



**WINES, BEERS AND SPIRITS: GIANT TASTING IN LYON ON 21 MARCH
TO DESIGNATE THE WORLD'S BEST!
THE LYON INTERNATIONAL COMPETITION BUILDS ON ITS SUCCESS
TO PASS A NEW MILESTONE IN 2015.**

- The 6th edition of the Lyon International Competition will take place on 21 March 2015 at the Cité Internationale. The tasting menu will include 3700 wines from 22 countries. These wines will be tasted, judged and scored by 500 professional tasters. (Based on 2014 figures)

- New in 2015: the competition will be open to beers, spirits and aperitifs, and in doing so will become France's second largest competition for alcoholic beverages, second only to the Concours de Paris, a generalist, multi-product competition organised in conjunction with the country's agricultural trade fair.

- At the organisational helm of the competition is Armonia, a micro-enterprise run by a father and son who are passionate about wine, and their team of 3 employees. Together they manage to bring wine lovers from around the world to Lyon for 24 hours, making the competition a true success story!

Created in 2009, with a first edition in 2010, the Lyon International Competition is clearly a success: the number of wines presented in all categories (reds, rosés, white wines, still wines, liqueurs and sparkling wines) has increased by 25% each year.

In 2014, a total of 3700 wines were blind tasted by 500 oenologists, sommeliere, restaurant owners, wine producers and enlightened amateurs and given a grade out of 100. In 2014, 528 gold medals and 647 silver medals were awarded.

Now in 2015, the competition has taken another important step forward in opening its doors to beers, spirits and aperitifs. Now brewers, brandy producers and others can also take advantage of the event's notoriety and spinoffs.

Denis Verneau, head sommelier at La Mère Brazier (2 Michelin stars) will preside over this year's edition.

The competition is organised in partnership with the chefs' association Les Toques Blanches Lyonnaises, the association of Lyon sommeliere and the wholesale food store Métro Cash and Carry. It has been approved by the DGCCRF (French office of competition, consumption and fraud prevention), so medals won in the competition are authorised for inclusion on wine labels. Last but not least, the competition is ISO 9001 certified.

Armonia: a small company specialised in wine selection and competitions draws attention to Lyon and the wine-making world

In 1987, Victor-Eusebio Gomez created a small company near Villefranche-sur-Saône in the Beaujolais region to provide consulting services to the wine industry, but when his son Victor-Pierre joined him twenty years later, Armonia changed course and began specialising in the **organisation of tastings, selections and competitions**.

The two Victors now at the head of Armonia, both passionate about wine, are intent on creating events **to stimulate sales for producers and the entire industry**. Victor-Eusebio Gomez once led the sales departments of a number of wine producers and wholesalers and managed his own domain in the Val-de-Loire region. Victor-Pierre Gomez has worked both at home and abroad as a sommelier and maître d'hôtel.

In 2007, Armonia created **1001.degustations.com, the internet guide to wines and products**, which now receives 50,000 visits per month.

In 2010, the **Lyon International Competition** was launched.

In 2011, the **International Gamay Competition** was created in partnership with Beaujolais wine professionals and the Inter Beaujolais competition. Each year this competition awards the world's best wines made with Gamay grapes.

The most recent addition to the line-up of competitions designed and organised by Armonia is the **International Cabernet Competition**, the first edition of which took place in Paris in June 2014 in partnership with the French sommeliers' association 'Union de la Sommellerie Française'.

Since 2011, Armonia has worked with the television station M6 in wine selections for the **Un vin presque parfait guide**, a new edition of which is available in bookstores each year.

The company also works with the Franprix supermarket chain in selecting wines sold in its stores, particularly during special wine weeks.

Rigorous organisation and scrupulous application of the rules for wine competitions—rules defined by public authorities and validated by the DGCCRF (part of the French ministry of the economy and finance)—are at the heart of the company's success. Armonia was ISO 9001 certified in February 2014.

The company, which was created in 1987, now has 5 employees.

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