

LE MONDIAL DES VINS BLANCS STRASBOURG

THE World White Wines Contest

The International Wine Competition

April 5 – 6, 2025

27th Edition

Palais de la Musique & des Congrès

STRASBOURG

Press Book

Sponsored for the
15th consecutive year
by the OIV

Member for the
11th consecutive year
of VINO FED

The only competition in the world entirely dedicated to the full diversity of white wines, under the patronage of the International Organisation of Vine and Wine (OIV) and a member of VINO FED

  mondial-vins-blancs.com

 STRASBOURG
EVENTS.

 Strasbourg.eu
Métropole

 OIV
Sous le patronage de
l'Organisation Internationale
de la Vigne et du Vin

 VINO FED
LA BIENNE DES CONCOURS INTERNATIONAUX DE VIN

 anev
LES CLUS DE LA
VIGNE ET DU VIN

2025 FIGURES

27

YEARS
OF EXPERIENCE

9

CATEGORIES
& DRY WINE
TROPHIES

19

COMPETING
COUNTRIES

15

YEARS

UNDER THE
OIV
PATRONAGE

578

SAMPLES

11

YEARS
OF ADHESION
TO VINO FED

2

VINO FED PRIZES
BEST DRY WINE
& BEST BRUT
SPARKLING WINE

24

NATIONALITIES
AMONG
60
EXPERTS
WINE JUDGES

3

FAVORITES
ACCORDING TO THE
MARKET TRENDS

19 COUNTRIES IN THE COMPETITION: Southern Africa, Andorra, Australia, Austria, China, Colombia, Czech Republic, Denmark, France, Germany, Greece, Hungary, Italy, Luxembourg, Slovakia, Spain, Switzerland, Ukraine and the USA.

Summary

A unique wine contest	4
A prestigious patronage- OIV	5
A very selective adhesion - VINO FED	6
ANEV & RONA 5 stars partnerships	7
The contest	8
The medals & Prizes	9
The Jury	10
The UDSF	11
The schools partners	12
Winegrowers testimonials	13
Program & « Dealcoholized wines » Masterclass	14
Serge DUBS, Profession Best Sommelier in the World	15–18

Thanks & results



© Bartosch Salmanski

A unique competition in the world

The Mondial des Vins Blancs Strasbourg is the only competition in the world entirely dedicated to the full diversity of white wines, organized under the patronage of the International Organization of Vine and Wine and a member of VINO FED.

The competition's mission is to highlight white wines, winemakers and terroirs from around the world and to provide quality benchmarks for professionals and consumers in their purchasing process.

For 27 years, the competition organized by Strasbourg events has continued to grow thanks to the participation of winegrowers from 5 continents and judges who are both expert and international.

A true laboratory of trends, the Mondial des Vins Blancs reinvents itself edition after edition and in addition to the medals awarded, it also offers favorites and Special Prizes linked to the evolution of the wine market.

In 2025, wineries will be able to present de-alcoholized wines for the first time.

The competition will take place over two days, April 5 and 6, 2025. It features 12 categories.:

- | | | |
|-------------------|----------------|---------------------------|
| 1. Chardonnay | 5. Pinot Blanc | 9. Sylvaner |
| 2. Chenin | 6. Pinot Gris | 10. Viognier |
| 3. Gewurztraminer | 7. Riesling | 11. Autres cépages blancs |
| 4. Muscat | 8. Sauvignon | 12. Assemblages blancs |

A prestigious patronage

2011 was the year of recognition among the most renowned international competitions. In 2025, Strasbourg Events complies with the very strict rules of international competitions and has been awarded the prestigious patronage of the OIV for the 15th consecutive year.

The competitions are supervised in accordance with the rules governed by the OIV.

It is also through these controls that Strasbourg Events is able to guarantee international recognition for its award-winning candidates.

Winners will be able to affix the adhesive label corresponding to the medal awarded to their award-winning bottles.



Sous le patronage de
**l'Organisation Internationale
de la Vigne et du Vin**

Pr. Dr. Monika CHRISTMANN,
Honorary President of the OIV,
will chair the panels of 60
international expert judges.



