



PRESS PACK

Treviso - Italy

From 28 september to 1 October 2023



25 YEAR'S EXPERIENCE



MORE THAN **23500** ENTRIES
FROM **55** COUNTRIES



A TOURING COMPETITION



138 INTERNATIONAL JUDGES



PRE- AND POST-EVENT CHECKS
TO GUARANTEE THE RELIABILITY
OF THE RESULTS

PRESENTATION

ABOUT THE SPIRITS SELECTION

The Spirits Selection is an international competition where more than **2350 spirits** are entered by producers to be tasted and evaluated by a panel of experts. Our seasoned judges from across the globe assess the spirits entered. Their sole ambition is to select spirits of irreproachable quality, irrespective of their labels or an appellation's prestige. The competition is one of the foremost international events in its category.



SOME BACKGROUND HISTORY...

Established by Louis Havaux, the Concours Mondial de Bruxelles was held for the first time in April 1994. Initially reserved for wines, it was joined by spirits in 1999. The Concours Mondial will quickly reach its cruising speed and will meet, from then on, a growing success with each edition. In 2006, the Concours Mondial decided to flex its international muscle by travelling outside Belgium. The success of this initiative was such that it continued to do so for future events. For over 15 years, the competition has travelled to 13 countries : Portugal, Holland, France, Spain, Italy, Luxembourg, Taiwan, Brazil, China, Mexico, Chile, Bulgaria. In 2020 and 2021, to reduce health risks due to the pandemic, the organisers of Spirits Selection have chosen to host the competition 'at home' rather than away.

SERVING CONSUMER INTERESTS :

Finding the 'right' spirits amongst the thousands of commercially available products is no easy task. Even though taste and personal experience are still the best guides, the consumer in search of reliable quality cues can also have complete confidence in medals from the Concours Mondial de Bruxelles.

The competition has garnered its reputation by rigorously selecting renowned judges of proven expertise. The organisers provide tasting conditions of the highest standard and have invested unsparingly in post-event checks of award-winning spirits. Additional analysis are thus carried out regularly on spirits that display the precious Concours Mondial de Bruxelles bottle sticker. These checks are conducted so that consumers can rest assured that the 'Concours Mondial' seal is a reliable measure of quality.



HÔTE 2023

Veneto, a great diversity of spirits

Veneto is today one of the most developed and industrialized regions in Italy. With one of the richest historical, natural, artistic, cultural, musical and culinary heritages in the country, it is also the most visited region in Italy, with approximately 60 million tourists each year. Bordered on the west by Lake Garda, on the north by the Dolomite mountains and on the east by the Adriatic Sea, Veneto is one of the most important wine regions in Italy in terms of production and has a multitude of D.O.C.s.

The incredible success of prosecco but also unique production techniques for red wines (amarones, ripassos,) explain this. No wonder Veneto has also become an epicenter of Grappa production. The Veneto region is also the territory of the Aperitivo. It was the birthplace of the spritz. But not only!



@photo credit : Alberto Caliman



@photo credit : Corinne Perez

As the 2023 edition of Spirits Selection takes place in September in the city of Treviso, Spirits Selection, through a new Editorial Board, aims to answer the many questions consumers may have about the diversity of spirits produced in this region. Over the months, the Editorial Board has built up an archive of in-depth, varied and up-to-date information to feed publications and social networks on Italian spirits production. You can find all these articles on our website www.spiritsselection.com in news.

THE TASTINGS



THE FLIGHTS

Samples to be tasted are grouped in consistent flights based on the characteristics stated by the producer and analysis certificates, after checks ensuring they have been entered in the right category.

The samples are presented to the juries in ascending order of alcohol content and descending order of residual sugar content. Each spirit is tasted individually and not comparatively.

Each panel is given a list of 4 to 5 flights which will be tasted in the order set out by the organisers, with a maximum of 35 samples per morning.



THE TASTING SESSIONS :

The tasting sessions are held over three mornings, behind closed doors. Every care is taken to ensure the best possible conditions: light, strictly controlled humidity levels and air temperature (between 18 and 22°C), observance of a monastic silence in the tasting rooms, impeccable glasses and service.

Before each tasting session, a palate preparation exercise is conducted to harmonize and calibrate marks given by judges.



BLIND TASTINGS

All series of spirits proposed for tasting to the international jury are of course served blind. The organization of the Competition guarantees the total anonymity of the samples.

The filling of glasses is done in the preparation hall out of the judges' sight. The tasters do not know the origin, the price and the possible marks and awards obtained by these samples. Only the category to which each sample belongs is mentioned on the tasting form to be filled in.

