

INTERNATIONAL MEDITERRANEAN WINE & SPIRITS EXHIBITION

France - Montpellier – Exhibition Centre
15/16/17 February 2016 – 12th edition
Exclusively for professionals



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No. 1 producer

World's No. 1 exporter in both volume and value terms

No. 1 trendsetter

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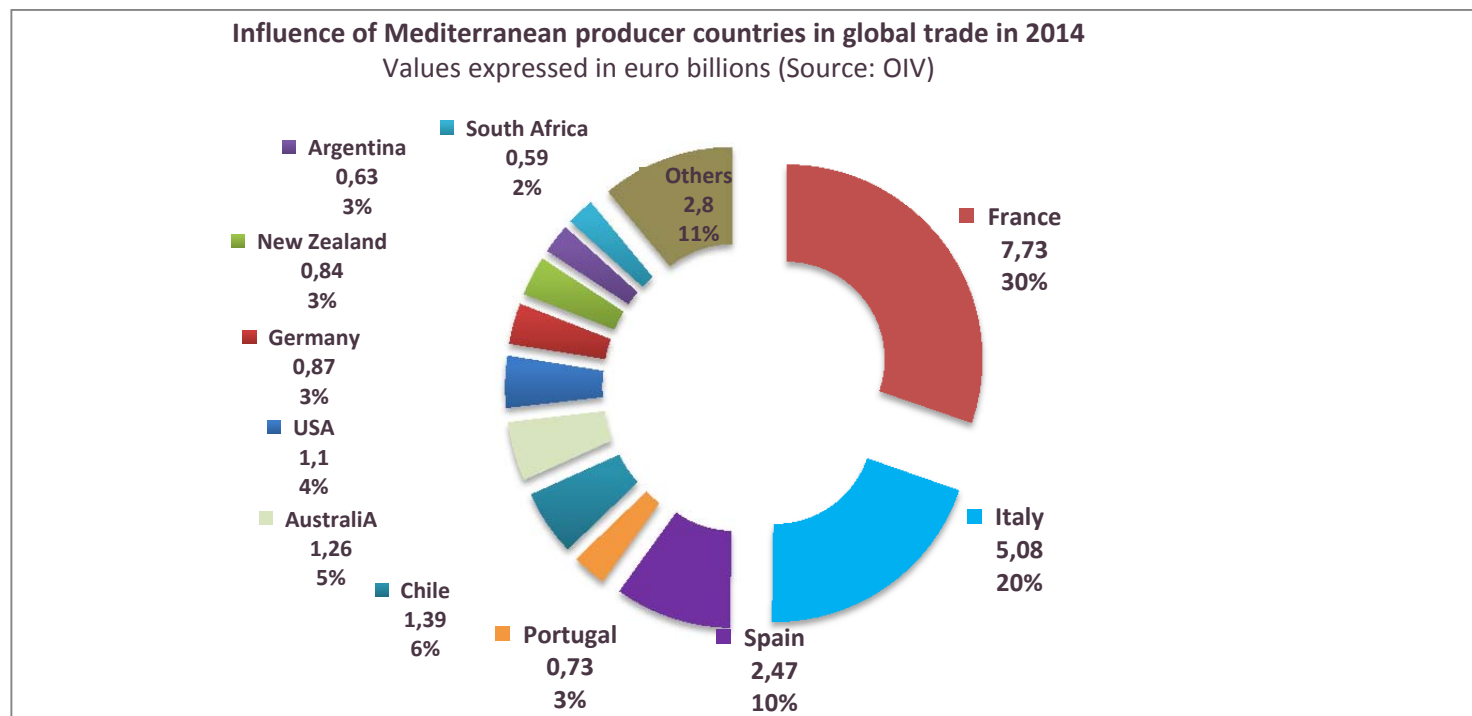
VINISUD 2016

The Mediterranean vineyards: the world's No. 1 producer and exporter in both volume and value terms

More than ever before, Vinisud 2016 sits at the crossroads of the largest wine producing area on the planet. Around the Mediterranean, the main producer countries account for more than half of world production and 63% of global trade. Furthermore, these Mediterranean vineyards retain their role as influential trendsetters since rosé and sparkling wines, which attract a young clientele, are for the most part produced in the Mediterranean basin.

