

Press Release

THE V D'OR AWARDS ARE OPEN FOR ENTRY

16 September 2024 – The V d'Or, the Vinexposium Business Awards, are back in 2025 after a highly successful first edition. The V d'Or awards celebrate the most innovative and sustainable initiatives that address challenges in the world of wine and spirits. Potential candidates have until 27 October to submit their applications [here](#).

“The V d'Or Awards are the tangible expression of Vinexposium’s commitment to a sustainable and responsible global wine and spirits sector which symbolises excellence and the preservation of our terroirs for future generations”, says Vinexposium CEO, Rodolphe Lameyse.

The competition is free to enter and open to all wine and spirits professionals – producers, brands, marketing boards, agencies, suppliers of dry goods and services–, around the world.

Entrants do not have to exhibit at Wine Paris to be eligible.

Projects presented must have been implemented, announced or achieved significant results after 1st January 2023.

Entries will be judged by the V d'Or panel of international professionals and experts and the winners will be announced on 9 February 2025, ahead of the official opening of Wine Paris 2025.

The four V d'Or are:

1. **Best Sustainability V d'Or will be** awarded to an interprofessional organization, a group, an individual, a company, a brand, a winery or a distillery providing one or more innovative solutions to meet the environmental challenges facing the wine and spirit sector.
2. **Best Education & Knowledge Sharing V d'Or will be awarded** to an interprofessional organization, a group, an individual, a company, a brand, a winery or a distillery that provides a programme or a scheme committed to mentorship, education and skill transfer within the world of wine and spirits.
3. **Best Digital Strategy V d'Or will be** awarded to an interprofessional organization, a group, an individual, a company, a brand, a winery or a distillery for the execution of a high-performance digital strategy which reaches out to new audiences or taps into new markets.
4. **Best New Product Strategy V d'Or will be awarded to** a brand, a winery or a distillery rolling out an innovative strategy aimed at a new product launch that responds to changing consumer tastes.

For more information, visit <https://www.vinexposium.com/en/v-dor/>

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.

VINEXPOSIUM PRESS CONTACTS

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