Spirits Selection

BY CONCOURS MONDIAL DE BRUXELLES

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THE CRITERIA

Competing products are tasted and marked using the tasting sheet developed by the Spirits Selection technical management. Selected criteria involve :

- ☒ Appearance : Cleanliness
- ☒ Nose : Expressiveness, Aromatic complexity, Authenticity
- ☒ Palate : Intensity, Flavour Complexity, Texture, Persistence & Finish Quality, Authenticity
- ☒ Overall Impressions : Alcohol Integration, Balance, Character, Typicity

Marks for each criterion determine the overall weighted score for each sample. A «winzorized» mean of all jury members is then calculated for each sample. This prevents dominance of any one person.



THE PANEL CHAIR

Each panel is placed under the authority of a chair person appointed by the organization, who is responsible for the smooth running of the tastings and checks the quality of spirits served and the score sheets and allocation of points. On a more general level, the panel chair is expected to be attentive and ensure the tastings run smoothly. The chair sets the tempo for the tastings and is responsible for a certain consistency in the way marks are awarded within the panel. Under no circumstances will the chair influence the tasters' judgment but will be sure to guide panel members in an unbiased, objective manner. The chair also protects the secrecy of a spirits' identity and will use his/her discretion to order a second tasting of the sample should it be deemed useful. At the end of a flight, all the information is collected directly by members of staff for a final check before the results are processed.



THE SPIRITS SENSORY GUIDELINES

The huge array of spirits available makes comparative tastings complex. It is impossible for a taster to be fully proficient in every category. With input from panel members, Spirits Selection has developed a guide - «Spirits Sensory Guidelines» - which describes the specific characteristics of each category and sub-category : typicity, a-typicality and main flaws. The competition holds master classes prior to the event to present and discuss the evolving document. This allows the judges to refine their judging for the categories they are less familiar with.

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SPIRITS SELECTION BY CONCOURS MONDIAL DE BRUXELLES also awards additional revelation trophies for products scoring the highest marks, which are distinguished for their high quality, innovative character, and which underline the market trends. In addition, the jury awards a trophy for the best «certified organic» spirit. The sum of all medals awarded to entries scoring the most points cannot exceed 30% of the total of entries in the competition. In the event of an overrun, entries receiving the least points will be eliminated.

In addition, the Concours Mondial de Bruxelles is the first international competition to have implemented a post-event control of medal-winning wines and spirits to guarantee the legitimacy of its results. After the competition, randomly purchased spirits bearing the competition medal are analyzed by an accredited laboratory and tasted in order to compare these samples with the second bottle provided by the producer at the time of registration.

EXCELLENCE AND RIGOUR

Compliance with current regulations is guaranteed on the competition's official recognition by the European Union (cf. Official Journal C96/1 dated 23.4.2003).

At the end of the tastings, each entry is awarded a score out of one hundred by applying the computation formula. Only spirits that have achieved the highest scores are eligible for the precious medals:

- Grand Gold Medal
- Gold Medal
- Silver Medal

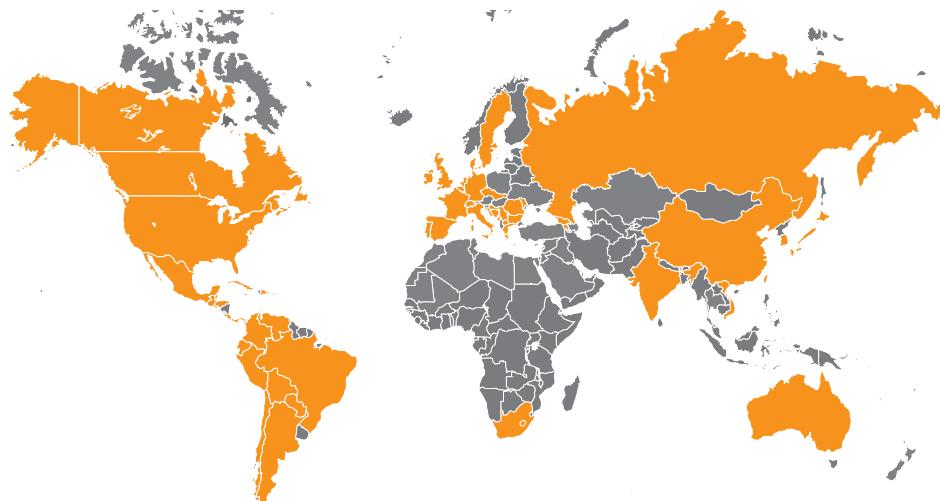


OFFICIAL TASTING REPORTS

As of 2019, producers can request a tasting report for each sample, regardless of its result. This report compiles the tasting notes of the panel members, and explains why the panel liked or disliked their product. Other information is provided, such as tasting group size and other statistical values, so that producers can compare their product to their respective categories. This can be extremely beneficial, especially for newer brands or products.