© Bartosch Salmanski

Pr. Dr. Monika CHRISTMANN, Honorary President of the OIV

Oiv.int

The OIV, More than a hundred years old

Now composed of 51 member states, the OIV was created in 1924 to address the challenges facing the wine sector at that time, including Prohibition and unfair competition between wines produced from fresh grapes and artificial wines, particularly those produced from dried grapes.

It is through its resolutions that the OIV plays a fundamental role in the sector.

In 2024, the OIV celebrated its centenary, marking a century of contributions to the vine and wine sector.

A very selective membership

The Mondial des Vins Blancs has been a member of the highly selective World Federation of Major International Wine and Spirits Competitions (VINO FED) for 11 years. Currently, only 13 competitions are members of the Federation.

With its observer status at the International Organisation of Vine and Wine (OIV), VINO FED collaborates in the development and revision of the OIV Standard for international wine and spirit competitions and the guidelines for granting OIV patronage. VINO FED audits each major competition according to rigorous standards.

The aim is to ensure absolute credibility of the results of VINO FED member competitions and to guarantee the authenticity and high quality of the award-winning wines.

VINO FED thus gives producers the assurance that their products have been assessed according to well-defined rules by competent international tasters. It strengthens consumer confidence by guaranteeing the quality of award-winning products.

For the 6th consecutive year, a VINO FED PRIZE will be awarded to the best dry wine (between 0 and 4g of residual sugar) out of all the still wines entered into competition.

And, new in 2025, a 2nd VINO FED PRIZE will be awarded to the Best BRUT sparkling wine in the competition.

[Vinofed.com](https://www.vinofed.com)



© Bartosch Salmanski

Edita ĎURČOVÁ, Deputy Vice President of VINO FED in charge of the general secretariat will carry out the controls at the Mondial



All award-winning wines from VINO FED member competitions are listed on the commercial platform [wine-searcher.com](https://www.wine-searcher.com).



ANEV 5th year of partnership

The National Association of Vine and Wine Elected Officials was founded on June 15, 1999, at the initiative of some twenty parliamentarians from wine-growing constituencies across France. Crossing all political and geographical divides, the association now has several hundred members, the vast majority of whom are wine-growing municipalities and inter-municipalities, as well as around one hundred parliamentarians from regions and departments.

This partnership fully embodies ANEV's mission of promoting the dynamism and vitality of French viticulture.

ANEV's main missions

Express and represent the general interests of wine-growing regions.

Promote consultation, exchange, and dialogue among elected wine officials.

Inform member communities of policies implemented by public authorities.

And, above all, promote the dynamism of viticulture and its terroirs.

Elusduvin.org



© Bartosch Salmanski



Glasses of exception

Through Edita ĎURČOVÁ, Deputy Vice President of VINO FED, judge at the Mondial and ambassador of RONA glasses, these high-quality glasses have been used since the 2022 edition and have won over the judges and organizers of Strasbourg events.

RONA, a Slovakian glassworks company, is internationally renowned. Rooted in century-old expertise and highly innovative, it offers a type of glass for each type of white wine: a glass for still wine, a glass for sparkling wine, and a glass for macerated white wine, commonly known as orange wine (see photo opposite).

Rona.glass

The contest

The rules imposed for tasting samples are extremely strict and leave no room for doubt. They are defined by the OIV standard on the subject.

An OIV inspection takes place on site during the edition. This is accompanied by an audit conducted by the VINO FED delegate who is also present during the edition.

All tastings are served blind.

The organization guarantees the anonymity of the samples. The only indications are the vintage and category.

