



Concours Mondial du Sauvignon

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FRIULI VENEZIA GIULIA

PRESS KIT



The Concours Mondial du Sauvignon provides an annually updated snapshot of the global Sauvignon blanc wine industry.

Professional judges sharing the same passion for Sauvignon blanc take part in a competition offering an international array of wines made from the varietal.

The Concours Mondial du Sauvignon not only endorses excellence by awarding medals, it seeks to create a focal point for the movers and shakers of the global Sauvignon blanc wine industry.

A UNIQUE AND EXCLUSIVE COMPETITION

The Concours Mondial du Sauvignon is more than just a competition between producers and appellations. It is primarily aimed at fostering dialogue and creating a meeting point for industry specialists. Producers, wine makers, sommeliers, distributors, journalists and opinion formers from all strands of the industry – in all more than 50 judges representing 20 nationalities - evaluate entries from twenty or so producer countries.

The Concours Mondial de Bruxelles has been commissioned to handle the technical organisation of the tastings and brings to the event the professionalism and independence for which foremost international competitions are renowned.

In 2015, the Concours Mondial du Sauvignon leaves France for a two-day event in Friuli Venezia Giulia, a prime Sauvignon blanc wine region. In addition to the two morning tasting sessions, valuable additional content is offered during the event. Following several round table debates and technical, marketing and gourmet food conferences, the 2015 competition will provide dedicated conferences and content focusing on topical Sauvignon blanc issues worldwide.

PANEL MEMBERS

The panel is comprised of hand-picked specialists from around the world. It is responsible for awarding medals to the best entries. The Concours Mondial du Sauvignon panel is trade-only and comprised of totally dedicated members of the industry, including buyers and international shippers, engineers, research scientists and wine makers, journalists, wine writers and specialist critics and representatives of marketing boards and growers' organisations. Twenty nationalities are represented thereby guaranteeing the outstanding diversity that sets the Concours Mondial du Sauvignon apart from other wine competitions.



WHY SAUVIGNON BLANC?

Sauvignon blanc has in recent years become an extremely popular grape variety in the international marketplace. Driven by New World producer countries, primarily New Zealand, the varietal has become a benchmark in terms of freshness, elegance and seamless food pairing experiences. For many consumers who were familiar with the prestigious appellations made from Sauvignon blanc but not with the varietal itself, this rise to prominence has been a real eye-opener.

The lack of a dedicated competition for a wine witnessing surging demand due to its impeccable ability to meet the expectations of demanding consumers, was a void waiting to be filled.

Also, with a varietal so perfectly mirroring a sense of place and showing huge variations depending on climate and origin, the international scope of the competition is pivotal to its success.

The varietal is a true reflection of vintage and terroir effect.

The competition's objectives are therefore to:

- promote Sauvignon blanc wines
- boost production and sensible drinking of Sauvignon blanc wines
- introduce the public to the versatility and diversity of the grape variety



Sauvignon's strong personality and its broad ranging characteristics dictated by climate and place make it unique amongst the great white grape

varieties. It was therefore only fitting that a prominent global competition should be dedicated to it. After devoting much of my research work at the Bordeaux faculty of enology to uncovering the secrets of Sauvignon aromatics and understanding the laws governing their birth inside the grape and their release in the wines, I am extremely honoured to be associated with this event. **Professor Denis Dubordieu, competition patron since its inception.**



Great wines are not made in the winery and nowhere is this truer than for Sauvignon blanc where virtually everything happens in the vineyard. It is a

less versatile and adaptable grape than Chardonnay for example. It produces extremely different wines depending on where it is grown and place leaves its hallmark on the finished wines. Sauvignon blanc reflects terroir, climate and vintage effect...and in the Loire it achieves optimum expression. **Bertrand Daulny, director of SICAVAC (Technical Trade Centre for Centre-Loire Wine Regions)**



It is essential for this competition to travel to all the leading producer regions and I am delighted that it is returning to Bordeaux. The setting is ideal for gathering

the world's best offerings and a unique selection of industry professionals from across the globe who share the same passion for this idiosyncratic grape variety. **Bernard Vincent, Founder of the Concours Mondial du Sauvignon**



Our region is witnessing a rapidly expanding wine growing and wine making industry and is gradually gaining international exposure through the

distinctive features of one of its prime grape varieties: Sauvignon. Our wines reveal how the soil types and climate in Friuli Venezia Giulia allow Sauvignon to express very different characteristics to other parts of the world. The wines and grape variety reveal true sense of place and are blessed with the opportunity of representing their production area at a global event, through which they epitomise wine growing and wine making in Friuli Venezia Giulia and the whole of Italy. **Pietro Biscontin, Chairman CONSORZIO delle DOC FVG**



Knowing Denis Dubordieu in person gave me the opportunity of speaking about Sauvignon from Friuli Venezia Giulia and its potential.

