



Concours
International
de **LYON**[®]
WINE, BEER & SPIRITS
COMPETITION

CITÉ INTERNATIONALE
LYON - FRANCE

**Lyon
International
Competition**
16th - 17th March
2026

Registration file
Registration of wines on concourslion.com

For 16 years now, the competition has been rewarding the world's best wines, beers and spirits!



In 16 years, **78,500** wines have been **tasted, judged** and **marked**.

A constant increase in the number of samples presented demonstrates **the confidence** participants have in these **distinctions**.



PRESENTATION OF THE COMPETITION

Lyon is well known as the capital of the senses and particularly the sense of taste, so the city is a perfect place for **the selection of the world's best wines, beers and spirits as well as cheese and dairy products. Since 2025 the selection even includes charcuterie!**

The enthusiasm for this competition is widespread. In 2025, nearly 10,400 samples from 55 countries were tasted, and millions of products brought to consumers' attention with medals.

International tasters from all parts of the wine sector (oenologists, sommeliers, restaurant owners, producers, wine merchants and competent wine-lovers) now put the event on their calendars every year.



PRESENTATION OF THE SOMMELLERIE TROPHY

The Concours International de Lyon has created a special prize for students from the high schools of Rhône-Alpes who have chosen a 'sommellerie' focus.

The prize is intended to help students discover a European country through the study of a specific designation of origin or region.

The last Sommellerie Trophy was awarded to Mathis Bouillard and Nolann Cuvillier, who presented a complete report on Belgium beers.



THE TASTING

Each year tasters meet at the Cité Internationale, Lyon's major centre for cultural events, tourism and services.

Jury members, four per table, will taste samples and attribute a mark out of 100. Each jury is composed of a professional in the field and experienced amateurs.



«Events such as Lyon give me the opportunity to taste a lot of wines in one place and, as such, I've come across some very well-made wines. This will help me sell them to passing tourists»

Pierre-André Fresard,
Wine Merchant





Renowned honorary presidents

Each year the selection of an honorary president draws the attention of the press and puts the competition in the limelight.

In 2025, the presidency of the competition of wines, beers and spirits was entrusted to Frédéric Schaaf, president of the Association des Sommeliers Lyonnais et Rhône-Alpes.

This year, the presidency of the Cheese, Dairy Product's and Charcuterie competition has been attributed to Christian Janier, Meilleur Ouvrier de France Fromager and David Bourne, World Catering Vice-Champion.

13%

Average increase in the price of a product with a gold medal

(figure from the American Association of Wine Economists Study published in January 2018)



Average age of tasters: 47 years



35% Women tasters in 2025

2,000

mentions in one year
(Source : Mention)

10,400

samples tasted in 2025



1 medal sold per second somewhere in the world



68 countries participating for the past 3 years



46 nationalities represented in the tasters' ranks for the past 3 years



L'OBs

Le Parisien

LE FIGARO

Le Point

Rayon Boissons

LA VIGNE

Terre de Vins

7 JOURS

Vitisphere

ELLE à table

ARTS & GASTRONOMIE

Cuisine et Vins de France

TRIBUNE DE LYON

LYON CAPITALE

3

TF1

Le Monde

Communication on all Fronts

The competition does not end with the tasting. Our communications department promotes the medal-winners and competition's major events to the journalists, national and international decision-makers and buyers.

Results are transmitted to:

- **Newspapers and magazines for the general public:** Articles in Le Point, Télé 7 jours, Le Nouvel Obs, Le Parisien, Le Figaro, Le Progrès, Tribune de Lyon, Lyon Capitale, L'Union Girondine, Le Monde.
- **The specialised press:** Articles in Terre de Vins, La Vigne, Rayon Boissons, Mon Viti, Cuisine et Vins de France, Elle à table et Arts and Gastronomie.

- **The international press:** 6,700 journalists listed.
- **Social media:** promoting the winners to our community of more than 11,600 followers.
- **Buyers:** 6,400 merchants, wine bars, buyers for major retailers, sommeliers.
- **Export:** 5,200 agents and importers.
- **Sector:** Interprofessional groups, syndicates, groups of producers.
- **Internet:** Wine websites, influential sites, tasters' clubs and blogs.



Partnership with Le Progrès LE PROGRÈS

The daily newspaper Le Progrès is associated for the publication of a special supplement dedicated to the Concours International de Lyon and its award-winning bottles.

The supplement will go online before the summer with information on the competition, but also on the wine sector, key market figures, descriptions of award-winners and a complete report on this edition! Born in 1859 in Lyon, Le Progrès has 263 journalists, 1,800 local correspondents and 850,000 readers each day!



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Concours International de Lyon

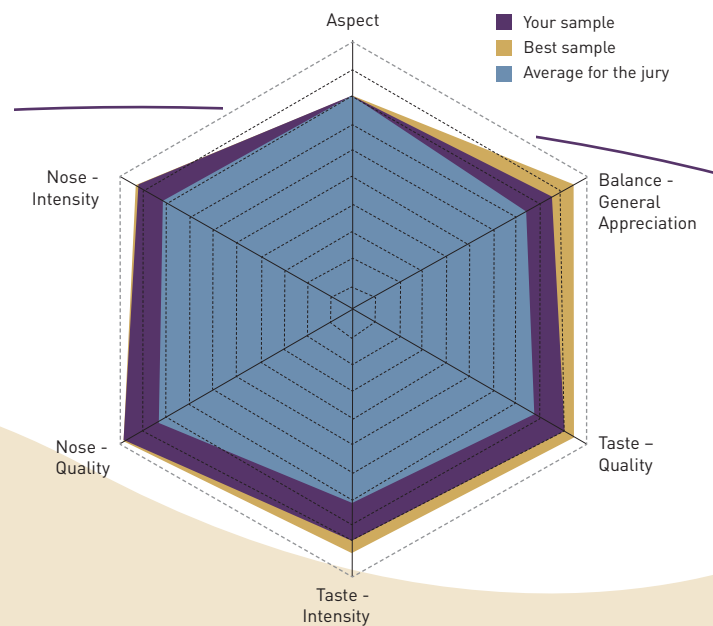


Organoleptic analysis: a valuable working tool

After the results are published, you can access and download from your account an explanatory summary of each product tasted. This organoleptic report based on the tasters' comments allows you to assess the qualities of the product and/or to work on possible areas of improvement.