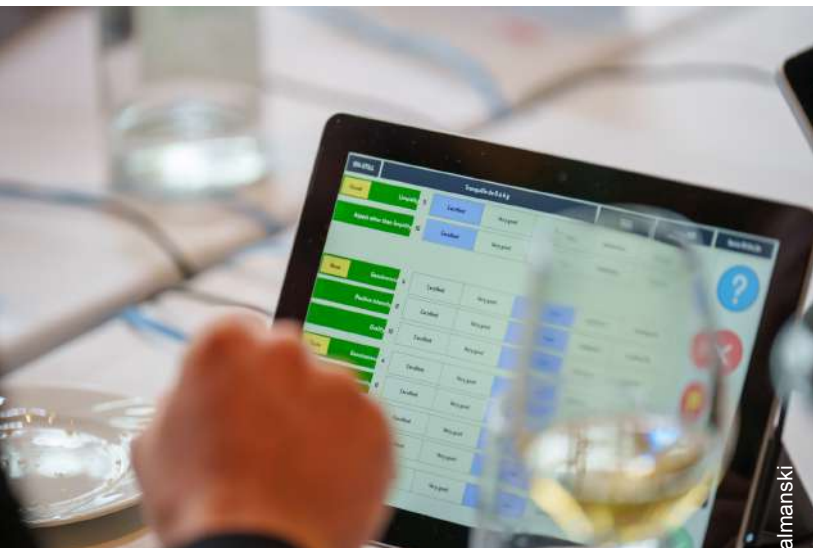
Sessions & Judging Tables

The expert judges are assigned according to OIV standards, with a majority of international judges at panels of 5 or 7. Three tasting sessions per half-day begin with a test wine (« vin de mise en bouche »).

Specific criteria

- Visual appearance
- Olfactory appearance
- Palate impression
- Gustatory appearance
- Overall impression
- Product character

All these criteria are taken and recorded by a digital process using an electronic tablet.



© Bartosch Salmanski

Medals & Prizes

Medals

Up to a limit of 30% per category, according to OIV standards, expert judges may award medals.

Grand Gold Medal (from 93 points)

Gold Medal (from 89 points)

Silver Medal (from 85 points)

Wines can also win Special Prizes.

In each of the 12 categories, a **Trophy for Best Dry Wine** can be awarded (residual sugar level < 4 g/l)

The **best dry still wine** in the competition, across all categories, wins **the VINO FED PRIZE**. In 2025, the jury also awards a **VINO FED PRIZE to the best sparkling BRUT**.

The best wine of the entire competition wins **the Grand Jury Prize**.

The Famille Ruhlmann-Schutz estate, winner in 2024 with its Gewurztraminer Vendanges Tardives 2021 and a score of 96 points, will defend its title on April 5 & 6, 2025 at the Palais de la Musique et des Congrès in Strasbourg.

The 3 favorites

The organizers want to celebrate boldness and terroirs by rewarding the following wines in 2025:

Best Orange Wine

Best Wine for the first participation

Best Wine Made from a Native Grape Variety

More than trends, these favorites respond to structural changes in the market and also to demands for qualitative benchmarks expressed by consumers and professionals.

Native grape varieties are not only part of the vineyard heritage to be preserved and, according to the latest studies, they are also resistant to climatic variations.



The jury

The Mondial des Vins Blancs Strasbourg invites professionals from around the world (see the list of wine professionals) from the wine industry (oenologists, sommeliers, wine merchants, winemakers, professional journalists, etc.).

The crème de la crème of the professional jury will once again be gathered in Strasbourg.

These tasters are selected based on their skills and experience. Many of them are also experts in other international competitions sponsored by the OIV.

24 nationalities from 5 continents are represented this year among the panel of expert judges.

Countries: South Africa, Germany, Argentina, Australia, England, Canada, China, Chile, Czech Republic, Denmark, France, Greece, Italy, Japan, Luxembourg, Malaysia, Norway, Netherlands, Romania, Slovakia, Spain, Switzerland, Ukraine, Uruguay.

For each Grand Gold medal, the winemaker will have the tasting commentary and a wine-food pairing developed by the judges.



© Florence Vahl

24 nationalities
of expert
tasting judges

Wine and food pairings Grand Gold Medals

For the first time in 2025, international expert judges will work on wine and food pairing suggestions for the wines that will receive a Grand Gold medal.

A true culinary journey awaits, given that each table will have a majority of international judges.

AIVA students at each table will be responsible for recording the comments and pairings suggested by the expert judges.

The UDSF

The French Sommelier Union, whose goal is to promote, enhance, develop, perfect, and protect the activity and profession of sommelier, will provide an additional guarantee of the competence of the competition's tasters and the credibility of the winners.

Strasbourg Events welcomes numerous representatives of the UDSF for this edition. Serge Dubs, World's Best Sommelier in 1989 and also a member of the A.S.I. (Association of International Sommeliers) jury for international competitions, has been a taster since the beginning of the Mondial des Vins Blancs.