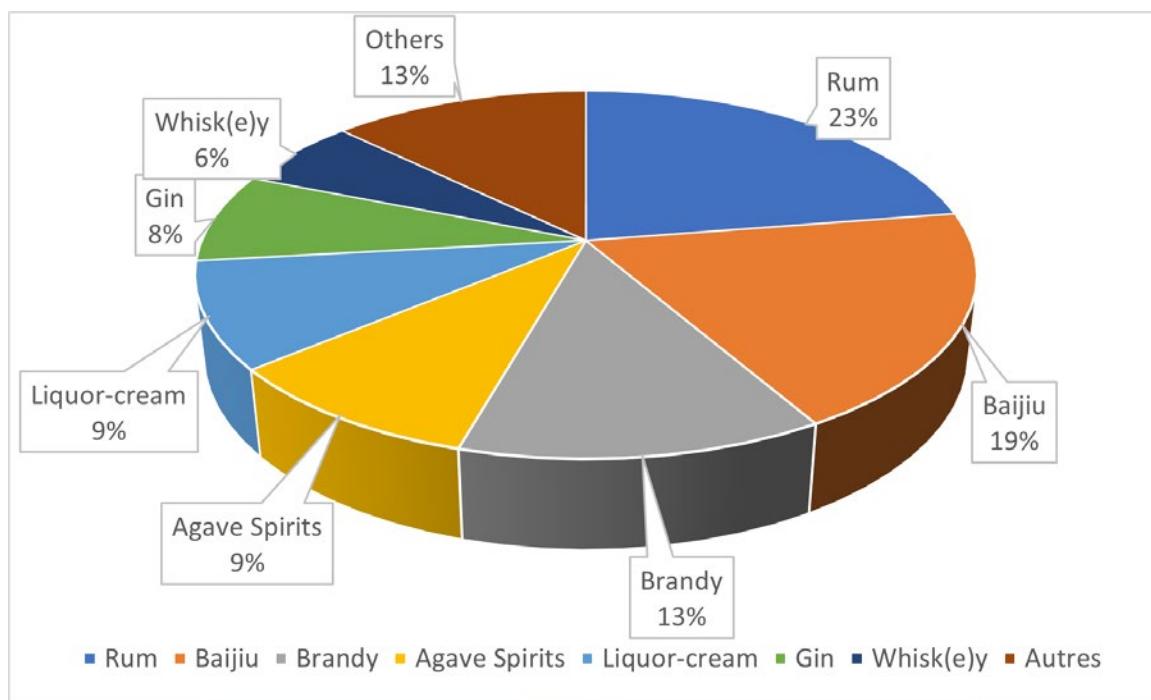


ORIGIN OF SPIRITS*



*60 COUNTRIES

CATEGORIES



SOME TESTIMONIALS

«Obviously the Concours Mondial de Bruxelles is about the judges, the logistics and international aura, but in my opinion we should not lose sight of this unique competition's primary objective: the consumer. The only purpose of such a huge structure is to provide maximum guarantees in awarding medals»

Baudouin Havaux, Chairman

«The Spirits Selection Key features of Spirits Selection are its independence, its strict standards and its quality control. With a team of professionals and international judges selected for their tasting abilities we can guarantee reliable results that are recognised by the industry and appreciated by consumers. Our quest for reliability and promotion of the Concours Mondial de Bruxelles endorsement are the primary missions of our organization.»

Thierry Heins, Director

«The winners of this competition are true standouts because there were no «participation» awards. Everyone's point of view is heard out.»

Robin Robinson, Founder of Robin Robinson LLC, USA

«I have rarely seen such a well-oiled organization and met such expert judges who are passionate about spirits. This competition is an excellent international calling card for the various award-winning houses.»

Laurence Marot, Journalist, France

«Being on the jury, you get a lot of information that you have to digest. The methodology of tasting is also very interesting, and since then I have been organizing more tastings internally with my team. We also notice that some producers consult us for our opinion on recognized independent competitions. In Belgium of course, the Spirits Selection medal has a good reputation among consumers.»

Stephan De Bolle, Director of spirits - Cinoco, Belgique

«I have participated in several editions of Spirits Selection, in various countries around the world. The organization is amazing and the flight service is punctual, accurate and very professional. The samples are evaluated with the utmost and the judges provide valuable and timely feedback to the producers in the evaluation sheets. For me, above all, it represents a great opportunity for professional growth as Spirits Selection organizes educational sessions with internationally renowned speakers. Contact with professionals from around the world and privileged access to producers in the host country significantly enhances the opportunity to deepen one's network and knowledge of all alcohol products.»

Davide Terziotti - Italy , Angel's Share - Notizie e curiosità dal pianeta whisky



MORE INFORMATION

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