Promoting Sauvignon in our region was a significant challenge that has been addressed due to the passionate belief that the varietal could and should become an essential component of our agricultural and wine making scene. The project is supported by people who believed in it from the outset and continue to do so, putting every ounce and fibre of their being into it. The entire region has devoted ten years of research work, trials and studies to its quest for the best. **Giovanni Bigot, agricultural scientist and consultant to the Consorzio Tutela Vini Friuli Colli Orientali e Ramandolo**



TASTING PROCEDURES

The tasting sessions are held over two mornings. Around fifty judges are divided into panels. Every care is taken to ensure optimal tasting conditions: lighting, strictly controlled humidity levels and room temperature (between 18 and 22°C), observance of a monastic silence in the hall, impeccable glasses and service, constant monitoring of refrigerators to ensure wines are served at the ideal temperature etc.

Before every tasting session a palate preparation exercise allows judges to align their scores with those of their peers. Samples due to be tasted are grouped into consistent flights based on characteristics stated by the producer and analysis certificates, once entries have been checked by category. The wines are then flighted by vintage, origin, percentage of Sauvignon blanc and ageing methods.

Every flight is obviously served blind. The competition's organisers ensure total anonymity of entries, both for labelling and bottle shape; the only statement revealed to judges is the vintage.

Competing products are tasted and scored using the tasting sheet developed by the technical staff at the Concours Mondial based on the model devised by OIV and the International Enologists' Union. It features criteria on:

- **sight:** clarity, appearance and shade;
- **smell:** intensity, honesty and quality;
- **taste:** intensity, honesty, quality and persistence.

Marks for each criteria determine the overall weighted score for each sample. A wine defined as 'excellent' for all of the criteria will be awarded a maximum score of 100 points.

After each sample, the tasting sheets are handed to the panel chair who is responsible for checking them and ensuring consistency amongst the judges.

On a more general level, the panel chair is expected to ensure the tastings run smoothly. He sets

the speed of the tastings and is responsible for a degree of consistency in the way marks are awarded within the panel. Under no circumstances will he influence the tasters' judgement but will guide panel members in an unbiased, objective manner. He shall also be the guardian of the wines' anonymity and has the discretionary power to order a second tasting of the sample should he deem it useful.

At the end of a flight, all the sheets are collected by the organisers for one last check before the results are scanned and analysed statistically.





Concours Mondial du Sauvignon 2015 Key facts

816	Entries
61	Professional judges
16	Judges' nationalities
20	Wine growing nations belonging to the global Sauvignon blanc wine industry and entering the Concours Mondial du Sauvignon Blanc, with 3 new countries : Austria, Croatia, Greece

MEDALS AND TROPHIES

At the end of the tasting sessions, the judges award gold and silver medals to the best competing entries. In addition to these medals, the Concours Mondial du Sauvignon also awards special trophies to entries achieving the highest scores in the following categories:

- Dry unoaked Sauvignon
- Dry oak-aged Sauvignon
- Unoaked Sauvignon-based blends (at least 51% Sauvignon)
- Oak-aged Sauvignon-based blends (at least 51% Sauvignon)

2014

SPECIAL TROPHY – BLEND

Reina de Castilla – Sauvignon 2013 (Rueda, Spain)

Caves de Pouilly sur Loire – Cuvée Les Rochettes 2013 (Pouilly Fumé, France)

Tiare – Sauvignon 2013 (Colli Orientali del Friuli DOC, Italy)

SPECIAL TROPHY – OAKED SAUVIGNON

Domaine Gérard Millet – Chêne Marchand 2012 (Sancerre, France)

SPECIAL TROPHY - OAKED ASSEMBLAGE

Château Tour de Mirambeau – Cuvée Passion 2012 (Bordeaux Blanc, France)

SPECIAL TROPHY – UNOAKED ASSEMBLAGE

Vignerons de Sigoules – Domea Bergerac 2013 (Bergerac, France)



A NEW STEERING COMMITTEE TO PROMOTE DIALOGUE AND UNDERSTANDING OF SAUVIGNON BLANC

Leading international grape varieties such as Sauvignon blanc dominate today's global wine scene due to the standard of wine and easily recognisable buying cues they offer consumers amongst the vast array of products on sale. What is known though about their worldwide acreage, the range of styles they can produce or the current state of research designed to enhance their archetypal characteristics and sense of place? What is consumer perception of these varieties in key export markets and how do consumer trends influence their style?

These are just some of the questions that will be answered by the steering committee founded by the organisers of the Concours Mondial du Sauvignon. Eight industry members with proven editorial skills and knowledge of the grape variety have been selected to shed light on the inherent qualities of Sauvignon blanc. Every month, they will contribute to an information database providing dedicated literature for the industry and consumers. Despite its international ubiquity, Sauvignon blanc undoubtedly has yet to reveal many of its qualities and idiosyncrasies. This 'one-stop information shop' is geared to supplying in-depth, varied and topical articles to a dedicated website and social media.

The initiative highlights the fact that the Concours Mondial du Sauvignon is more than just a competition between producers and appellations. It is primarily aimed at fostering dialogue and creating a meeting point for industry specialists.

