

VINEXPOSIUM OPENS APPLICATIONS FOR THE 2026 V D'OR AWARDS

Innovation, transmission and sustainability: the V d'Or celebrate the projects driving the wine and spirits sector forward



Paris, 16 July 2025 – The V d'Or, Vinexposium's Business Awards, return for their third edition. In 2026, the competition becomes more accessible with a clearer format, structured around three key categories that address the current challenges facing the wine and spirits sector. As the year-round ally to the global wine and spirits community, Vinexposium is committed to highlighting the projects and people driving progress — and to offering visibility beyond its events.

A commitment to the wine and spirits community

Launched in 2024, the V d'Or aim to highlight the most impactful and responsible initiatives in the global wine and spirits ecosystem. By recognising innovation, knowledge sharing and sustainable commitment, they provide all industry players — regardless of size or market — with a valuable platform for recognition.

“With the V d'Or, we reaffirm our mission to offer perspective to the industry by showcasing what it does best – today and in the future. We honour a sector that moves forward with commitment and clarity of vision. Vinexposium's role goes beyond events: we support those professionals who are shaping new directions, new practices, and new models,” says **Rodolphe Lameyse**, CEO of Vinexposium.

Three categories shaped by today's industry priorities

In 2026, five awards will be presented across three main categories, along with a **Judging Panel's Special Mention**:

- **Best Sustainability Initiative V d'Or**: two awards, one for wine and one for spirits, recognising initiatives that reduce environmental impact.
- **Best Education and Transmission V d'Or**: two awards, one for wine and one for spirits, recognising projects that provides an in-person or online programme, or scheme

committed to mentorship, education and skill transfer towards professionals within the world of wine and spirits.

- **Best Innovation V d'Or:** a single award celebrating a creative and original approach — whether it be a product, service, campaign, market strategy, or event.

To be eligible, projects must have been launched or achieved tangible results since **January 2024**.

Timeline and Awards Ceremony

Applications must be submitted via an online form by **2 October 2025**. The composition of the judging panel, made up of leading industry figures, will be revealed in the coming weeks.

The shortlist will be announced in **December 2025**, and the winners will be revealed at the **V d'Or Ceremony in Paris on 8 February 2026**, in the presence of the **leading voices in wine and spirits**.

The 2025 V d'Or Winners

- **Best Digital Strategy:** Baron Philippe de Rothschild (France)
- **Best New Product Strategy:** Bdx le jus (France)
- **Best Sustainability – Spirits:** The Boatyard Distillery (Northern Ireland)
- **Best Sustainability – Wine:** The Catena Institute of Wine (Argentina)
- **Best Education and Knowledge Sharing – Spirits:** Campari Group (Italy)
- **Best Education and Knowledge Sharing – Wine:** The Gérard Basset Foundation & Bordeaux Mentor Week (United Kingdom)
- **Judging Panel's Special Mention – Sustainability:** Vignerons Engagés (France)

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

To view the photo gallery from the 2025 V d'Or Awards Ceremony, [click here](#).

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About the **V D'OR**

The V d'Or recognise the most impactful and responsible initiatives in the global wine and spirits industry. Led by Vinexposium, these Business Awards celebrate committed players who combine economic performance with social impact and environmental responsibility. Open to all professionals in the sector, regardless of size or market, the V d'Or shine a light on inspiring projects. More than an award, they embody a sustainable, human and forward-thinking vision for the future of wine and spirits.

About **VINEXPOSIUM**

Vinexposium is the year-round ally to the global wine and spirits trade. Through international business events and editorial content, it brings together every segment of the industry to foster growth and visibility. By combining connection opportunities and market insight, including Voice of the Industry, Vinexposium helps professionals, around the world, navigate change, unlock opportunities, and stay aligned with emerging trends in sustainability, innovation, and consumer expectations.