

VINALIES COMPETITION
Let's highlight your work!



competitions organised by

œNOLOGUES
DE FRANCE



PRESENTATION
FILE

Vinalies Competition

The Vinalies are a series of **professional wine competitions** created and organised by the **Œnologues de France**. Among the most important and influential in the world, the Vinalies competitions are **a reliable source of recommendations and reference** for all wine lovers. Our competitions are **a real link between our know-how**, they allow the promotion of your wines, the work of your team and our most beautiful terroirs.



ANECDOTE VINALIES

In ancient Rome, the **Vinalies** were two celebrations consecrating the coming harvest (Vinalia rustica) and the best new wines worthy of being offered to the gods (Vinalia priora). For **nearly 40 years**, the **Œnologues de France** have been reviving this tradition by **selecting the best wines** and terroirs from all over the world, through competitions, their **expertise** and their **knowledge of the markets**.

KEY FIGURES :

+7000 Wines tasted in competitions

40 years of experience and know-how

2 Competitions complementary

+20 Nationalities represented by our competition judges

THE PRESS IS TALKING ABOUT US:

RAYON BOISSONS
Le spécialiste des boissons en grande distribution

Si SommelierS
INTERNATIONAL

LA REVUE DU
vin
DE FRANCE

france
inter

Les Echos
Vitisphere

AFP
DÉCISION
boissons

Why participate?

1

TASTINGS BY A PANEL OF OENOLOGISTS & WINE EXPERTS

Our French and international tasters are selected among **oenologists and professionals recognised** for their tasting skills. The **diversity of our tasters** allows a **fair evaluation** of the wines with specialists of each wine region, the typicity of the wines and with a **knowledge of the markets**.

2

SERIOUSNESS AND KNOW-HOW OF ALMOST 40 YEARS

The Vinalies are **professional competitions** where the wines are tasted blind in complete impartiality within a homogeneous tasting series. The tastings are carried out in **a unique glass, created by the Œnologues de France, the OenoXpert**, a glass optimised for an objective appreciation. As a **guarantee of quality**, our 2 international competitions benefit from an ISO9001 **certified organisation** and are organised **under the patronage** of the Organisation de la Vigne et du Vin (OIV), the Union Internationale des Œnologues (UIOE) and are members of **VINOFED** (World Federation of Major International Wine and Spirits competitions).

3

PROMOTING YOUR WINES: COMMUNICATION TOOLS

The tasting **comments are written by the oenologists** who are members of the juries after discussions between the juries. This is a **specific feature of our competitions** for Gold and Grand Gold medals. This gives you access to language elements that reflect the aromatic profile of your wine to be used on all your communication media. New this year, a **media kit** is **available for promoting your wines** on your social networks.

4

BENEFIT FROM AN INTERNATIONAL NETWORK

Strong viral communication and press relations are carried out throughout the period of the Vinalies competitions, in particular **to promote our prizewinning wines** to professionals and players in the sector. Inviting tasters from the press and influencers also helps to promote the competitions and the medal-winning wines in France and abroad.



OUR VINALIES COMPETITION OFFER

OUR 2 INTERNATIONAL COMPETITIONS



2 TO 5 MARCH - BORDEAUX

Registration : october 27 to february 3

Sending samples: 2 January to 8 February 2023

For your export markets

- Open to all **wines and spirits of the world**
- Jury composed of œnologists/experts from all over the world
- In 2022: **Gold represented 48%** of the medals awarded

KEY FIGURES:

+ 120

TASTERS

+ 2500

SAMPLES

+ 40

COUNTRIES REPRESENTED

29ÈME ÉDITION



19ÈME ÉDITION



1 TO 3 APRIL - MARSEILLE

Registration : october 27 to march 3

Sending samples : 16 January to 10 march 2023

For your export markets

- Open to all **rosé wines of the world** only
- Jury composed of œnologists/experts from all over the world
- In 2022: **Gold represented 33%** of the medals awarded

KEY FIGURES:

+ 60

TASTERS

+ 1200

SAMPLES

+ 35

COUNTRIES REPRESENTED

Conduct of the competition

TASTING AND SCORING

The wines entered in the competitions are divided into homogeneous tasting series according to their type, colour and typicity. These series are then distributed among the different tasting tables. All wines are anonymised beforehand in order to be tasted blind.