Discover all our articles here: <http://www.cmsauvignon.com/en/discover>





STEERING COMMITTEE MEMBERS



Pedro Ballesteros

Pedro Ballesteros Torres MW is an agri-food engineer (Universidad Politécnica de Madrid) with a masters' degree in viticulture and oenology (UPM). He was awarded the WSET Diploma in Benelux, the Weinakademiker certificate coupled with the Schloss Vollrads Award for the highest results at Geisenheim and Rust (Austria) and became a Master of Wine at the London-based Institute of Masters of Wine, winning the Errazuriz Award for the best paper on the wine business. He has followed other courses and specialisation studies in Jerez, Beaune, the Napa Valley and Bordeaux.



David Cobbold

An active wine writer, broadcaster and teacher who came from England to live in France in 1973, David has worked in the wine trade full-time since 1983. For the past 18 years, he has been running his own business as a writer and journalist, as well as teaching wine knowledge to wine lovers and professionals, via l'Académie du Vin de Paris and wine clubs. In addition to articles for various specialist wine magazines in France (Regal and Gault Millau), Canada (Vins et Vignobles), the UK, Japan (Wands) and India (Sommelier India), David is author or co-author of more than 20 books on wine.



Valérie Lavigne

Valérie Lavigne is a research fellow at the Bordeaux Faculty of Oenology on secondment from cooperage firm Seguin Moreau. Her main research fields are varietal aromas, controlling reduction in white wines during the wine making and ageing processes and studying premature ageing in white and red wine aromas. She has published approximately 30 papers in international scientific journals and at conferences. She lectures on wine tasting aptitude at the Faculty of Oenology and runs a course on the aromatic typicity of dry white Bordeaux wines for the Bordeaux Wine Council.



Sharon Nagel

A modern language graduate with a BA Hons in French, Sharon Nagel nurtured her innate passion for wine by spending 25 years writing for the French wine trade journal 'La Journée Vinicole'. Travelling to many producer countries world wide, she gained a greater understanding of the social and environmental role played by wine as well as the myriad expressions of the vine stemming from origin.



Philippo Pszczolkowski Tomaszewski

Philippo Pszczolkowski Tomaszewski is a Chilean agronomist and oenologist. Since 1979 he has been a professor at the Faculty of Agronomy and Forestry of the Pontifical Catholic University of Chile, directing and/or participating in courses on viticulture and wine making. Between 1990 and 1996 he was president of Chile's National Association of Agronomist-Oenologists which represents Chilean wine makers; he is currently the Association's vice-president.



Paul White

Dr. Paul White's first bottle of wine was a Sauvignon blanc from Bordeaux. Its label had a herd of cows on it and he bought it from the Iowa State Liquor store in Des Moines. He felt very sophisticated after drinking it, and it made him smile too. Eventually he moved to Oregon in 1972 where he drank a lot of Robert Mondavi's ground breaking Fume Blanc. In the mid-1980s, while captain of the Oxford University Blind Wine Tasting Team, he blind tasted his first New Zealand Savvy. Its psychedelic style blew his mind.



Roberto Zironi

Roberto Zironi is an expert in the fields of oenology and the technology of fermented beverages. His wine research specialises in the technological control of alcoholic and malolactic fermentation, production of concentrated rectified must, the use of innovative fining agents, the interaction of grape and environment to optimise wine quality and the characterisation of regional Italian wines. A lecturer and supply lecturer at a number of Italian Universities, he is the author of over 250 scientific papers published in Italian and international journals.

THE ORGANISERS

The Concours Mondial du Sauvignon would not be where it is today without a reliable team ensuring efficient organisation of the competition twelve months of the year, down to the smallest details from technical aspects to promotion.

- ✦ **Chairman :** Baudouin HAVAUX
baudouin.havaux@vinopres.com
- ✦ **Managing director:** Thomas COSTENOBLE (Enologist and MD)
thomas.costenoble@vinopres.com

✦ **Technical and operating management :**

Bernard SIROT
france@vinopres.com

Géraldine GERARD (General secretariat)
cmb@vinopres.com

Marcello CONFALONIERI (Responsable de la logistique)
marcelo.confalonieri@vinopres.com

✦ **Press and public relations :**

Julie GUILLOT (Project Coordinator)
julie.guillot@vinopres.com

Frédéric GALTIER (Press relations)
frederic.galtier@vinopres.com | +34 687 301 326

✦ **Administration and accounts:**

Didier FRANÇOIS
didier.francois@vinopres.com

✦ **International offices:**

France | Bernard SIROT | france@vinopres.com
Italy | Karin MÉRIOT | italia@vinopres.com
Spain | Frédéric GALTIER | espana@vinopres.com



Contact

Concours Mondial du Sauvignon
Rue de Mérode 60
1060 Brussels (Belgium)

☎ +32 (0)2 533 27 67
☎ +32 (0)2 533 27 61

www.cmsauvignon.com

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OUR PARTNERS



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