

# Concours Mondial du **SAUVIGNON**



## PUBLICISE IT!

Securing a medal from the Concours Mondial de Sauvignon is a reward for your company. Its significance can be gauged on just one condition: **THAT YOU PUBLICISE IT!**

All year round, the Concours Mondial team rolls out media campaigns aimed at local and international media, but also importers and distributors.



### OUR ADVICE

- Use all means of communication available to you • **SOCIAL MEDIA, EMAILS, WEBSITE, ETC.**
- Inform all your distributors and customers of the award received
- Display your diploma at your property and at the shows you attend
- Highlight your bottles with our medals
- Take part in our promotional events • **WINE PARIS, TOKYO, BRUSSELS, ...**

## SELL IT!

Give your product the visibility it deserves by displaying our official medal sticker on your bottles. According to our research, a medal sticker increases sales by 25%. Distributors are looking for endorsements such as the medal sticker from our competition, because consumers trust our organisation.

To find out more about our rates, visit [cmsauvignon.com](http://cmsauvignon.com)



@cmsauvignon



[www.cmsauvignon.com](http://www.cmsauvignon.com)

Contact: [sauvignon@vinopres.com](mailto:sauvignon@vinopres.com)