Key figure: **63%** of global trade

Whereas fifteen years ago, Old World vines were ridiculed, supposedly incapable of competing with New World production and its varietal wine ranges, in 2015, the figures speak for themselves. The Mediterranean vineyards remain the world's leading production zone in terms of volume (53%), **and especially of value**. As OIV (International Organisation of Vine and Wine) statistics show, the Mediterranean's four main producer countries (France, Italy, Spain and Portugal) together account for 63% of global trade, posting overall revenue of 16 billion euros in 2014 from a total of 25.49 billion euros... way ahead of the New World wines which notched up 5.81 billion euros and 23% of global trade.

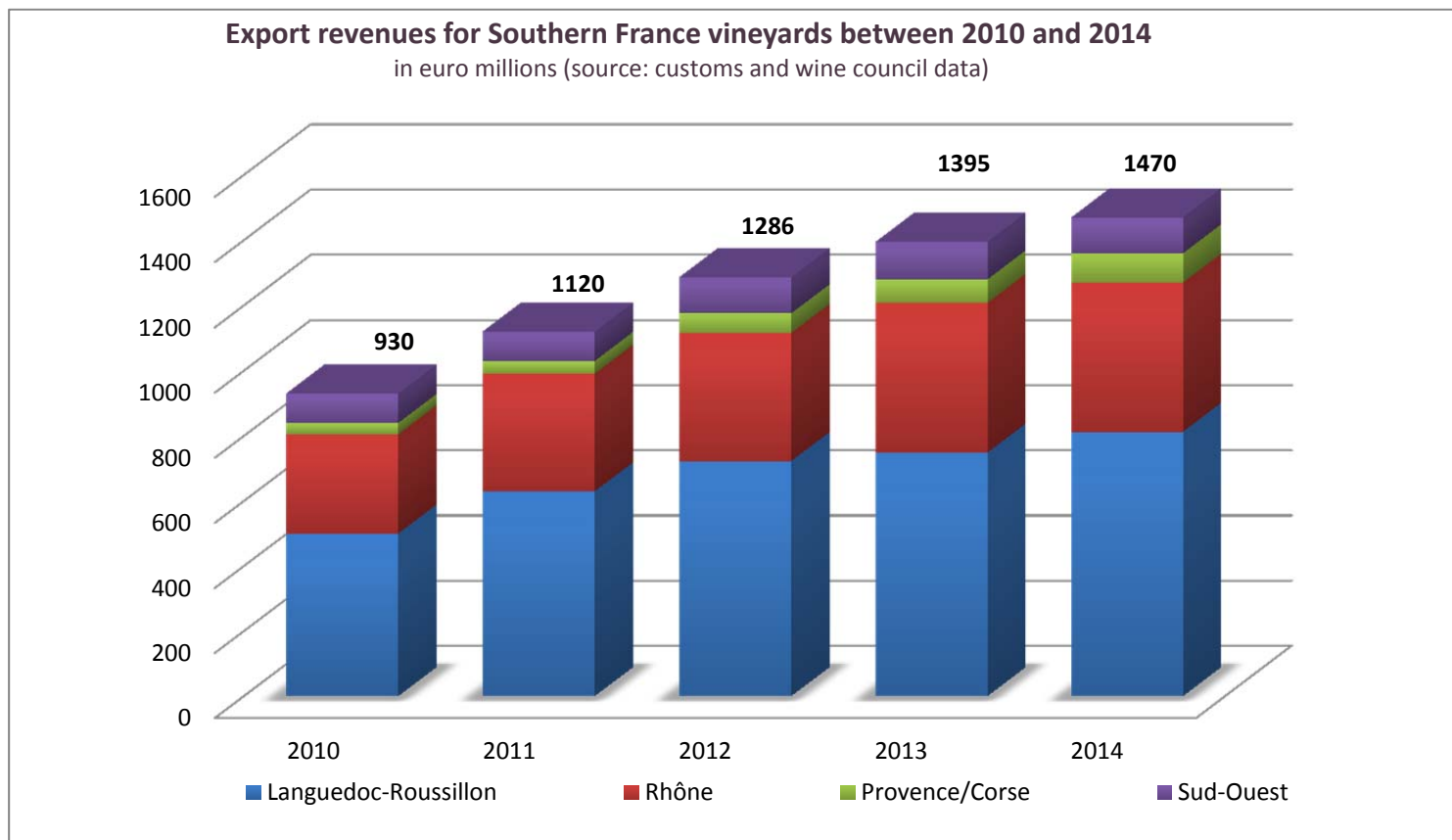


An economic performance that should not, however, mask the significant disparities between countries around the Mediterranean. Whereas for the past ten years, French exports have been stagnant in volume at around the 14-million hl mark, exports from Italy and Spain have accelerated strongly courtesy, in particular, of their bulk wines. However, France is catching up in terms of value.