Each edition begins with the ceremonial tasting commentary of the standard „vin de mise en bouche“, provided by Serge Dubs. Many members of the Alsace Sommeliers Association also serve on the jury.

As for the wine service, it is carried out by the students of the hotel school under the guidance of the sommelier professor, Amandine DUMONT, and Sandrine ZEHNDER, head of the sommelier training and professor of restaurant services and marketing.



© Bartosch Salmanski



Each tasting session begins with a commentary on the standard wine by Serge Dubs ASI World's Best Sommelier 1989



© Bartosch Salmanski





© Bartosch Salmanski

School partners

The Hospitality and Tourism Trades High School, Alexandre Dumas

It is the students of the Sommelier Mention, completed in 1 year at the Illkirch-Graffenstaden high school, who have been providing wine service during the Mondial since the first edition in 1998. A unique experience for these young enthusiasts.

The AIVA (International Wine Academy in Alsace)

Students preparing for the Wine & Spirit Education Trust (WSET) professional tasting diploma are invited to rate the wines under the same conditions as the 60 international expert judges. Their scores are obviously not taken into account in the calculation of the results.

On March 26, the students were briefed on their mission, which this year included the additional task of recording tasting notes and wine and food pairings.



The 2024
GRAND PRIX du JURY
 The Gewurztraminer VT 2021
 Famille Ruhlmann-Schutz
 France

"The Jury's Grand Prix is a real boost for our direct sales of the award-winning Late Harvest Gewurztraminer and the other medal-winning wines at the Mondial, by around 20%.

Media coverage far exceeded what I could have imagined."

Antoine Schutz

**PRESS
 MEDIA**
 + 350 relays
 France & WORLD

Bold winemakers testimonials

The 2024 VINO FED Prize – Cabernet Blanc 2022, Vinartsvi Josef VALIHRACH sro – Czech Republic

"We've been very fortunate that our white Cabernet has won several awards over the years at the Mondial des Vins Blancs, but this is by far the highest trophy. It's the grape variety of the future, and without the press coverage from the competition, it would be much more difficult to introduce it so quickly to so many new customers. In these challenging times, this could mean the difference between growth and stagnation." J. Valihrach

GOLD Medal, Blanc de Blanc BRUT Chardonnay - Champagne JM Gobillard & Fils - France

"This medal had a significant impact on our visibility. It positioned us among the best Champagne producers and strengthened our reputation in new markets. We saw articles published in local press such as L'Union, and in specialist magazines."

Dry Wine Trophy, Bianco dell'Arnasa Chardonnay DOC Venezia 2022 - Castello Roncade - Italia

"The press and social media coverage of the Mondial des Vins Blancs team was exceptional. This recognition sparked interest and enthusiasm among our customers and truly improved our brand perception. It boosted our visibility and sales."

Dealcoholized wine masterclass

As a preamble to the competition, Strasbourg Events is offering a Masterclass on April 5 at 11:00 a.m., dedicated to dealcoholized wines that could compete for the first time in the Mondial des Vins Blancs in 2025.

This Masterclass is reserved for expert judges and the PRESS. It will be hosted by Bruno Marret, an oenologist and pioneer of dealcoholized wines, which he has been producing and marketing for over 20 years in France and abroad. For our English-speaking friends, this Masterclass will be hosted by judge Sue Eames.

Program

- Technical explanations on wine dealcoholization
- Discussions on the current market and its outlook
- Tasting of four wines (still and sparkling, white, rosé and red)

Limited PRESS places:

Reservation with Frédérique Pierré – FéComSi PR Agency at +33 6 47 94 54 38 frederique@comsi-france.com

Reminder of alcohol levels

Dealcoholized wine < Partially dealcoholized wine < Wine

is less than 0.5° < is between 0.5 and 8.5° < is greater than 9°

5th & 6th of april Program

SATURDAY

10:30 a.m. ARRIVAL of expert judges at the PMC – Welcome, security, badge

11:00 a.m. MASTERCLASS on dealcoholized wines

RESERVED FOR JUDGES AND PRESS

Hosted by Bruno Marret, oenologist and manager of Signatures Prestige, producer of dealcoholized wines since 2002

12:30 PM LUNCH

2:00 PM – 6:00 PM COMPETITION

Jury Briefing – Appetizer wine commented by Serge Dubs, World's Best Sommelier 1989 ASI

SUNDAY

8:30 a.m. ARRIVAL of expert judges at the PMC – Welcome, security, badges

9:00 a.m. – 12:30 p.m. COMPETITION

Jury briefing – Appetizer wine commented by Serge DUBS, World's Best Sommelier 1989

12:30 p.m. LUNCH & CLOSING DATE



Sue EAMES & Bruno MARRET



“Being a sommelier is a service profession, it’s about making people happy.”

