



Press Release

Vinexposium Business Awards - The winners

10 February 2025 – The winners of the 2025 V d'Or awards were announced last night, the day before the opening of Wine Paris, at the Pavillon Gabriel in Paris during a magnificent ceremony that brought together the great and the good of the wine and spirits world. The evening was catered by three-Michelin-starred chef Yannick Alléno, who delighted guests with his exceptional cuisine.

"In just two years, the V d'Or awards have become recognised and highly sought-after prizes for both small and large businesses in the wine and spirits sector. Their success highlights Vinexposium's central role in an ecosystem brimming with initiatives and creativity," commented Rodolphe Lameyse, CEO of Vinexposium.

The winners by category are:

Best Digital Strategy V d'Or: Baron Philippe de Rothschild for Mouton Cadet (France)

Best Education & Knowledge Sharing V d'Or – Wines: The Gérard Basset Foundation & Bordeaux Mentor Week (United Kingdom)

Best Education & Knowledge Sharing V d'Or - Spirits: Campari Group for Campari Academy (Italy)

Best New Product Strategy V d'Or: Terres Millesimées + Québec for Bx le jus (France)

Best Sustainability V d'Or – Wine: Bodegas Catena Zapata for The Catena Institute of Wine (Argentina)

Best Sustainability V d'Or - Spirits: The Boatyard Distillery (UK)

The Judging Panel's Special Mention for Sustainability: Vignerons Engagés (France)

The Institute of Masters of Wine also presented a Lifetime Achievement Award to renowned writer, critic, and Australian winemaker James Halliday, widely regarded as a leading authority on the Australian wine industry. As James Halliday was unable to travel to Paris due to health reasons, the award was accepted on his behalf by Jancis Robinson MW.

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

View the photos [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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