Southern France wines, a new economic phenomenon

Key figure: exports up 59% in value over the past five years for Southern France wines.

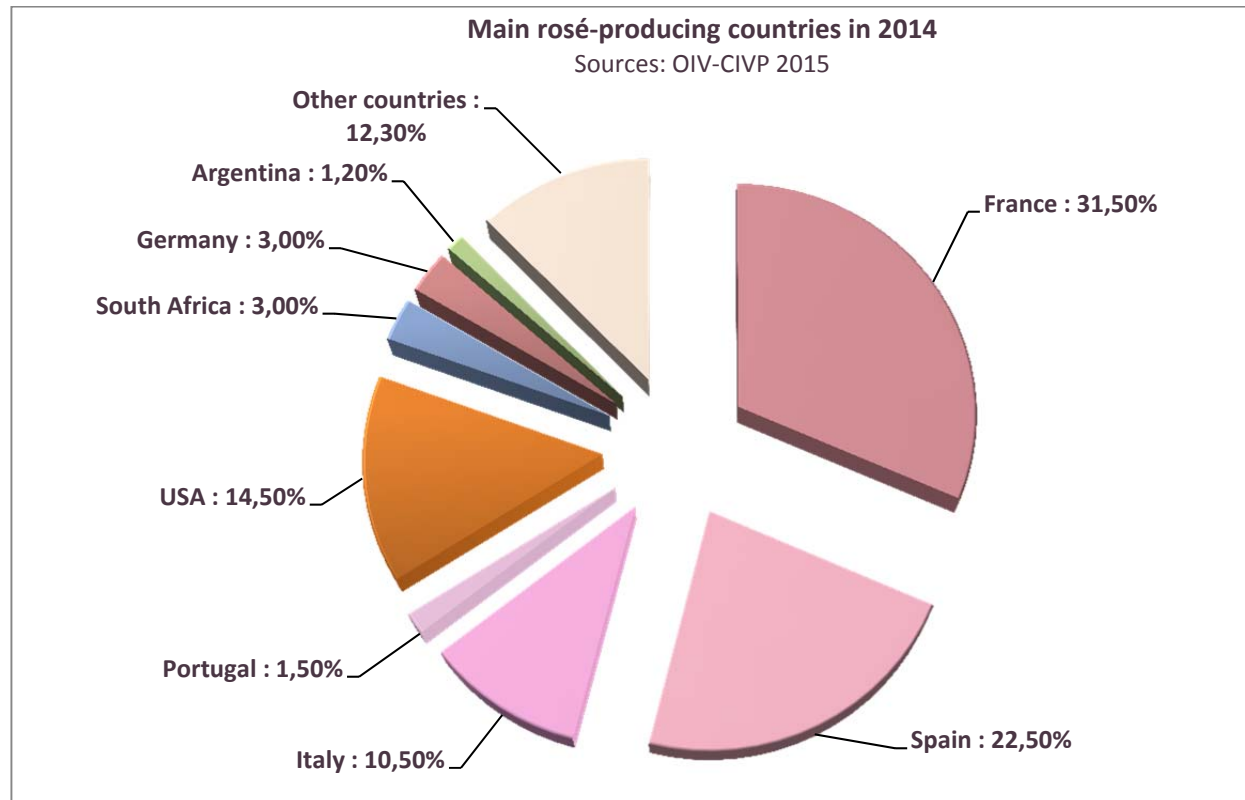
Southern France vineyards have recorded spectacular performances, contrasting starkly with the stagnant exports seen from other regions. Between 2010 and 2014, all the vineyards in Southern France (Languedoc-Roussillon, Provence, South-West and Rhône Valley) saw export revenues grow by 59%, rising from 930 million euros in 2010 to 1.47 billion euros in 2014... and these have continued to rise over the first three quarters of 2015. This revenue is also reflected in **higher-priced wine exports**. The average price of a bottle of exported Provençal wine rose from 2.98 euros in 2010 to 3.80 euros in 2014 (up 28%). The same applies to Rhône Valley wines whose price, over the same period, went up from 4.97 euros per bottle to 6.24 euros (up 25%). While PDO wines are commanding higher prices, the same is true of still wines with or without PGI status in the Languedoc-Roussillon and South-West regions. The average price of an exported bottle rose from 2.04 euros in 2010 to 2.43 euros in 2014 (up 19%).