Serge Dubs

© Bartosch Salmanski

Serge DUBS, Profession Best Sommelier in the World

Serge DUBS, Best Sommelier in the World in 1989, has been working for 50 years at the prestigious Michelin-starred establishment L'Auberge de l'Ill in Illhausern in Alsace. He is also a loyal supporter of the Mondial des Vins Blancs: since the first edition in 1998, he has honored the organizers, Strasbourg Events, by participating in the exceptional jury of our competition and was even the godfather of the 25th edition.

Serge agreed to an interview in which he first discusses his pleasure in participating in the Mondial des Vins Blancs each year in Strasbourg, then reflects on his career and some memorable moments. Here are a few selections to enjoy without moderation.

Every year, it's like the first time. Serge arrives early and makes a point of greeting all the teams working behind the scenes. With particular attention, he observes and chats with the students and teachers of the Sommelier Specialization at the Alexandre Dumas Hotel School in Illkirch. A lovely gift, full of tact and encouragement, from this world-renowned figure in the profession, to the admiring next generation, who are preparing to compete in the big leagues for two days of table service.

"It's fantastic to have all these nationalities brought together in one panel of judges. This diverse expertise, as there are all the wine professions, and also this mix of generations who share experiences." What's also great is that, beyond the organization, which is strictly regulated by OIV standards, "you can taste the wine again after a rating and discuss it," emphasizes Serge.

Serge DUBS, Profession Best Sommelier in the World

The human dimension of tasting is another component that adds to the richness of this global competition. "It's not math, it's feeling." And then, "blind tasting is a great lesson in humility," recalls Serge Dubs.

I don't need to mention his mentor in this field, the one who taught him everything in his early days and who recognized his talent alongside a determined worker.

Serge speaks of him right away. He received wise advice from Jean-Marie Stoeckel, his mentor, and if he had to retain one, the one he, in turn, passes on to the younger generation today, is to cultivate his sense of observation. "Bringing wine back to life requires a body," he says, "it's all about matching the person, the dish, and the wine," he adds.

„ Reviving wine requires a body. It's all about matching the person, the dish, and the wine. “

Serge Dubs

Indeed, being a sommelier is a contact profession; "it's about making people happy," and to do this, you must be able to quickly understand and adapt. The customer comes to enjoy an unforgettable experience, in this case at a world-renowned Michelin-starred restaurant. Observation, empathy, and measured dialogue with people are then used to allow them to experience a unique moment thanks to the appropriate selection of wine.

When I asked Serge about the genesis of this passion for wine, he revealed to me that he had embarked on a career in the hotel industry but that at the same time he was also pursuing another dream.

Serge dreamed of becoming a footballer. He played for the junior and junior teams of Racing Club de Strasbourg. During his apprenticeship, he alternated evenings spent serving at the restaurant with football training, until the intensification of his hospitality training forced him to make a choice.

Sommelierism took over, with the impressive track record that we all know, including his World title won in 1989.

In the 70s, this still-vibrant talent, with a strong, determined temperament, decided to express himself not on a field but on a terroir(s)! And this would later be a goal scored for the grape varieties! There is no doubt that this same competitive spirit has developed even more strongly in the context of the numerous sommelier competitions won throughout his career.

Today, Serge continues to challenge himself through transitivity. Through the young sommeliers of the Auberge de l'ill, notably Frédéric Schaezel, whom he coaches well in advance of major French and international sommelier events.

"I can be a pain with them," he says with a smile, because he is demanding and knows how crucial the preparation phase is. So, happy troop, Hervé Fleuriel, Benoît Hoffmann and Aubain Frey, "when there is a competition that presents itself, you have to do it, it is on the ground that we train!" In addition, "it allows you to get out of your comfort zone", the latest trends such as mixology, which is enjoying great success, are a clear example.

