



**October
11-15, 2023**

Montréal, Québec

selectionsmondiales.ca



Official partners



Introducing the “Beyond Bottles” Innovation Category at Sélections Mondiales des Vins 2023

Attention to all wine producers who use alternative wine formats for commercialization, this invitation is specifically for you!

Sélections Mondiales des Vins Canada (SMV) has been a premier international wine competition for 30 years, making it the largest and most esteemed wine contest in North America.

SMV is pleased to announce that they are expanding their traditional wine categories to include wines packaged in alternative formats, in a challenge titled “Beyond Bottles.” SMV and Beyond Bottles acknowledge that those who value premium wine also recognize the impact packaging can have on the environment and society. In collaboration with WIC Research we are pleased to provide an exceptional opportunity for producers of alternative wine formats to be evaluated based on the same demanding criteria we use to judge bottled wine.

At SMV, the emphasis is on the quality of the wine. The traditional 9 wine categories used for bottles, and now alternative formats, **focus solely on blind judging the wine itself, regardless of its packaging**—be it glass bottles, cans, plastic bottles, paper bottles, aluminum bottles, bag-in-box, flat bottles, or whatever is next (see wine categories below).

In recognition of the information and promotion impact that innovative alternative packaging offers, we are also making an evaluation for quality design in this alternative format category 9. The evaluation will be based on a comprehensive score sheet that considers various factors such as design information for consumers, materials used, visual impact, and more.

We encourage all producers of high-quality wines in alternative formats to participate in this exciting opportunity and showcase the excellence of their offerings.

The 2023 edition of the competition will take place from October 11th to 15th in the lively city of Montreal, Canada. Held at the Institut de tourisme et d’hôtellerie du Québec (ITHQ) in downtown Montreal, this championship welcomes wine producers and traders from across the globe.

Sélections Mondiales des Vins is the only wine competition in North America which operates under the patronage of two esteemed organizations: the OIV (International Organization of Vine and Wine) and VINO FED (World Federation of Major International Wine & Spirits Championships). VINO FED currently represents nearly 20 major wine championships worldwide. Additionally, SMV has partnerships with Wine Searcher and Wein.plus.

All wine entries must align with the categories outlined in the competition regulations (shown below) and must be produced in accordance with the winemaking regulations applicable in their country of origin. For more detailed instructions and information, please visit the **SELECTIONSMONDIALES.CA website Registration page**.

Beyond Bottles wine (alternative formats)

- | | | | |
|----|------------------------|-----------|-----------------------------------|
| 1. | White Wines | 6. | Liqueur Wines |
| 2. | Rose Wines | 7. | Naturally Sweet Wines |
| 3. | Red Wines | 8. | Wines with Low Alcohol (under 7%) |
| 4. | Orange Wines | 9. | Innovative Packaging |
| 5. | Wines Under Yeast Film | 10. | Alcohol Beverages |

Our vision at SMV is to foster innovation and promote emerging trends in the alternative format market, ensuring that these wines receive the recognition they deserve. We aim to create an environment that supports and showcases the excellence of alternative format wines.

Join us in celebrating the innovation and quality of wines in alternative formats!



Réal Wolfe

President, Sélections Mondiales des Vins Canada
real@smvcanada.ca | +1 514 814-3591

Robert Williams, Jr.

Founder and partner, WIC Research
WICresearch.com@gmail.com



selectionsmondiales.ca

The only wine competition in
North America under the patronage of:





Entering your wines is a straightforward process. Here are the simple steps to follow:

1. Visit the website **SELECTIONSMONDIALES.CA**.
2. **Create an account** or sign in.
3. Enter your wine: Register your wine and select the “Wines in Innovative Packaging” category in the scrolling menu.
4. Customs: It is mandatory to add the customs information for Canada.
5. Shipping: For sample shipments, you can choose to use our facilities in partnership with Eurofret Canada. Our prices are very competitive.
6. Samples: For each registered wine, you need to send **3 bottles**, regardless of their size.
7. **Promo code: As a wine producer of alternative formats collaborating with WIC Research and SMV, you are eligible for a 15% discount on registration. Use the promo code ALTERNATIVE15 at checkout.**
8. Payment: All payments are processed on the website using a credit card.

Please note that this is a general overview. For more detailed instructions and information, please visit the **SELECTIONSMONDIALES.CA website Registration page**.