A DETAILED RATING OF YOUR PRODUCTS

Each criteria is carefully considered by our jury of tasters. Aspect, nose, taste: discover your scores, in detail, for each of these criteria. Thanks to an informative diagram, you can easily compare your scores to other samples in your category. More than a simple note, this summary allows you to highlight the strengths of your products.



Only medals from wine competitions on the DGCCRF's list can be placed on wine labels. The Concours International de Lyon is registered on the DGCCRF list.

This certification demonstrates to producers the involvement of the Concours International de Lyon in showcasing their work. Consumers, for their part, will see it as a sign of rigorous selection, high quality and a competition worthy of their trust.



An independent inspector is appointed to guarantee compliance with regulations.



Medals at a reasonable price

Two distinctions can be displayed on bottles: the Gold medal and the Silver medal.

With the notoriety of the competition behind them, award-winning bottles marked with the famous medal sail around the globe and are highly sought-after by restaurants, buyers and importers.

In addition, medals are competitively priced so as not to weigh heavily on the per-bottle cost.

From €10 per thousand.



Metal plates: display your distinctions

Metal plates are a wonderful sales tool. They can be used to call consumers' attention to the fact that your wines have been awarded medals and are recognised as being some of the best in their categories.

Hang them up in your wine cellar, display them at your stand at an expo!

Trophy: show your success

The Trophy rewards the best wines of the competition by country, and all categories combined. Along with the medals and the metal plates, the Trophy is identifiable by the consumer and stands as a quality and trust guarantee.

It can be exposed in your point of sales and displayed at your stand at an expo!



TROPHY OF THE BEST WINE OF THE WORLD: THE ULTIMATE AWARD

It rewards the most acclaimed wine of the competition, all categories and countries combined! Along with the recognition of a work well done, the Trophy is well advertised in France and abroad which boosts sales.

"Winning the trophy for our Piano della Signora wine helped us communicate about this new vintage and had a hugely positive impact on our customers by increasing our visibility. The award boosted our wine's high-end profile."

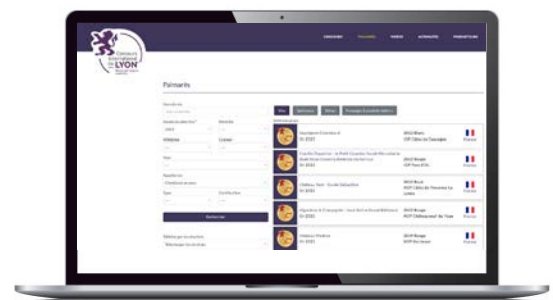
Clos Lucciardi, Trophy winner 2023

Better online presence

The list of award-winners is displayed on the competition's website for all to see.

Throughout the year a web team uses SEO (Search Engine Optimization) to make sure web pages on the award-winning products are well-placed. The goal is to improve their rank in results returned by search engines such as Google, Yahoo and Bing.

A product that is well-referenced in search engines helps make producers better known and can rapidly bring new contacts.



Strong, involved partners

After the tasting, competition partners take charge of relaying results.



Toques Blanches: great chefs from Lyon who are members of this association are part of the competition's juries. Members of the association are the trustees of a culinary heritage, repositories of the history of Lyon gastronomy: the mâchon, the Mères, the tiny restaurants called 'bouchons', the 'Halles de Lyon' marketplace, the great Michelin-starred chefs... All share and defend the same values of gastronomy, promotion of Lyon's cuisine and regional products.



ONLYLYON & Ville de Lyon: tourism and gastronomy are part and parcel of Lyon. So, the Lyon International Competition is naturally in the limelight in Lyon and surrounding areas, as are the competition's award-winning products.



Association des Sommeliers Lyonnais Et Rhône-Alpes: this association actively supports the competition. Many sommeliers are present on the day of the tasting.

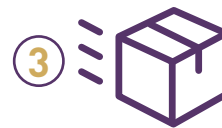
3 STEPS TO REGISTER



Create your account



Register your products



Send them stress-free by following our sending instructions

REGISTRATION OF WINES

ONLINE REGISTRATION

Until 13th February 2026 > Online registration

Until 20th February 2026 > Reception of samples

Connect to www.concourslyon.com

Advantages:

- Payment possible by credit card or wire transfer
- Quick registration
- You are informed by email when we receive your samples

Registration fees: €43,85 per wine

REGISTRATION BY POST

Until 13th February 2026 > Registration by post + Reception of samples

The form can be downloaded from www.concourslyon.com or call 00 33 (0)4 74 68 84 40 to request a copy.

Please note that there is a shorter deadline for sending samples when they are registered by post.

16th and 17th March 2026 > Tastings

20th March 2026 > Publication of results on the website

TASTER REGISTRATION

The Concours International de Lyon pays close attention to the choice of tasters. All newly registered tasters are contacted to verify their tasting aptitudes, and if necessary, a training session is suggested. Do you want to see how the selection takes place?

Register as a juror on concourslyon.com