Serge DUBS, Profession Best Sommelier in the World

A regular at international sommelier competitions, Serge Dubs is now involved as an expert evaluator for the ASI (Association de la Sommellerie Internationale): he is part of the committees that judge the candidates and at the time of the interview he had just returned from the New World, more precisely from the ASI Competition for the Best Sommelier of the Americas 2025 which was taking place in California.

Ah, America, an Eldorado that Serge Dubs also dreamed of in his younger years, he confesses to me. "I wanted to live in America and finally I settled in Alsace and I stayed there!" Béatrice, his wife, likes to recall, "we met at the Auberge de l'III and right away Serge warned me that he wasn't going to stay in France because he was planning to live in America and then he married me!"

"When a sommelier competition comes up, you have to do it."

Serge Dubs

"Each time the Auberge de l'III reopens, I am always eager to reconnect with people."

Serge Dubs

A transition to discuss the necessary balance between professional activity and personal life. When you live your passion, the line is often thin. And during competition preparation, there are sacrifices.

Whenever a vacation is on the horizon, vineyard visits are naturally part of the program. Serge is full of gratitude for his wife, the pillar of their organization. She ensures balance in this life filled with demands..

At 71, Serge works five shifts on weekends at the Auberge de l'III. It's currently the annual holiday period, and the excitement of being back to advising customers is growing. *"Every time the Auberge de l'III reopens, I'm just as eager to reconnect with people."*

When I mention the trend toward alternative drinks and de-alcoholized wines, which will compete at the Mondial des Vins Blancs for the first time in 2025, Serge is adamant and fully aligned with his mantra of *"matching the person, the dish, the wine"*: *"Everything must be tasted!"* he affirms. *"At the Auberge, the young team is giving free rein to its creativity with alcohol-free cocktails, which is very popular. The work was able to be carried out during the COVID lull. And de-alcoholized wines will soon be on the menu,"* he reveals.

Serge DUBS, Profession Best Sommelier in the World



To conclude the conversation, I ask him three questions.

Which sommelier personality impresses you? He replies admiringly that "Pascaline Lepeltier is extraordinary" and that he had already been recognized, at a Young Sommelier Competition in France, as a truly "unique" wine personality.

And what do the Best Sommeliers in the world tell each other when they meet? "Oh, but we're friends! We like to chat!"

And if you, Serge, discover an exceptional wine, will you call your colleagues to tell them about it? Hesitation, then a mischievous smile from Serge. "Not right away!"

When I leave the Dubs couple, it is always filled with gratitude and with the conviction that what makes exceptional men and women, beyond the value of work, curiosity and taste for challenge that drives them, is their accessibility, their determination and the strong connection to their roots. Those of Serge Dubs undeniably draw their strength from the mosaic of the Alsatian terroir and also from the duo he has formed with his wife Béatrice since their youngest years in Illhausern. Same commitment to high-flying hotel service and the pursuit of excellence, same generosity and benevolent vibes.

A life, a passion, memories that I embrace with lingering emotion.

I savored these moments of a thousand caudalies, first religiously hanging on the sommelier's every word, and then I continued with a teaspoon: I left with a jar of strawberry jam, homemade, of course.

Frédérique Pierré – PR Agency FéComSi

LE MONDIAL DES VINS BLANCS STRASBOURG

THE World White Wines Contest

April
5th & 6th
2025

For more details & Accreditations

Press & Media : Mrs Frédérique Pierré
PR Agency – FéComSi
frederique@comsi-france.com +33 647 945 438

2025 RESULTS

from 6:00 p.m. on Monday, April 14 online
at:

www.mondial-vins-blancs.com

Thanks to our partners



Strasbourg Events

A leading player in its region, specializing in the organization of trade shows, professional exhibitions, and public events. Strasbourg Events leverages the region's excellence to attract international conferences and offers a solution tailored to all key corporate communications events. The general public is not left out with a rich and varied program of shows, including eight flagship events.

750,000 visitors per year – 250 events hosted

100,000 m² of event space – 40 years of experience

Congress & Music Center - Exhibition Center – Winners of 2023 & 2024 World Mice Awards