Each jury table is chaired by a French oenologist who supervises their tasting series. Each wine is evaluated using the OIV's rating sheet, and each wine is then given an average score out of 100, which is used to award it a medal or not, according to a very precise scale:

85 to 88/100: SILVER medal

89 to 92/100: GOLD medal

93 to 100/100: GRAND GOLD medal

As the competition is entirely computerised, the results of our competitions are secure and incontestable.

At the end of the competition, a special prize: "Palme des Vinalies" is strictly awarded to the best Grand Gold score in well-defined categories.



Your rating/100 on
the Grand Gold Medal

Impact of a medal



A survey conducted by Viavoice showed that **"medals reassure 76% of consumers"** during the act of buying and encourage 7 out of 10 people to buy the medal-winning wine". A real guarantee, the **Vinalies medals** are a **reliable reference** that allows you to :



**BOOST
YOUR SALES**

"I am very satisfied and diligent because it is a serious competition and the comments are very relevant. The medals on the website have boosted my sales."

(Cave La Suzienne)



**REACHING
NEW
MARKETS**

"The Vinalies are a prestigious competition recognised and a guarantee of quality. The medal is a real argument for our wine."

(Yvon Mau Company)



**DEVELOP
YOUR
AWARENESS**

"I love the comments of the Vinalies, it is the image of my wine seen by the professionals."

(Château Haut-Barrail)



**CERTIFY
THE QUALITY
OF YOUR WINES**

"A medal at the Vinalies is a proof of quality"
(Champagne Carreau)

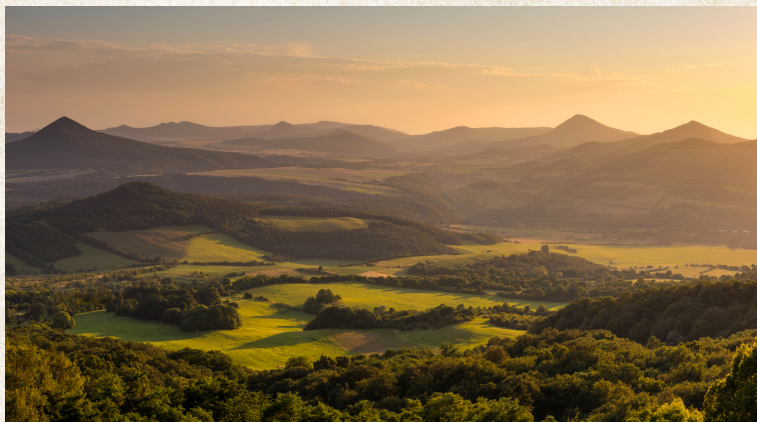


Producers' testimonies



"The Vinalies International competition is very valuable for the Slovak wine lover. It is great to have the opportunity to compare Slovak wines with foreign and French wines, which have an incredibly high credit. The exceptional quality of the competition and the resulting awards help the winemaker to promote and sell his wines. Tasting comments are important for the winemaker, as this possibility is not usual in most competitions. The verbal description of the medal-winning wines by an international jury is an invaluable added value of the Vinalies Internationales. The asset of the Vinalies competitions for the Slovak market is the Vinalies medal."

Martin Pomfy, Slovakia
MARTIN POMFY - MAVIN



"Today, when there are many competitions, it is important to focus on those with traditionally high standards. The scrutiny of a professional international jury at the Vinalies Internationales and the awards received are of great importance because of the anonymous judging in competition with the entire wine world. The prestige of the competition then contributes to the media impact of the award. It is an important source of information on trends in the wine world. An award won at the Vinalies Internationales helps sell that award-winning wine, but also raises the profile and visibility of our winery's brand."

