

# CMB | SPIRITS SELECTION

## ENTRY DEADLINE

June 30, 2025

at [www.spiritsselection.com](http://www.spiritsselection.com)

## SHIPMENT DEADLINE

June 30, 2025

Find out more about our collection points at  
[www.spiritsselection.com](http://www.spiritsselection.com) > register

## COMPETITION DATES

Autumn 2025

## RESULTS

October, 2025



**SPIRITS  
SELECTION**

THE EFFECTIVE WAY TO INCREASE YOUR SALES



Register your spirits  
Information  
Rates

## CONTACT

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## A BENCHMARK MEDAL

Taking part in the Spirits Selection by CMB and making it part of your sales and marketing strategy is an essential step towards **strengthening your markets**, and opening up **new sales opportunities**.



## 26 YEARS OF EXCELLENCE

By travelling to different locations every year and selecting its international judges, Spirits Selection by CMB offers truly **global exposure** to medalled spirits. The reputation of our competition has been based on **transparency, impartiality** and **rigour** since 1999.



## SPIRITS SELECTION BY CMB, THREEFOLD MISSION

Globalization of the spirits market offers substantial opportunities as well as significant challenges for consumers, producers and distributors alike. In this context, the scale and professionalism of the Spirits Selection by CMB can help:

- **Producers** establish a benchmark for their spirits and identify new opportunities.
- **Distributors** build up an attractive portfolio of spirits from around the globe and secure a place in the global market.
- **Consumers** choose spirits from a wide and constantly evolving range that meet their expectations by providing maximum value for money from a vast and ever-changing range.

## 5 GOOD REASONS TO TAKE PART IN THE SPIRITS SELECTION BY CMB

1

### TO ENHANCE VISIBILITY

Through post-event promotions, exhibitions and social media

2

### TO GUARANTEE QUALITY

For consumers

3

### TO INCREASE SALES

By around 20 % for awarded spirits, according to research

4

### TO SECURE RECOGNITION

Through a renowned international panel

5

### TO STAND OUT

In an increasingly competitive market

