



MÉXICO
SELECTION



Presentado por



REGULATION OF PARTICIPATION

México Selection by CMB 2025, presented by Audi

Wine, Spirits and Beer Competition

The Wine, Spirits and Beer Competition **México Selection by CMB 2025, presented by Audi**, is organized by the Concours Mondial de Bruxelles, recognized as one of the most important benchmarks for the quality of wines, spirits and beer for the national and international market.

The international nature of its judging panel gives the **México Selection by CMB 2025, presented by Audi**, the maximum guarantees of professionalism, independence and integrity, as a guarantee of excellence in the results of the competition.

The **México Selection by CMB 2025, presented by Audi**, to be held from November 19th to 21st, 2025 in the State of Chihuahua, is the best opportunity to receive recognition for the quality of your wines, spirits and beers and the support that will allow them to stand out for consumers in Mexico and overseas.

Form of participation

1. Registration of the samples:

Choose the Category(ies) in which you want your wine(s), spirit(s) or beer(s) to compete in the **México Selection by CMB 2025, presented by Audi**.

- Registration must be done **online**, on the website: <http://registration.mexicoselection.com/> prior to **October 31st, 2025**.
- Alternatively, it is possible to fill out a written registration form for each competing sample and send it to the contest headquarters in Mexico City, also before October 31st, 2025, together with proof of payment for the total number of registered products. The shipping address, if you opt for this method, is the following:

Carlos Borboa – México Selection by CMB 2025, presented by Audi

Copenhagen 23, Col. Juárez. Cuauhtémoc, 06600, Mexico City, MEXICO

Contact: (+52) 55 45772577



2. Payment Methods:

Payment can be made:

- By bank transfer

Note: Single bank account as of September 1, 2023.

Vinopres - Bank: BNP Paribas Fortis Belgique - IBAN: BE24 2710 0451 1138 - BIC: GEBABEBB.

- By Visa, MasterCard or American Express credit card by completing the payment method space on the registration form.

These costs must be paid at the time of registration. Products whose registration has not been paid will not be able to participate.

Please attach **proof of payment** by bank transfer if you do not wish to pay by credit card on our secure site «Ogone».

3. Shipment of samples:

They must be addressed to **México Selection by CMB 2025, presented by Audi**.

Carlos Borboa – México Selection by CMB 2025, presented by Audi

Copenhagen 23, Col. Juárez. Cuauhtémoc, 06600, Mexico City, MEXICO

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- 4 bottles of each participating sample for wines (equivalent to a minimum total of 3.00 liters). 2 bottles for spirits. 6 bottles/cans with a volume of less than 0.5 liters or 3 bottles/cans with a volume of more than 0.5 liters for beers.
- A Delivery Note with the details of the samples sent.

4. Organization of the México Selection by CMB 2025, presented by Audi:

Participating samples must arrive at the reception address with all the requested information and registration fees paid.



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5. About the provenance and origin of the wines:

In the registration dossier of the samples indicated in the third article, in the case of wines, it must be specified if it is a product of 100% origin or if it is a product made with grape musts of total or partial origin other than the declared country of origin in accordance with the provisions of the International Code of Oenological Practices of the OIV.

6. About the provenance and origin of the spirits:

Due to the fact that the categories of spirits products specified in this REGULATION OF PARTICIPATION are protected under the Mexican Industrial Property Law, only the products that comply with current regulations for each category may be accepted, and for this purpose the label in the delivery of the samples stipulated in clause 3, as well as in the delivery note, the percentage of the base inputs applicable to each category must be informed.

7. Regarding the origin of the beers:

Products must comply with labeling regulations and adhere to current national production regulations. **Mexico Selection by CMB 2025, presented by Audi**, will classify the samples according to their declared characteristics or, if necessary, by their evident characteristics. The samples will also be stored in a secure location, at temperatures and atmospheric conditions that guarantee optimal preservation.

OFFICIAL REGULATION

I. Of the objectives:

Mexico is internationally recognized as an important country that produces quality wines, spirits and beers, and its prestige is growing every day. Based on this reality, the **México Selection by CMB 2025, presented by Audi**, aims to achieve two objectives:

- To highlight the characteristics of quality Mexican wines, spirits and beers, by region of origin, in Mexico and overseas, while promoting a healthy competition to raise qualitative standards, from their own appellations of origin.
- To attract international opinion leaders to Mexico, to disseminate in their respective media and communication networks information regarding the achievements of Mexican winegrowing industry, as well as the production of regional spirits and beers.

Thanks to the technical organization in charge of the Concours Mondial de Bruxelles, an organization with 33 years of experience in the sector, the **México Selection by CMB 2025, presented by Audi**, will position itself as an excellent showcase for international markets.