Rosé, the symbol of Mediterranean culture

Key figure: 76% of global rosé sales are generated by the Mediterranean vineyards

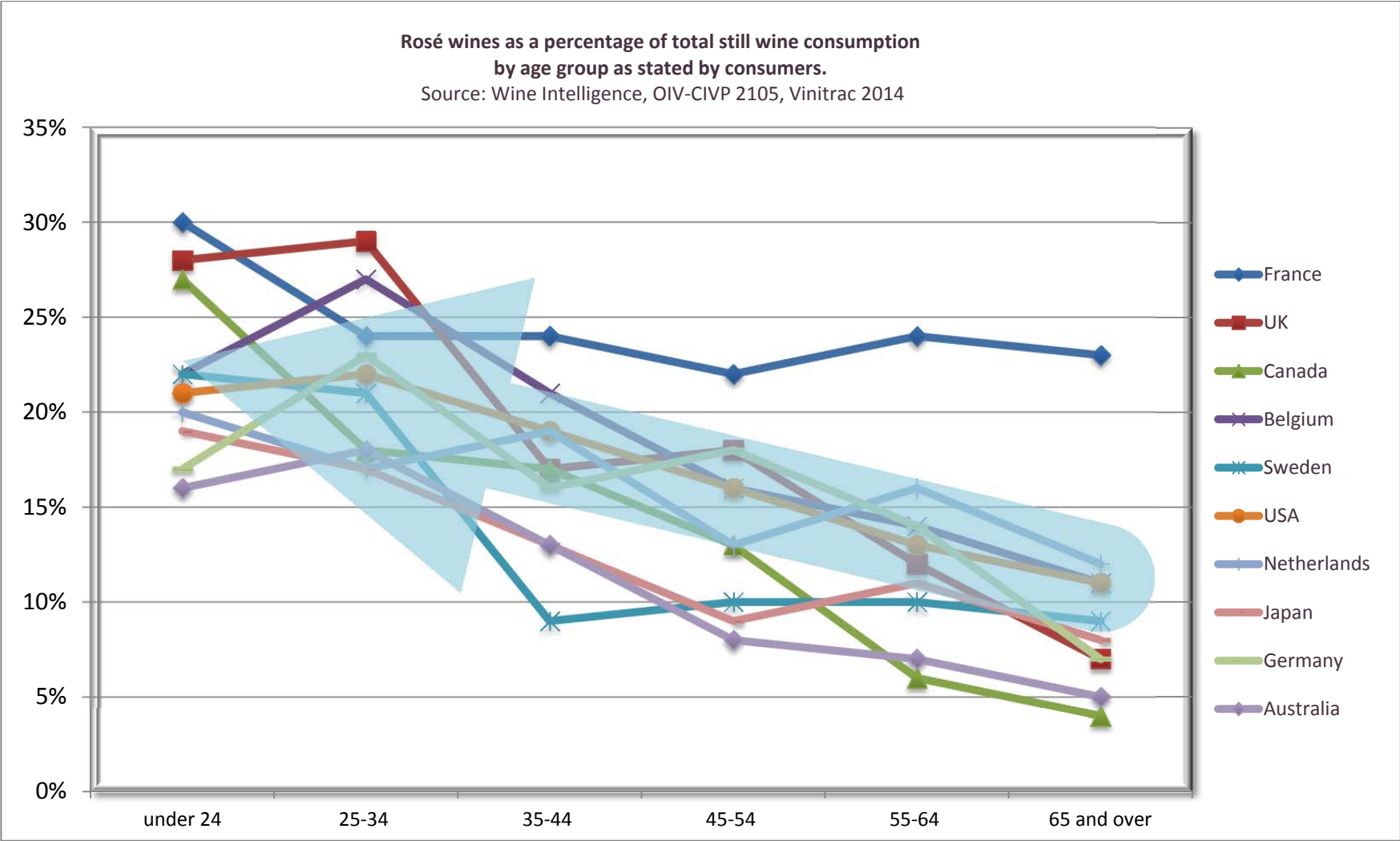
The higher prices paid for Southern France wines is partially linked to the breakthrough onto the global scene of rosé wines, as illustrated by the OIV in its latest economic outlook report. A survey conducted in partnership with the Provence Wine Council (Conseil Interprofessionnel des Vins de Provence - CIVP) has highlighted the remarkable success of this new consumption trend. While Southern France vineyards lead the way for production and exports of French rosés, Spain, Italy and to a lesser extent Portugal enabled the Mediterranean to become the world's leading rosé-producing region, with 66% of global output. They also constitute the main rosé export countries, having a combined 76% market share of the annual output of 9.8 million hectolitres. While Spain is clearly the leading exporter of rosé, this is in large part due to its bulk wines intended for the production of aromatised wine-based aperitifs.



