



2023 – 2024 TED TALKS

MEXICO

JULY 20, 2023

PRESENTING TO:

**EXPORT PROGRAM ANNUAL
MEETING**

CONTACT:

**ADRIANA CADENA & ANGELA
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AGENDA: Mexico Project

Concours Mondiale Bruxelles

- Background
- Activities
- Results



BACKGROUND



WINE BAR CONCOURS MONDIAL DE BRUXELLES

Dates: 2022-2023

- Wine bar did not have any US labels on its menu
- Wine Bar had an excellent relation with United Airlines
- United Airlines airport lounge did not have any California Wines labels
- United signed a partnership with CMB world-wide
- No wines that did not have a medal would be allowed on United Lounges
- There was and is a very good opportunity to create a synergy not only in Mexico but also world-wide

WINE BAR CONCOURS MONDIAL DE BRUXELLES

Solving the problem

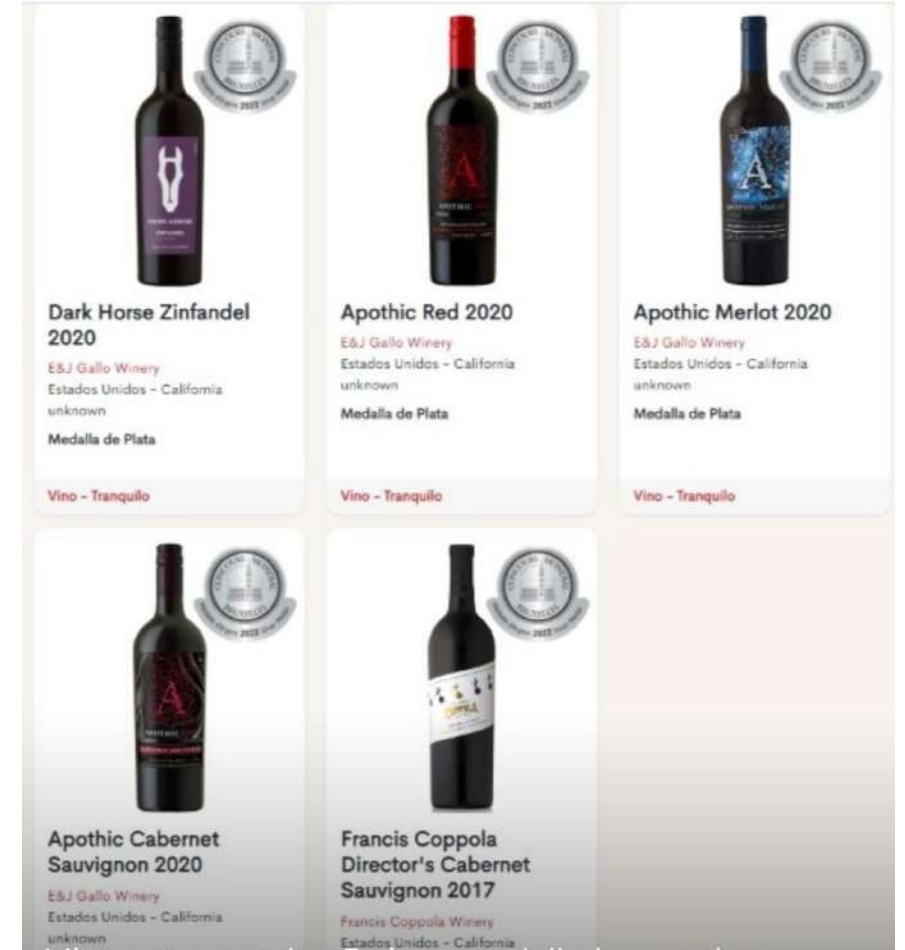
- After several meetings with CMB and some with United the Mexico Team started to work with importers.
- Presentations on the wine bar were made to different importers: Castellana, Constellation, BLN, Gallo amongst others.
- A promotion was held on the Wine Bar to promote California Wines to encourage importers to enter the contest that lasted for 6 months.