Josef Valihrach, Czech Republic
VINAŘSTVÍ JOSEF VALIHRACH

"An award at the Vinalies Internationales, in France, allows me to promote my wines to my customers and to gain their trust. My real and personal participation as a member of the jury convinced me of the high professionalism and independence of the Vinalies Internationales. In Slovakia, wine consumers have a good knowledge of this competition and therefore, for me, it is a competition where my wines should not be absent. A customer who sees a high award from France, from a wine country, and knows that this wine has been judged by professionals, trusts this award. The sale of our high-scoring wines has been a real boost for the development of our vineyard. This is why I can only recommend participation in the Vinalies International competition."

Jaro Macik, Slovakia
TOKAJ MACIK WINERY

Promotion of results

PR CAMPAIGN

For each award, a press release is produced with our press agency, which distributes it widely to the professional and specialist press.



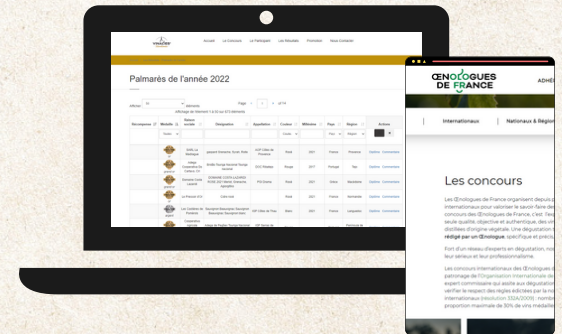
REVUE FRANÇAISE D'ŒNOLOGIE

A page is reserved in the Revue Française d'Œnologie to highlight the award-winning wines and producers.



MENTION ON OUR WEBSITES

Competition news and awards are available on our competition websites and relayed on the official website of the Œnologues de France



SOCIAL NETWORKS OF THE ŒNOLOGUES DE FRANCE

All competition highlights and awards are published on all our social networks

 + **than 8000** Subscribers

 + **than 550** Subscribers

 + **than 180** Subscribers

 + **than 130** Subscribers

 + **than 5600** Subscribers

**ŒNOLOGUES
DE FRANCE**

COMMUNICATION FROM THE ŒNOLOGUES DE FRANCE

Competition news and results are distributed to our entire professional network

+ **than 28 000 contacts**



Promote your wines

Boost your sales
and your reputation
with the Vinalies tools

DIPLOMA AND CERTIFICATE

In addition to a tasting report, a diploma and medal certificate is available for each award-winning wine.



TASTING COMMENTS

For each Gold and Grand Gold medal, a commentary is written by an oenologist who is a member of the juries. Each comment is then proofread and corrected for publication online within one month after the competition. The commentary is then available for download only and can be found on the medal certificate of your wine as soon as the comments are published.

MEDIA KIT

New for 2023! To assist you in your post-competition communication, we have put together a media kit that gives you all the cards to communicate: download the templates and use them on your networks to promote your medal-winning wine.



MEDAL FILE JPG & PNG

The file of the medals obtained is available in jpg and png format on request for use in your communications and networks.



Your score/100 is displayed on the Grand Gold Medal (points from 93 and 100)

MEDAL AND REPRODUCTION

medals and rights to reproduce the medal on your labels are available for purchase. Order badges and stand out to your buyers and distributors.



SPECIAL PRIZES

At the end of our 2 international competitions, various special prizes are awarded : the Palmes des Vinalies (by the Vinalies organisation) and the VINO FED Prizes (by VINO FED members). These special prizes are an additional highlight of the best wines and producers of the competition.

More about VINO FED
> www.vinofed.com

How to register?

1 CREATE/LOGIN TO YOUR ONLINE ACCOUNT

Visit our websites:

- **Vinalies Internationales:** www.vinalies-internationales.com/en/
- **Vinalies Mondial du Rosé:** www.mondial-du-rose.com/en/

> Check your account information (email, contact, etc.) to make sure you receive our communications and the various information related to the competitions

2 REGISTER FOR THE DESIRED COMPETITION

Once in your account, choose the competition you wish to enter. Fill in a registration form for each wine you wish to present in the competition. Be careful to fill in the various data requested and not to make any mistakes.