Looking beyond these market statistics, rosé is attracting a new type of consumer, one that as yet is not wholly convinced by the charms of still red and white wines. The survey of consumers, conducted by Wine Intelligence, shows that young people (aged 18-24) are responsible for the increased commercial popularity of rosé in the main wine-drinking countries. According to the study, "the proportion of rosé relative to total still wine consumption is 10% higher, on average, in this age group." Although less visible in French consumers, this trend

is clearly evident in Germany, Australia, Belgium, Canada, USA, Finland, Japan, New Zealand, Netherlands, UK, Sweden, Russia, Brazil and China). Moreover, in most of these countries, women drink more rosé than men.

Attracting a young, female public has always been one of the wine industry's greatest challenges. Today, rosé which has high export potential, is a real asset to Mediterranean vineyards.



The sparkling wine boom

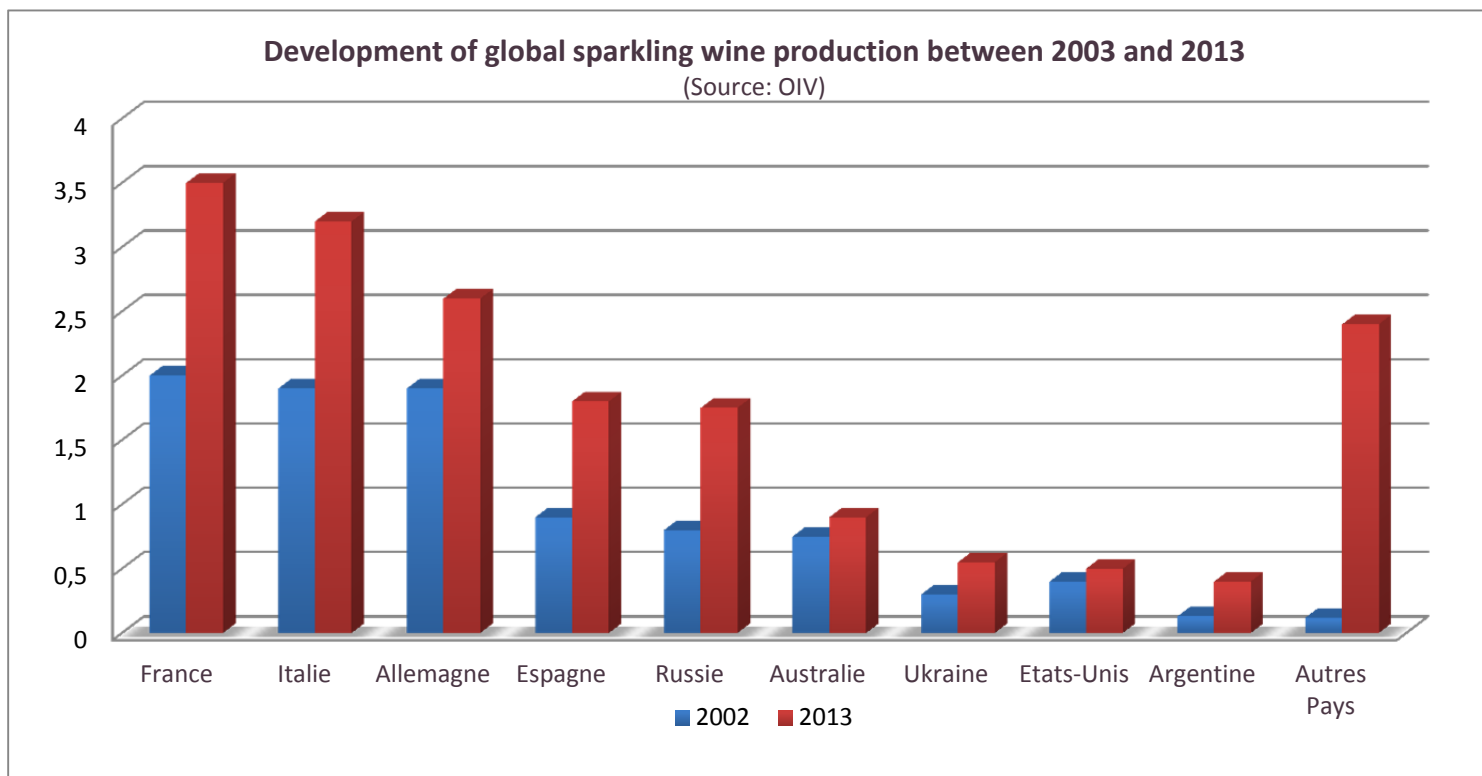
Key figure: global consumption of sparkling wines up 30% between 2003 and 2013.

Another type of wine widely embraced by consumers is sparkling wine.

Italian prosecco and Spanish cava, both inexpensive, are proving increasingly popular in all wine-drinking countries. According to the OIV, global sparkling wine consumption has risen by 30% within just ten years, from 11.8 to 15.4 million hl. This is all the more impressive when set against an overall trend of stagnating wine consumption.

