

**Subject:** Exciting News: Discover the New Monde Selection Awards

We are thrilled to bring you some exciting updates as part of Monde Selection's ongoing commitment to excellence and innovation.

### Introducing Our New Quality Labels

As of today, we have introduced a refined structure for our quality labels, designed to better reflect the outstanding quality of the products we evaluate. Alongside a revisited and modern rebranding of the distinctions, the Bronze and Silver Awards will no longer exist, and the Nominee Label has been introduced.



Evaluation result  
between **90% and 100%**



Evaluation result  
between **80% and 89%**



Evaluation result  
between **70% and 79%**

The Nominee label recognizes products that meet essential quality standards. Products receiving a Nominee Label demonstrate a commitment to quality. This label serves as a mark of reliability, indicating that the product is a good choice for consumers, with necessary further enhancement to achieve Gold or Grand Gold Awards.

The quality standards of Gold and Grand Gold Awards remain exactly the same as before.

### Early notification for Nomination

In line with these changes, we have also reviewed our result timeline. As usual, our quality evaluation will be conducted throughout the season as products arrive at our warehouses. If your product meets **at least** the Nominee Label quality standard during the evaluation, you will be informed of its nomination for the Quality Awards (Gold or Grand Gold).

This early notification process is designed to give you confidence that your product has met essential quality criteria, even before the final results are validated and released.

The official announcement, revealing the final result (Grand Gold Award, Gold Award, Nominee Label), will be announced in April as previously.

### **What Does This Mean for You?**

These updates are designed to enhance our ability to recognize and promote top-quality products. If your product currently holds a Silver or Bronze Award, you may continue using these awards for the remainder of the three-year license period. However, please note that these awards will not be renewed under the new award structure.

For the rest, everything else remains the same including the quality criteria, the juries, the evaluation process, samples delivery, registration agenda...are identical as before.

### **When can I start register my product ?**

We will open registrations next week, the 16th of September 10.00 am Belgian time.

### **I am not sure to fully understand everything. Can I contact you ?**

Of course, we are very happy to answer all the questions you may have. You can either contact us by e-mail at the following address:

[info@monde-selection.com](mailto:info@monde-selection.com)

or by phone:

+32.2.346.75.57

Our team are here to assist you anytime.

Looking forward to welcoming you to the World Quality Awards 2025.