3 PREPARE THE DOCUMENTS FOR YOUR REGISTRATION

As required by French legislation, each wine entered in a competition must be accompanied by various documents. Thus, for each of your registered wines, you must upload in each file :

- **An analysis bulletin including (COFRAC for France) :**
 - > Acquired alcoholic strength at 20°C in % vol.
 - > Alcoholic strength at 20°C in % vol.
 - > Sugars (glucose + fructose) in g/L,
 - > Total acidity in meq/L,
 - > Volatile acidity in meq/L,
 - > Total sulphur dioxide in mg/L,
 - > Overpressure in bars at 20°C for sparkling and semi-sparkling wines

- **The commercial label of the wine**

> Requested documents can be added at a later stage, until the registration deadline!

4 PAY YOUR REGISTRATION

The payment of your registration allows the registration of your file. Payment can be made directly online, by bank transfer or by cheque (cheque payable to EURL Œnologues de France, to be sent to Œnologues de France, 21-23 rue de Croulebarbe, 75013 PARIS)

ANY APPLICATION THAT IS INCOMPLETE (INFORMATION/DOCUMENTS) OR UNPAID AT THE END OF THE REGISTRATION PERIOD WILL BE REFUSED AND NOT REIMBURSED (IF APPLICABLE).

5 SEND YOUR SAMPLES

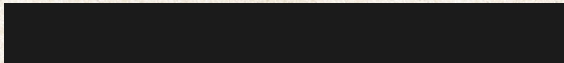
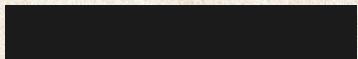
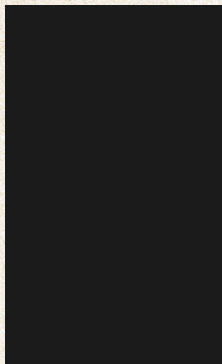
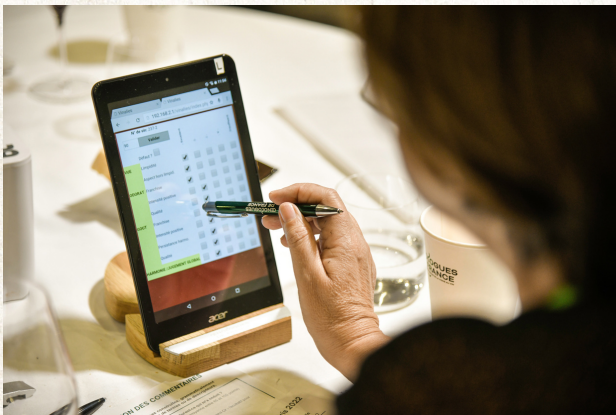
Send 4 bottles per reference entered, making sure to write the name of the competition on the box.

- Vinalies Internationales : from 2 January to 8 February
- Vinalies Mondial du Rosé : from 16 January to 10 March 2023

VINALIES PRICE LIST INTERNATIONAL COMPETITIONS 2023

Price per sample
*France: 20% VAT

From 27/10/22 to 27/11/22 SAMPLES Anticipated rates		From 28/11/22 SAMPLES Degressive rates 2023
1 à 5 samples	135€*HT	142€* HT
6 à 10 samples	129€* HT	136€* HT
11 à 15 samples	125€* HT	131€* HT
16 à 20 samples	123€* HT	129€* HT
21 et + samples	118€* HT	124€* HT





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ŒNOLOGUES
DE FRANCE

*Let's highlight
your work!*

contact : vinalies@oenologuesdefrance.fr
website : www.vinalies-internationales.com/en/
www.mondial-du-rose.com/en/



Sous le patronage de
**l'Organisation Internationale
de la Vigne et du Vin**