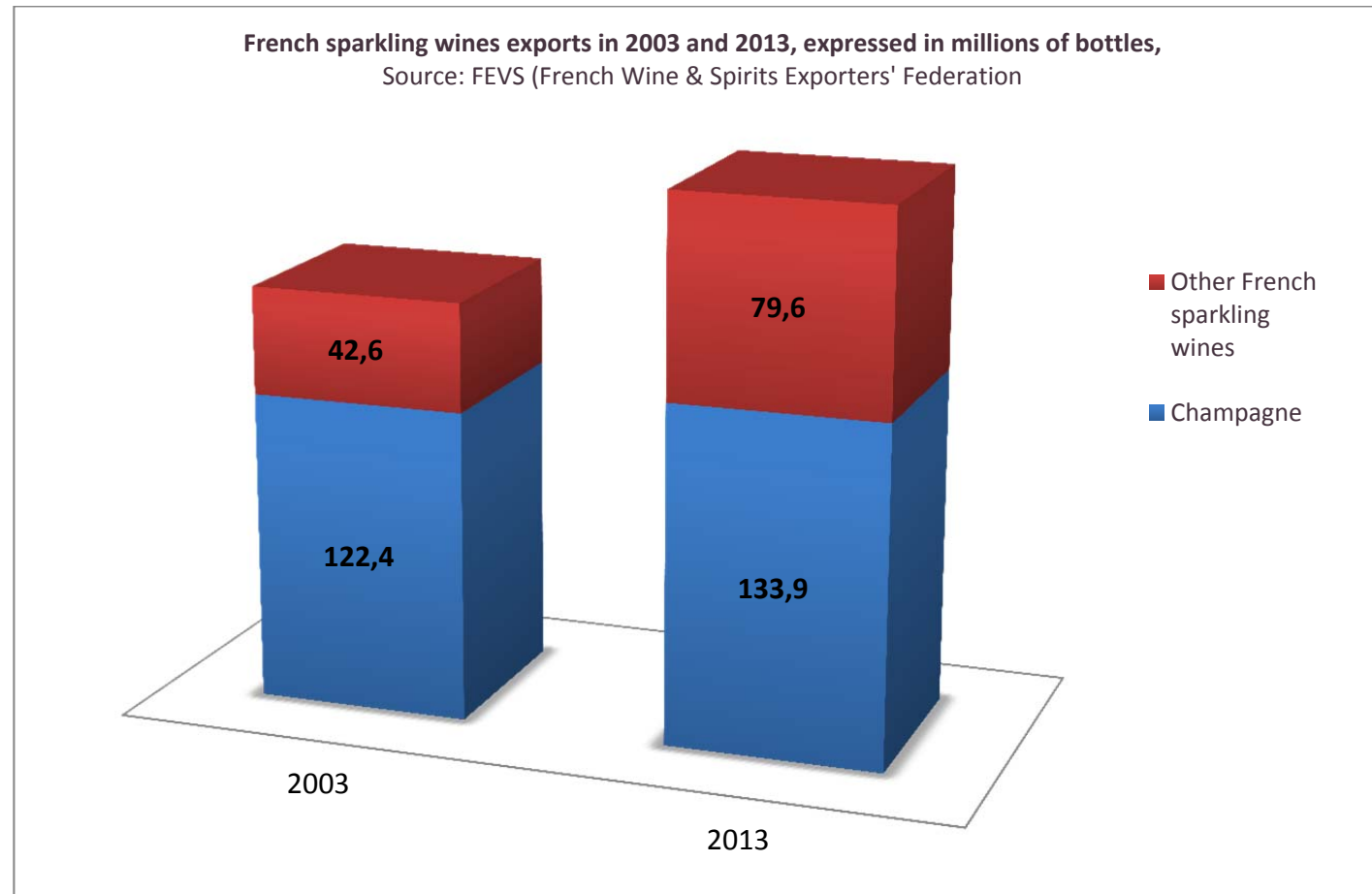
Though France remains the world's leading producer of sparkling wines by both volume and value, we have seen a rise in popularity of Italian and Spanish varieties, the other main exporters alongside France. In addition, Eastern (Russia and Ukraine) and New World countries (USA, Australia and Argentina) are producing more and more, but exporting only a marginal proportion of their output.

Global production rose by 40% between 2003 and 2013, from 12.5 to 17.6 million hl. And the three Mediterranean countries alone (France, Italy and Spain) account for **48% of this production**.



Key figure: French sparkling wine exports up 87% in volume, excluding Champagne, between 2003 and 2013.

Although France remains the leader for this category of wines courtesy of its champagnes, sparkling wines from other regions are achieving spectacular growth in export volumes. In the space of ten years, sales of sparkling wines have increased from 42.6 million to 79.6 million bottles, a rise of 87%... growth that primarily benefits the Southern French vineyards.



The latest products, innovations and themes presented and developed at Vinisud 2016 will confirm these trends.

VINISUD 2016



From Monday 15 to Wednesday 17 February 2016, the Montpellier Exhibition Centre (France - Languedoc-Roussillon region) will host the 12th edition of Vinisud, the International Wines & Spirits Exhibition featuring wines from Southern France and Mediterranean countries.

Launched in 1994 by wine industry professionals and the Languedoc-Roussillon Regional Council - President: Fabrice Rieu.

