new baseline. Launched in 1976 in the heart of the vineyards, this historic wine competition has been held in Bordeaux since 2017, a stone’s throw from the Cité du Vin wine museum. Keen to promote wines from all over the world, the Challenge International du Vin pays homage to the ancient winegrowing expertise transmitted from one generation to the next.

### Independence & Recognition

Approved by the European Community since 1986, the Challenge International du Vin is a completely independent competition which complies with regulations in force, including that all the samples are tasted anonymously.

Wine growers, oenologists, distributors, informed oenophiles, a total of **700 tasters** from some 20 different countries 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 reflect market taste and trends.**

During two days, the samples are tasted in Bordeaux 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.

### 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 at most one-third 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

# CHALLENGE INTERNATIONAL DU VIN

## *Powerful tool for promotion & communication*

### 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.

Obtaining a medal is a great recognition, as well as an indisputable proof of quality for the winemakers, as well as a great asset for the French and foreign consumers, often confused due to a too vast choice of wines.

### Communication lever

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



Adhesive medals recognised all over the world



Official diploma of the competition



Medal struck by the Paris Mint

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



œnographic

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



# 2024 EDITION

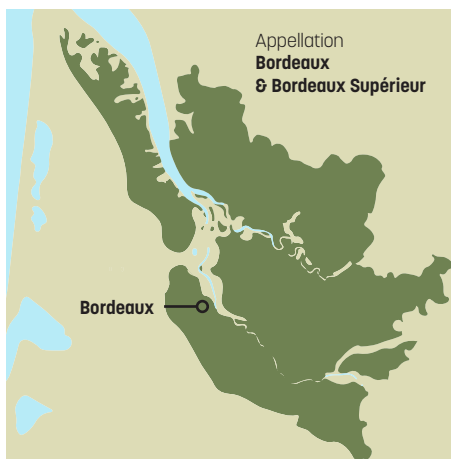
## Showcasing Bordeaux & Bordeaux Supérieur PDOs

**Staying true to its Bordeaux roots, the 48<sup>th</sup> edition of the Challenge International du Vin will showcase the Bordeaux and Bordeaux Supérieur appellations.**

The Bordeaux and Bordeaux Supérieur PDOs are two historic and emblematic appellations of the Bordeaux region. Spanning nearly 60,000 hectares, they represent more than half of the Gironde vineyard. Since their creation in 1936, these appellations aim to highlight the diversity of the region's terroirs and the expertise of local winemakers.

Benefiting from an oceanic climate and planted on clay, clay-limestone, sandy and gravelly soils, the Bordeaux and Bordeaux Supérieur appellations produce a wide variety of wines that meet consumer expectations worldwide, with 55% of sales generated through exports.

The Bordeaux and Bordeaux Supérieur appellations produce red, rosé, Clairet and white wines. The majority of these wines are blends made from the region's characteristic grape varieties: Cabernet Sauvignon, Merlot, Cabernet Franc and Petit Verdot for red wines; Sémillon, Sauvignon Blanc and Muscadelle for white wines.



Although they are from the same region and equally committed to local expertise, red Bordeaux Supérieur PDO wines differ from other Bordeaux wines in that they are often made from older vines with lower yields and have a minimum ageing requirement of nine months.

### SPECIAL PRIZES 2024

*Distinguishing 1 gold medal-winning wine in each of the following categories:*

<b>Bordeaux Red</b> Special Prize	<b>Blaye &amp; Blaye Côtes de Bordeaux*</b> Special Prize
<b>Bordeaux White</b> Special Prize	<b>Côtes de Bourg*</b> Special Prize
<b>Bordeaux Rosé</b> Special Prize	<b>Red Wine</b> Special Prize
<b>Bordeaux Clairet</b> Special Prize	<b>White Wine</b> Special Prize
<b>Bordeaux Supérieur Rouge</b> Special Prize	<b>Rosé Wine</b> Special Prize
<b>Organic Red Wine</b> Special Prize	<b>Sparkling Wine</b> Special Prize
<b>Organic White Wine</b> Special Prize	

\*tribute to the birth wine areas of the competition.

### KEY FIGURES

#### 7 PDOs

**Bordeaux Red**  
[59% of the production]

**Bordeaux Supérieur Red**  
[23%]

**Bordeaux White**  
[8%]

**Bordeaux Rosé**  
[6%]

**Bordeaux Supérieur White**  
[2%]

**Bordeaux Clairet**  
[1%]

**Bordeaux Crémant**  
[1%]

**Fine Bordeaux**  
[20 hectolitres]

#### PRODUCTION

**3,36 million**  
of bottles per year

**53%**  
of Gironde's vineyards

**45%**  
sold in France

**55%**  
sold abroad

Oceanic climate and clay,  
clay-limestone, sandy  
and gravelly soils.



# THE “COUP DE CŒUR DES CHEFS”



**Following the success of the first edition, the “Coup de Cœur des Chefs” is returning in 2024. This innovative approach aims to broaden the scope of the competition’s initial mission by helping producers find new market opportunities for their award-winning wines.**

To do so, the Challenge International du Vin has forged partnerships with Michelin-starred hotels and restaurants in the Nouvelle-Aquitaine region in Southwest France. At the end of the competition, representatives of these fine dining establishments will vote for their Favourite wine among the 2024 Special Prizes during a blind tasting.

Each chef will then propose a dish to pair with the wine, eventually creating a full-course menu. The highlight of this event: a big gala

evening featuring this exquisite, jointly-composed menu, attended by the chefs, the winning winegrower and journalists.

