



Press Release

## **OPENING OF APPLICATIONS FOR THE V D'OR, THE FIRST EDITION OF VINEXPOSIUM'S BUSINESS AWARDS**

**4 May 2023 - Announced at the 2023 edition of Wine Paris & Vinexpo Paris, the V d'Or awards will highlight the most ambitious and most responsible business initiatives in the global wine and spirits field. Professionals from the sector will have until 22 September 2023 to apply online. The V d'Or awards are expected to be presented on 11 February 2024, ahead of the inauguration of Wine Paris & Vinexpo Paris 2024.**

*"Highlighting the projects and achievements that build performance, responsibility, and community in the wine and spirits sector of today and tomorrow":* this is how Vinexposium, as an ally of wine and spirits professionals that unites the entire industry throughout the year, defines the goal of the V d'Or in 2024, the first iteration of Vinexposium's Business awards.

### **PRIZES OPEN TO ALL ACTORS WITHIN THE SECTOR**

To ensure that everyone can share their actions with the global wine and spirits community, Vinexposium decided to make strong commitment: opening applications to all professionals in the wine and spirits sector, both French and international, regardless of their size.

### **REWARDING INITIATIVES THAT CREATE TOMORROW'S BUSINESS**

To defend their initiative, the candidates are invited to complete their dossier online (on the site <https://www.vinexposium.com/vdor/>) in the category of their choice: best export strategy, best brand experience, best new business solution, best eco-friendly market launch, best joint initiative, and best heritage initiative. Candidates can present one or more initiatives; however, each project can be presented in only one category. The projects must necessarily have been implemented or officially announced after 1 January 2022.

### **THE SIX CATEGORIES**

Best export strategy

- *Rewards the best export growth strategy initiated by an actor within the wines and spirits industry: launch on one or more new market, growth on a new market.*

Best brand experience

- *Rewards the marketing strategy implemented by an actor within the wines and spirits sector with the goal of offering the consumer a memorable experience.*

Best new business solution

- *Rewards the new business solution that disrupts the market. A new business solution pertains to a service, tool, or digital offering aimed at developing the sale of wines or spirits.*

Best eco-friendly market launch

- *Rewards innovative, eco-friendly initiatives surrounding the market launch of a product: packaging, merchandising, retail, etc.*

Best joint initiative

- *Rewards the initiatives of a group of actors within the wines and spirits industry (appellation, region, or other collective) in promoting a winegrowing region or other collective project.*

Best heritage initiative

- *Rewards initiatives implemented to allow the sharing of expertise. These initiatives could just as easily involve the sharing of a skill, a process, or even a domain.*

## THE V D'OR COLLEGE

The V d'Or College, made up of international industry professionals, will carry out a preliminary selection of the finalists, allowing them to create the list of nominees by category. This list will be unveiled in autumn of 2023 at a press conference. A second selection phase will then take place, and the names of the winners will be announced at the gala on 11 February 2024, ahead of the inauguration of Wine Paris & Vinexpo Paris 2024. A single winner will be declared for each category.

## CORPORATE RESPONSIBILITY OF COMPANIES AT THE HEART OF THE PROJECT

Each year, the six V d'Or awards will be designated according to the final mark given to each project by the V d'Or College. Five criteria have been defined for each of the prizes, including one that is common to all prizes: the CSR impact of each initiative.

An honorary V d'Or will be awarded to the women and men who have contributed significantly and positively to the world of wines and spirits throughout their careers.

*"We are very pleased to launch the first prize giving organized by the Vinexposium group: With the V d'Or awards, our ambition is to uplift and showcase the sector's dynamism, and to reward the best initiatives for a sustainable business", says Rodolphe Lameyse, CEO of Vinexposium.*

*"In a fast-moving world, in which the topic of companies' corporate responsibility plays an important role, it is crucial that the world of wine and spirits provide the means to encourage and to put into the spotlights the most impactful projects, in terms of performance as well as sustainability." he added. The prize-giving ceremony, and the symbolism of the trophy that will be awarded to each of the winners, will meaningfully contribute each year to ensuring that the V d'Or awards are an unmissable event for the world of wine and spirits on an international scale", Rodolphe Lameyse concluded.*

The V d'Or awards in summary:

- The V d'Or awards are the first edition of the Business Awards organized by Vinexposium
- 6 categories:
  - Best export strategy
  - Best brand experience
  - Best new business solution
  - Best eco-friendly market launch
  - Best joint initiative
  - Best heritage initiative
- Calendar (the deadlines are for midnight French time)
  - 4 May 2023: online applications open
  - 22 September 2023: deadline for submission of complete dossiers

- From 16 to 27 October 2023: V d'Or College voting for the nominees
- Autumn 2023: nominees announced for each category
- From 2 to 12 January 2024: V d'Or College voting for the winners
- 11 February 2024: winners announced, 6 V d'Or trophies and Honorary V d'Or awarded at the ceremony organized ahead of Wine Paris & Vinexpo Paris 2024

For more information, visit [vinexposium.com](https://vinexposium.com)

#### About VINEXPOSIUM

*Vinexposium brings together every strand of the wine and spirits industry to design a variety of relevant formats, all year round, across the globe. By gathering exhibitors and visitors a year at a range of 10 events and within its community 24/7 on [vinexposium365.com](https://vinexposium365.com), Vinexposium is the industry's ally and is dedicated to its marketing development. **VINEXPOSIUM, creating momentum.***

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