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V d'Or Awards Open for Submissions

Celebrating Innovation and Sustainability in Wine and Spirits

Thursday, September 19, 2024



Vinexposium has opened the call for entries for the next edition of the V d'Or Awards, with submissions accepted until October 27, 2024. These awards recognize outstanding achievements and innovation in the wine and spirits industry, focusing on projects that have delivered significant results since January 1, 2023. Open to all professionals—whether producers, brands, suppliers, or agencies—the application process is free and doesn't require prior participation in Vinexposium events, here.

Vinexposium's General Director, Rodolphe Lameyse, emphasized that the V d'Or Awards aim to promote responsible and sustainable practices, focusing on preserving resources for future generations. The awards feature four categories: Best Eco-Responsible Project, Best Educational and Knowledge-Sharing Project, Best Digital Strategy, and Best Product Launch Strategy.

The Best Eco-Responsible Project honors initiatives tackling environmental issues in the industry. The Best Educational and Knowledge-Sharing Project highlights efforts to promote learning and the transfer of expertise. The Best Digital Strategy rewards effective digital outreach and market development, while the Best Product Launch Strategy recognizes excellence in bringing new products to market, aligned with shifting consumer preferences.

Winners will be chosen by a jury of industry experts and announced on February 9, 2025, just before Wine Paris, one of the sector's largest global events. The ceremony will attract key leaders and influencers, offering a global stage to honor innovation and leadership within the industry.