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A Milestone at the Concours Mondial de Bruxelles: Embracing NO/LOW Wines

CMB 2024 Introduces non-alcoholic wines category

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The Concours Mondial de Bruxelles (CMB), a pivotal event in the wine industry celebrated for its role in highlighting and promoting emerging trends within the viticulture sector, has announced a significant innovation for its 2024 edition. In a move to adapt to the shifting dynamics of the market and acknowledge the growing demand for moderate consumption alternatives, the CMB will introduce a special category at its next event, scheduled to take place from June 7 to 9 in Guanajuato, Mexico. This new

award is dedicated to non-alcoholic or low-alcohol wines, known as NO/LOW, marking a milestone in the contest's history.

The introduction of this category is not an isolated event but the result of an evolution observed in consumer preferences and the product catalog offered by producers. NO/LOW wines have been gaining ground in the global market, driven by an increasing interest in healthier lifestyles and the search for options that allow enjoying the wine experience without the consequences of alcohol. This trend has motivated a growing number of producers to explore and expand their product lines in this direction, reflected in the rising participation of these wines in international events like the CMB.

Thomas Costenoble, director of the Concours Mondial de Bruxelles, has emphasized the importance of adapting the contest to new market realities. The decision to dedicate a special trophy to NO/LOW wines underscores the CMB's commitment to promoting diversity and quality in the viticulture sector. According to Costenoble, the inclusion of these wines in previous editions was just the beginning of a broader and more systematic recognition of their relevance in the current market.

To ensure the fairest and most accurate evaluation of these wines, the CMB will select tasters specialized in the NO/LOW category. This decision highlights the complexity and specificity of tasting non-alcoholic or low-alcohol wines, recognizing that their sensory profiles can significantly differ from traditional wines. Blind tasting, the CMB's emblematic methodology, will ensure that each wine is evaluated solely on its merits, without influence from the brand or origin.

This new award joins the already established International Revelations of the CMB, which include categories for red wines, white wines, those aged in wood, and organic wines, in addition to the National Revelations by country. The expansion of the range of categories reflects the CMB's mission to mirror the diversity and richness of the wine world, promoting excellence in all its forms.

The session of red and white wines in Guanajuato promises to be a meeting point for the best of the global viticulture sector, offering a unique platform for NO/LOW wine producers to showcase the quality and innovation of their products. The CMB's initiative not only recognizes the value of these wines within the global panorama but also drives

the development and visibility of an expanding market segment, marking a before and after in the way consumers and producers perceive and value low-alcohol and non-alcoholic alternatives.