

VINEXPOSIUM OPENS APPLICATIONS FOR THE 2027 V D'OR BUSINESS AWARDS

Paris, 22 June 2026 – Applications are now open for the 2027 V d'Or Business Awards. Organised by Vinexposium, the V d'Or annually recognises the most impactful and responsible initiatives across the global wine and spirits industry. Open to all industry professionals, the awards celebrate initiatives that help drive the sector forward by combining innovation, positive impact and sustainable value creation.

Since its launch in 2024, the V d'Or has established itself as a key industry platform, highlighting projects that are shaping the sector's future. Producers, brands, trade organisations, agencies, suppliers, educational institutions and entrepreneurs from around the world are invited to submit their most outstanding initiatives.

“With the V d'Or, we reaffirm our commitment to spotlighting the very best achievements of the wine, spirits and wider drinks industry, today and for the years ahead. These awards reflect what this industry is capable of creating: new benchmarks, new practices and new business models. Vinexposium stands alongside the professionals who continue to move the sector forward with purpose and vision,” says **Rodolphe Lameyse, CEO of Comexposium's Food & Beverage Division***.

2026 AWARDS DEFINED BY INTERNATIONAL EXCELLENCE

Held on 8 February 2026 at **Le Trianon**, the iconic Parisian theatre, on the eve of **Wine Paris**, the **V d'Or Ceremony** brought together industry leaders, institutions and influential figures from across the wine and spirits community to celebrate outstanding achievements in education, innovation and sustainability.

Among the highlights of the evening, actress, singer and wine entrepreneur **Kylie Minogue** presented the IMW Lifetime Achievement Award to Andrew Jefford, while guests enjoyed an immersive gastronomic experience created by chef **Yannick Alléno**, whose restaurants hold 18 Michelin stars.

The 2026 V d'Or recognised projects from several continents, cementing the awards' international reach and role as a barometer of the major transformations shaping the industry.

[Discover the full list of 2026 V d'Or winners.](#)

[Relive the highlights of the 2026 V d'Or Ceremony.](#)

**Vinexposium is part of Comexposium's Food & Beverage Division.*

THREE CATEGORIES CELEBRATING THE FUTURE OF THE INDUSTRY

Building on the success of previous editions, the V d'Or returns in 2027 with **three categories** designed to recognise the initiatives shaping the future of the wine and spirits sector: **Sustainability, Education and Innovation**. These three strategic pillars reflect the industry's ability to evolve, share knowledge and respond to the expectations of future generations.

The V d'Or for Sustainability

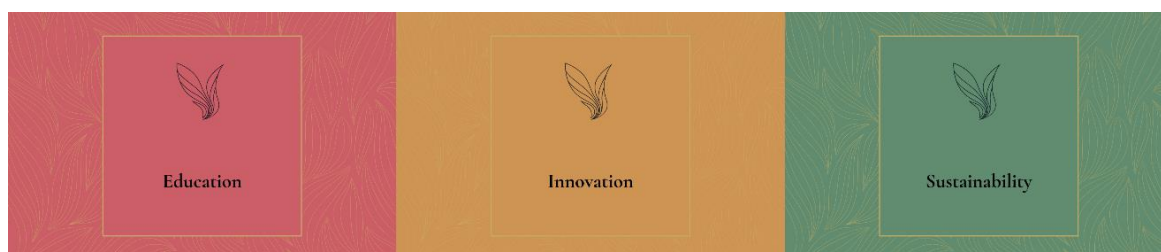
The **Sustainability V d'Or** recognises an outstanding initiative, solution or long-term commitment that contributes to a more sustainable wine and spirits industry. The award is open to projects led by trade organisations, collectives, companies, brands, wineries, distilleries or individuals whose actions demonstrate measurable environmental and/or social impact.

The V d'Or for Education

The **Education V d'Or** honours an exceptional initiative, programme or long-term commitment that advances public understanding of wine and spirits. Open to trade bodies, companies, brands, wineries, distilleries, educational institutions and individuals, the award celebrates projects deploying innovative, inclusive or impactful solutions with measurable reach and accessibility.

The V d'Or for Innovation

The **Innovation V d'Or** rewards a pioneering initiative that reaches new audiences, unlocks new markets or reimagines how the sector communicates, engages or delivers value. Submissions may take the form of a ground-breaking digital strategy, an inventive advertising campaign, a new event concept, a disruptive packaging idea or an entirely new product.



ENTRY GUIDELINES

Applications are **free of charge** and **open to all wine and spirits professionals worldwide**, regardless of company size or market presence. Applicants do not need to exhibit at Wine Paris to be eligible. To qualify, projects must have been launched or implemented since **January 2025**.

The winners will be selected by an **international panel** featuring respected and inspiring personalities from across the wine and spirits sector.

Key Dates:

- Applications open: **10 June 2026.**
- Application deadline: **2 October 2026.**
- Winners revealed: **14 February 2027.**

Applications must be submitted through the official [V d'Or online entry form](#)



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

ABOUT THE V D'OR

The V d'Or recognises the most impactful and responsible initiatives across the global wine and spirits sector. Led by Vinexposium, these Business Awards celebrate dedicated players who combine economic performance with social impact and environmental responsibility. Open to all industry professionals, regardless of their scale or markets, the V d'Or shines a light on inspiring projects. More than an award, it embodies a sustainable, people-driven and forward-thinking vision for the future of wine and spirits.

ABOUT VINEXPOSIUM:

Vinexposium is the leading year-round partner for wine and spirits professionals worldwide. Through its flagship international events and editorial content, including *Voice of the Industry*, it brings the entire sector together to drive business growth and deepen market knowledge. By fostering connections and sharing strategic insights, Vinexposium supports the global industry in tackling key challenges around innovation, sustainability and shifting consumer expectations.