WINE BAR CONCOURS MONDIAL DE BRUXELLES

Solving the problem

- A fee is charged for every label that enters.
- If a wine wins a medal the CMB will buy the wine for the wine bar and for United lounge.
- The wines that have won medals will be allowed to be in any United lounge internationally.



WINE BAR CONCOURS MONDIAL DE BRUXELLES

Where and how the contests take place

- This year , Croacia was the headquarter of the Concours Mondial de Bruxelles 2023.
- The awarding of some of the medals , was held in Mexico City on the month of June, 2023
- Baudoin Havaux, President of Concours Mondial de Bruxelles, Rolf Meyer United Airlines Director for Mexico.



WINE BAR CONCOURS MONDIAL DE BRUXELLES

Where and how the contests take place

- Labels from Mexico, USA and NZ were recognized during the ceremony .
- Eathquake Zinfandel 2018 produced by Michael David Winery in California, was recognized with the Sylvain Trophy.
- Awareness for Lodi

WINE BAR CONCOURS MONDIAL DE BRUXELLES

Where and how the contests take place

- United now is one of the most important sponsors for CMB
- Contests are made locally for Mexico Selection and Internationally
- In México, some of the most important sommeliers vote on this contest
- November 2023: Mexico Selection will be held on Merida



RESULTS



RESULTS

As a result of the promotion, activities and efforts, 27 labels entered the wine bar CMB therefore are allowed to be now at the United Lounge Airport

- Cepas Antiguas – 5 etiquetas
- Global Wines – 3 etiquetas
- La Castellana – 4 etiquetas
- Riviera Wines – 9 etiquetas
- Vino y se fue – 6 etiquetas

RESULTS

CALIFORNIA WINES WITH MEDALS

Gold Medal: US wine Revelation:

Louis M. Martini , Napa Valley 2018

Gold Medals

- Abastract by Orin Swift, Dark Horse Pinot Grigio, Machete by Orin Swift, MacMurray Estate Vineyards 2018, The Prisoner 2019.
- *Silver Medals*
- 8 years in the dessert , Orin Swift, Double Diamond 2018, Ghost Pines Zin, KJ Vitners Reserve White , Robert Mondavi Winery Cabernet Oakville, Robert Mondavi Cabernet The Estates.

RESULTS

CALIFORNIA WINES WITH MEDALS

Wine Bar by Concours Mondial de Bruxelles		Bottle on site
White Italy		
Zahara - Casa Graia - 2018 Grillo Sicilia DOC, Sicily, Italy	\$ 900.00	
Adore Bianco - Casa Graia - 2016 Moscato Sicilia DOC, Sicily, Italy	\$ 900.00	
White Portugal		
Lagoalva Sauvignon Blanc - Lagoalva - 2018 Sauvignon Blanc Tejo, Portugal	\$ 700.00	
White United States		
Dark Horse Pinot Grigio - Dark Horse Wines - 2021 Pinot Grigio California, United States	\$ 600.00	
Orange Mexico		
Naranja - RGJM - 2021 Palomino, Riesling Valle de Parras, Coahuila, Mexico	\$ 800.00	
Rosé Mexico		
Tricot - Hilo Negro - 2021 Primitivo Valle de Guadalupe, Baja California, Mexico	\$ 700.00	
Rosado - Hacienda Florida - 2021 Grenache, Cabernet Sauvignon General Cepeda, Coahuila, Mexico	\$ 700.00	
Rosado - San Juan de la Vaqueria - 2021 Cabernet Sauvignon, Malbec Sahilillo, Coahuila, Mexico	\$ 650.00	
Rosado - Camino Corazón - 2022 Malbec Valle de Parras, Coahuila, Mexico	\$ 800.00	
V - Casa Madero - 2021 Shiraz Valle de Parras, Coahuila, Mexico	\$ 650.00	
Rosé - Vinicola Tres Raíces - 2021 Grenache, Catador Dolores Hidalgo, Guanajuato, Mexico	\$ 700.00	

*All our prices include taxes and are in national currency (MXN).
Wine Bar by Concours Mondial de Bruxelles, Copenhagen 23, June, 2023

