



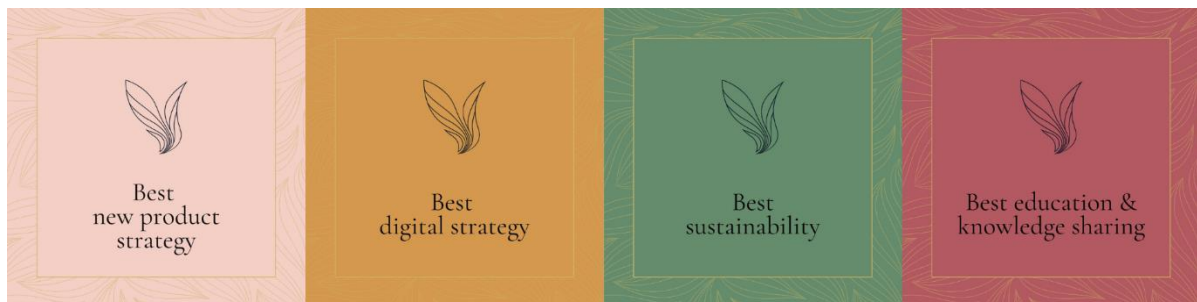
Press Release

THE SHORTLIST IS ANNOUNCED FOR VINEXPOSIUM BUSINESS AWARDS

16 December 2024 – Vinexposium is delighted to reveal the shortlist for this year's V d'Or awards, recognising outstanding achievements and innovation in the wine and spirits industry.

"In only its second year, the competition received 95 entries from 22 countries, reflecting the international reach of Vinexposium's initiatives. As for the shortlisted entries, they come from 12 different countries," says Vinexposium CEO, Rodolphe Lameyse.

The shortlisted entries for Vinexposium's Business Awards, the V d'Or have been selected across four categories, showcasing the diversity and excellence of the wine and spirits industry. The full list can be found below.



BEST NEW PRODUCT STRATEGY V D'OR:

USA - Domaine Kamat Non-Alcoholic Napa Cabernet Sauvignon: A premium non-alcoholic Napa cabernet sauvignon.

France - Roseblood d'Estoublon: A new iconic rosé crafted from Provence's finest terroirs and sold in over 40 countries after only 3 years.

Kenya - Lolie Wines: A sweet (60g), branded Vin de France for beginners targeting the Kenyan and other African markets.

France - Bdx le jus: A red wine created by Stéphane Derenoncourt, easy-drinking, fruity and to drink lightly chilled.

France - Côte 236 Albarino, Pech Gentille, IGP Aude, Laurent Miquel: A Languedoc wine that embodies the spirit of innovation and quality at Laurent Miquel's.

BEST DIGITAL STRATEGY V D'OR:

France - Baron Philippe de Rothschild, Mouton Cadet Digital Strategy: Mouton Cadet's new digital strategy targeting a younger more engaged audience.

France - Maison Bagarre: A dynamic digital approach created by Océane Amsler and inspired by the demand from her 2M+ followers.

France - Pierre Le Hong Infographie: 3D animated maps allowing wineries to introduce their vineyard, from climate to labels in 3-4 minutes.

USA - True Wine: Inspired by apps like Candy Crush and Duolingo, an immersive and addictive app downloaded more than 80,000 times in 40 countries.

BEST SUSTAINABILITY V D'OR - SPIRITS:

Denmark - A Clean Spirit: Working with only the most environmentally friendly distillers, combined with transport with wind powered sail ships & low weight glass bottles.

France – Distillerie de la Seine: 777, a range of eco-friendly and re-filable spirits with lighter bottles, local sourcing, and a refill system at the distillery.

UK - The Boatyard Distillery: A distillery aiming to reduce dependency on glass bottles thanks to both a refill service and 2.8L Eco pouches.

BEST SUSTAINABILITY V D'OR - WINE:

Uruguay - Bodega Garzón: The first facility to be one hundred percent LEED Silver certified in its entirety, including process, hospitality, offices, cellar and wine club.

France & Belgique - Ruinart + BeeOdiversity: A vitiforestry project to monitor and enhance biodiversity while restoring habitats in the historic Taissy vineyards.

Argentina - The Catena Institute of Wine: A science-based approach to preserving Argentine nature and vineyard culture, leading to a stable wine future.

UK - The Wine Society's Carbon Reduction & Climate and Nature Fund: A market leading carbon reduction plan to halve The Wine Society's total emissions by 2032.

France - WINEPILOT BY POSITIVE SOLUTIONS: An all-in-one platform for the wine industry, providing precise, real-time ESG impact measurement.

Four French entries were also shortlisted for a 'Coup de Cœur' in the **Sustainability** category:

EthicDrinks: A committed creator of organic and ethical Bordeaux blends that goes beyond organic.

ADAM & Château Cheval Blanc: A new eco-friendly case for Château Cheval Blanc using knotty pine from the Aquitaine Forest and wool from the Southwest.

Vignerons Engagés CLISEVE (Climate, Health and Committed Vineyards): Concrete solutions to improve working conditions for winegrowers.

The Cambridge Public House: The first B Corp bar in France partnering with schools, NGOs and various local and global organisations.

BEST EDUCATION & KNOWLEDGE SHARING V D'OR - SPIRITS:

Netherlands - Avallen's Sustainable Guide To Bars: An 8-point agenda to educate bars around the world on sustainability.

UK – The Our Whisky Foundation's Mentorship Programme: The first to support the development of women and non-binary individuals in the global whisky industry.

Italy - Campari Academy: A network of local academies, located in 24 countries over 5 continents, providing education and creating a sense of community for bartenders.

BEST EDUCATION & KNOWLEDGE SHARING V D'OR - WINE:

France - Cité du Vin Permanent Exhibition: The heart of the Cité du Vin in Bordeaux, updated in 2023, with more focus on winemakers and climate issues.

France - Comité Champagne - Champagne Specialist Course: An innovative education program available at 15 partner centres across 9 countries.

USA - California Wine Institute - CAPSTONE CALIFORNIA: A comprehensive certification and education program available online and in-person in 9 languages.

France - Association de la Sommellerie Internationale (ASI) Bootcamp: 3 intensive days of masterclasses, workshops and tastings led by top wine & beverage.

UK - The Gérard Basset Foundation inc. Bordeaux Mentor Week: the world's leading charitable foundation, active in 15 countries and funding Bordeaux Mentor Week, an immersion boot camp.

The winners will be announced during the **V d'Or Awards Ceremony**, which will take place on the **9th of February 2025**, at the **Pavillon Gabriel in Paris**.

For more information, visit the [V d'Or website](#)

View the photos from 2024 [here](#)

About the V d'Or:

The competition is free to enter and open to wine and spirits producers, importers and retailers of all sizes, generic bodies, communication agencies and other third-party suppliers.

Entrants do not have to take part in a Vinexposium event to be eligible.

About VINEXPOSIUM:

Vinexposium offers a cohesive focal point for every strand of the wine and spirits industry by designing a variety of relevant event formats, all year round and across the globe. By bringing together exhibitors and visitors at 8 events a year, Vinexposium is the industry's ally, geared to developing its sales reach.

Vinexposium, creating momentum.

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