II. Of the supported products:

The **México Selection by CMB 2025, presented by Audi**, will be open to all Mexican wines, spirits and beers included in the Categories indicated in Annexes I and II of this Regulation, in accordance with the country's wine legislation and the definitions of the OIV International Code of Oenological Practices, and the Industrial Property Laws of Mexico.

III. About registration:

Each participating sample must submit its respective registration form, which must be sent by email before October 31st, 2025, to the Contest organization: mexicoselection@vinopres.com

IV. About the origin of the products:

Each participating sample must come from a homogeneous batch of the product, at least 1 hectoliter in size, and be appropriately packaged for commercialization. In the case of spirits and beers, each participating sample must

come from a homogeneous batch of the product, at least 100 liters in size, and be appropriately packaged, also for commercialization.

V. About the shipment of the products:

Each participating wine must be submitted in 4 labeled bottles, which must be sent to the address indicated by the contest. For spirits, 2 bottles must be sent. For beer, 6 bottles/cans with a volume of less than 0.5 liters or 3 bottles/cans with a volume of more than 0.5 liters must be sent.

VI. Registration costs and forms of payment:

The registration costs of each participating sample will be the following:

- 1 sample: 135 €
- 2 samples: 130 € (each)
- 3 samples: 125 € (each)
- 4 to 6 samples: 115 € (each)
- 7 to 9 samples: 100 € (each)
- 10 or more samples: 90 € (each)

Payment can be made

- By bank transfer

Note: Single bank account as of September 1, 2023.

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- By Visa, MasterCard or American Express credit card by completing the payment method space on the registration form.

These costs must be paid at the time of registration. **Products whose registration has not been paid will not be able to participate.**

Attach a proof of payment by bank transfer if you do not want to pay by credit card on our secure site «Ogone»

Registrations that have not been paid before October 31st, 2025, will be out of the contest.

VII. About the Jury and the tasting sessions:

The **México Selection by CMB 2025, presented by Audi**, will designate the tasting juries based on their recognized experience and international capacity as tasters. The tasting sessions will take place strictly blindly, according to the rules established by the Concours Mondial de Bruxelles.

To evaluate and score the competing wines, spirits, and beers, the Digital Tasting Sheet designated by the Concours Mondial de Bruxelles 2025 for each specific case will be used.

VIII. About the awards:

The samples that obtain the required scores during the tasting sessions will receive the following prizes:

- Grand Gold Medal
- Gold Medal
- Silver Medal

However, the total number of medals awarded by the jury, according to the results, must not exceed 30% of the competing wines, spirits and beers.

The **México Selection by CMB 2025, presented by Audi**, will certify each award by delivering a diploma and physical medal that will identify the winning sample. The wineries may mention the prizes obtained on the labels of the respective samples or on other types of media. However, the organizers of the **México Selection by CMB 2025, presented by Audi**, reserve the exclusive right to supply self-adhesive prints of the Contest medals, as well as the right to reproduce these medals on labels, against labels or other media.

IX. About the categories:

- Each participating sample must be registered in one of the categories indicated in the registration website, and only in one of them, mentioning its respective identification number.
- The wines that are identified with a certain strain must be made with at least 80% of that variety.
- Wines identified as dry must have a residual sugar content of no more than 4 grams per liter.
- Wines identified as semi-sweet or sweet must have a residual sugar content greater than 4 grams per liter.

- The organizers reserve the right to delete or create new categories in the event, in order to justify the number and type of competing products.
- Participating spirits must be identified by a specific category from ANNEX I - ALL CATEGORIES SPIRITS.
- Participating beers must be identified by a specific category from ANNEX II - ALL CATEGORIES BEER.

Wines, spirits and beers produced in Mexican territory, included in the Categories indicated in the registration website, in accordance with Mexican Legislation and the definitions of the International Code of Oenological Practices of the OIV, are invited to participate.

X. General considerations:

- Participation in the **México Selection by CMB 2025, presented by Audi**, implies full acceptance of the clauses of these REGULATION.
- The information provided in the Registration Form is absolute responsibility of the signatory.
- The Contest organization may control the veracity of this information by any legal means.
- The participating wineries assume all responsibility for the registration of their products and their transportation to the address indicated by the organization.
- Registration fees, once paid, are non-refundable for any reason.
- The results of the **México Selection by CMB 2025, presented by Audi**, are unappealable.
- All prizes will be announced on our website www.mexicoselection.com on Friday, November 28th, 2025.
- All participants will receive by email the results of the wines, spirits and beers submitted.

XI. Program:

The blind tasting sessions will take place in the morning and under the strictest rules of the Concours Mondial de Bruxelles, on November 19th to 21st, 2025.