This Prize confirms the Challenge International du Vin’s status as the only tasting competition aiming to provide its expertise to restaurateurs, while returning to the fundamental purpose of wine: to be enjoyed with food!



*2023 edition at the Hôtel Château Grand Barrail in Saint-Emilion.*



# BRAND GUESTS



**Cyrille Bleeker,**  
Honorary President  
**2024**

**A Master Sommelier at the Union de la Sommellerie française (U.D.S.F.), Cyrille Bleeker is also a member of the Technical Committee of the "Best Sommelier of France" Commission. Since 2011, he has worked as an academic coordinator and sommellerie tutor at the CAFA Wine School in Bordeaux since 2011.**

Originally from the Bordeaux region, he trained in sommellerie and hospitality before starting to work at the end of the 80s as chief sommelier assistant (demi chef sommelier) at Fouquet's and Pavillon Élysée Lenôtre fine dining restaurants. There, he was trained by Olivier Poussier (World Best Sommelier 2000). He then worked as head sommelier at Lucas Carton, a prestigious three-Michelin-starred establishment.

The sommelier then became head waiter and cellar manager for the Minister of Civil Service and the Minister of Communication. Back to Bordeaux, he worked from 1997 to 2007 as sommelier and head waiter at the Le 20 wine bar at the Mercure Cité Mondiale hotel in Bordeaux. Afterwards, he spent two years as a director in charge of wine tourism and the shop at Château Pape Clément.

Cyrille Bleeker is a fervent advocate of the Bordeaux wines, what our competition has in common. Based on his expertise, he will back us in the designation of the 5 Bordeaux Special Prizes showcased.

## HONORARY PRESIDENTS FROM PREVIOUS YEARS



Philippe **FAURE-BRAC**

World's Best Sommelier in 1992 and President of the Union de la Sommellerie Française since 2006.



Paz **LEVINSON**

Best Sommelier of Argentina in 2010 & 2014, Best Sommelier of the Americas in 2015.



Andreas **MATTHIDIS**

Master sommelier and writer.

President of the Union of Greek Sommeliers.



Mihail **DRUȚĂ**

President of the Association of Sommeliers of Moldova.



Caroline **FURSTOSS**

Sommelier of the year 2014 and co-founder of Sommelier Particulier



Jean-Christophe **OLLIVIER**

Sommelier of the year in 2011 by Gault & Millau Switzerland Chair of the Sommeliers d'Aquitaine association since 2016.



# PRACTICAL INFORMATION

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## COMPETITION REGISTRATION FEES

<b>93 € excl. taxes</b>	for 1 registered item
<b>83 € excl. taxes</b>	by item, for 2 registered items
<b>73 € excl. taxes</b>	by item, for 3 or more registered items

## 2024 AGENDA

### Registration:

From 13 November 2023  
to 11 March 2024

### Online registrations:

[www.challengeduvin.com](http://www.challengeduvin.com)

### Sample delivery deadline:

18 March 2024

### Competition dates:

26 and 27 April 2024

### Online results:

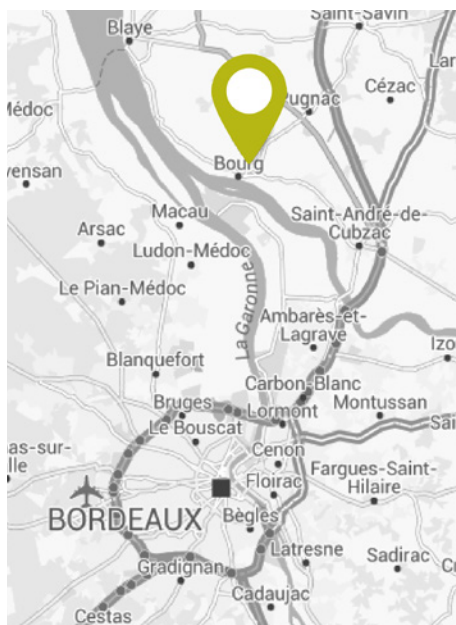
3 May 2024

# PRACTICAL INFORMATION

**48<sup>TH</sup> EDITION**  
**26 & 27 APRIL 2024**

Palais des Congrès  
in Bordeaux

**Head Office of Challenge  
International du Vin**



**Palais  
des Congrès**



**INFORMATION  
AND REGISTRATION**

[www.challengeduvin.com](http://www.challengeduvin.com)



Béatrice **BLACHIER**

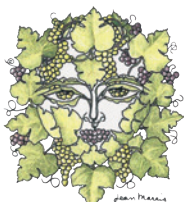
*Events and Promotion Coordinator*

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Challenge  
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du Vin

MADE IN BORDEAUX



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[info@challengeduvin.com](mailto:info@challengeduvin.com)



# THE COMPETITION PARTNERS

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**SommelierS**  
INTERNATIONAL



**ISVV**  
INSTITUT DES SCIENCES  
DE LA VIGNE ET DU VIN  
BORDEAUX AQUITAINE

**KEDGE**  
WINE SCHOOL



WINE  
SCHOOL

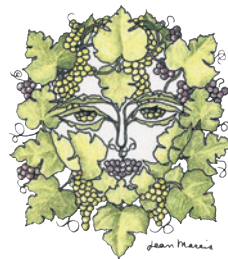


**MT**  
conseils



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[www.challengeduvin.com](http://www.challengeduvin.com)