Wine Bar by Concours Mondial de Bruxelles		Bottle on site
Red Bulgaria		
Merul Cabernet Sauvignon - Rumelo - 2016 Cabernet Sauvignon Thrace Valley, Thrace, Bulgaria	\$1,000.00	
Red China		
Helan Hong Cabernet Sauvignon - Lan Yi Winery - 2018 Cabernet Sauvignon Ningxia, China	\$1,100.00	
Red United States		
Pinot Noir - MacMurray Ranch Winery - 2018 Pinot Noir Central Coast, California, United States	\$1,000.00	
Cabernet Sauvignon - Louis M. Martini Winery - 2018 Cabernet Sauvignon Napa Valley, California, United States	\$2,000.00	
Ghost Pines Zinfandel - Chest Pines Winery - 2018 Zinfandel North Coast, California, United States	\$1,200.00	
Apothic Cabernet Sauvignon - Apothic Wines - 2020 Cabernet Sauvignon, Zinfandel California, United States	\$ 850.00	
Abstract by Orin Swift - Orin Swift Cellars - 2020 Grenache, Petite Sirah, Syrah California, United States	\$1,750.00	
Machete by Orin Swift - Orin Swift Cellars - 2018 Petite Sirah, Syrah, Grenache California, United States	\$2,400.00	
8 Years in the Desert by Orin Swift - Orin Swift Cellars - 2019 Zinfandel, Syrah, Petite Sirah California, United States	\$1,900.00	
Fortified & Vin de liqueur		
Lloro de Tierra - Casa de Tierra - NV Moscatel, Garnacha Dolores Hidalgo, Guanajuato, Mexico	\$ 600.00	
Moscatel do Douro 10 Anos - Adega de Favaios - NV Moscatel Galego Branco Douro DOC, Douro, Portugal	\$1,150.00	

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Wine Bar by Concours Mondial de Bruxelles, Copenhagen 23, June, 2023



Wine Corner
by Concours Mondial de Bruxelles



Wines By the glass

Crémant de Bordeaux - Chateau Cazeau - NV
Sémillon, Merlot, Muscadelle | Crémant de Bordeaux AOC, Bordeaux, France

Mionetto Treviso Orange Prestige Brut - Mionetto - NV
Glera | Prosecco DOC, Veneto, Italy

XA Blanc de Blancs - Casa Pedro Domecq - NV
Chenin Blanc, Chardonnay | Valle de Guadalupe, Baja California, Mexico

Chateau Domecq Blanco - Casa Pedro Domecq - 2020
Chardonnay, Viognier | Valle de Guadalupe, Baja California, Mexico

Capricornius - Vinos El Cielo - 2019
Chardonnay | Valle de Guadalupe, Baja California, Mexico

Dark Horse Pinot Grigio - Dark Horse Wines - 2021
Pinot Grigio | California, United States

V - Casa Madero - 2021
Shiraz | Valle de Parras, Coahuila, Mexico

Piedra de Oro - Viñedo San Miguel - 2020
Cabernet Sauvignon, Malbec | San Miguel de Allende, Guanajuato, Mexico

Apothic Cabernet Sauvignon - Apothic Wines - 2020
Cabernet Sauvignon, Zinfandel | California, United States

Spirits By the glass

Júrame - Destilería Mezcal Ipiña
Agave Salmiana | Ahualulco, San Luis Potosí, Mexico

Popol Vuh - Popol Vuh
Agave Espadín | Oaxaca, Mexico

*Our "by the glass" selection changes periodically and is subject to availability.
MARCH, 2023

You can also visit us at:
Wine Bar by Concours Mondial de Bruxelles, Copenhagen 23, June, 2023
winebarbycmb.com

FOLLOW UP

CALIFORNIA WINES WITH MEDALS

- 250 bottles per month which translates to approximately \$6,000 US dollars a month
- Being in the United lounge
- Sales will be monitored with the new wines that won medals this year
- United wants to open in Japan and UK
- The wines which are medaled will be bought on the United lounges who opens the wine corner
- United, CBM and California Promotion.
- Tasting with United clients o the wines entering the United lounge



CALIFORNIA
WINES

THANK YOU

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CALIFORNIA
WINES