

EST. 1961



# MONDE SELECTION

BRUXELLES

## TALKING POINTS - MONDE SELECTION AWARD 2025

### Main announcement

- [Company Name] has been awarded a Monde Selection [Gold/Grand Gold] Award for [Product Name] at the 2025 Quality Awards.
- This prestigious recognition highlights our commitment to delivering high-quality products to consumers worldwide.

### Monde Selection evaluation process

- Our product underwent a rigorous, independent evaluation by an international jury of experts.
- Our product has been recognized through a transparent and impartial evaluation process, ensuring it meets high quality standards within its category.
- The evaluation confirms our product's unique qualities, origin, and benefits.

### Significance of the Award

- Winning a Monde Selection [Gold/Grand Gold] Award is an international mark of trust and excellence.
- This award elevates [Product Name] to the ranks of internationally recognized products, setting it apart as a symbol of outstanding quality and excellence in its category. It's a mark of distinction that highlights our dedication to delivering an exceptional experience to consumers.
- It reinforces our brand credibility, enhancing our reputation both domestically and internationally.
- Consumers can choose [Product Name] with confidence, knowing it has been rigorously and independently recognized.

### Impact on the market & brand growth

- This recognition opens new opportunities for visibility, distribution, and growth.
- It strengthens consumer trust, increasing our product's appeal and market position.
- We will proudly display the Monde Selection Award on [Product Name], helping consumers easily recognize its quality.

### About Monde Selection

- Established in 1961, Monde Selection is a globally recognized quality institute that rewards product quality across Food, Beers, Spirits, Waters & Soft Drinks, Diet & Health, and Cosmetics.
- Unlike standard blind-testing awards, Monde Selection applies a comprehensive and independent evaluation, assessing multiple quality aspects relevant to each category.