ADVANTAGES OF THE EXHIBITION

- **The showcase for the world's leading wine region** which accounts for more than 53% of world production and 63% of global trade.
Already, we have virtually matched the number of exhibitors at the 2014 event (1,640 registrations to date). 48% ONLY exhibit at Vinisud.
We are anticipating exhibitor numbers to rise by around 6%, with a large increase in Mediterranean producers particularly from Spain and Italy.
- **A huge diversity of wines** with each region/country boasting its own distinct wine identity that meets the demand from professionals: wholesalers, importers, agents, trading groups and also wineries, retailers, restaurateurs/hoteliers, sommeliers, experts and journalists.
Thousands of nuggets just waiting to be discovered exclusively at Vinisud, with more than 26,000 products to choose from.
- **The Palais Méditerranéen, a self-service tasting area unique throughout the world**, where you can compare more than 2,500 samples at your leisure.
It is a wonderful resource tool. This concept, deployed for the first time in 2000 at Vinisud, is now a feature of other exhibitions.
- **A well-defined and representative organic offering:** "Esprit Bio à Vinisud / Organic thinking at Vinisud" sticker displayed at stands and in the catalogue, with a dedicated organic area in the Palais Méditerranéen. More than 400 organic producers registered to date.
- **Scheduled in February, Vinisud offers the perfect chance to catch a sneak preview of a new vintage.**
This is the best buying period for professionals looking to grow their portfolio at the start of the year.
- **High quality international buyers:** the unique expertise we have acquired with international buyers over a 30-year period helps us to develop Vinisud's EXPORT business from one event to the next.
- **An EXPORT-oriented international event**, with over 30% of visitors from abroad
32,000 overseas visiting professionals expected (74 different nationalities in 2014)



NEW FEATURES OF THE EXHIBITION:

Intended to showcase the rich diversity of the product offering and help buyers identify products reflecting the latest consumption trends

➤ **A new look for the Palais Méditerranéen!**

Organised this year by colour and wine category, this breakdown will offer visitors a new approach to what the exhibition has to offer.

➤ **6 major wine categories - red, rosé, white, organic, natural sweet and sparkling wines**

hosted by the French Union of Oenologists – Languedoc-Roussillon Regional Council

- **A dedicated rosé section, the symbol of Mediterranean culture and a speciality of Provence** now making inroads on the global market. This area will bring together **over 350 product lines, across every region and country** (latest figure). The OIV survey conducted in partnership with the Provence Wine Council highlights this new consumption trend, which is being driven by young people and women. 76% of global rosé sales and 66% of production are generated by the Mediterranean vineyards.
- **A “Sparkling Zone”** shines the spotlight on sparkling wines, whose exports (excluding Champagne) rose by 87% between 2003 and 2013. Dedicated to Mediterranean bubbly, this section meets a continually growing demand from the global market: a self-service tasting area, with more than 250 samples to choose from, and a bar serving original cocktails made with Prosecco, Cava, Franciacorta, Blanquette de Limoux etc.
- **A new selection of rare and unusual grape varieties** presented by **Wine Mosaic** at the Mediterranean Expression stand
- **A broader product range, with the inclusion this year of the Bordeaux vineyards as a guest region**
- **A dedicated “Bag-in-Box®” area co-developed with the exhibition's media partner, Vitisphère**, enabling buyers to compare the quality of wines and explore new container formats. In 2005, 5% of all wines drunk worldwide were packaged in boxes in 2015, 35% of wines consumed in France were bag-in-box wines. The BIB® wine market is booming: for example in Scandinavia and France, where 40% of restaurateurs use the BIB® format to serve wine by the glass.

GOALS OF THE EXHIBITION

To do everything possible to attract buyers and maintain the EXPORT momentum of Mediterranean wines, which already account for **63% in value of global trade!**

In just 5 years, the Southern France vineyards (Languedoc-Roussillon, Provence, South-West and Rhône Valley) have seen their export revenues rise by 59%.

As part of this year's special focus on the USA, influential buyers from the American market will be attending Vinisud.

Our partner WINE ENTHUSIAST will be delivering a presentation on the American market: its trends, fashions and how the market is developing. The aim is to introduce producers to this complex market and provide them with key information to get their products listed in the various US States.

To date, we are expecting influential buyers from across the globe:

GOODY GOODY LIQUORS(Etats-Unis, TX) – MEDIATO AS(Estonie) – NOREX SPIRITS OY AB(Finlande) – WEINMARKT MATTHEIS(Allemagne) – ALTIA(Lituanie) – ARCUS WINE BRANDS(Norvège) – P.H BORDOPOL WOJCIECH KACPERCZYK(Pologne) – LENTA(Russie) – BIBENDUM SWEDEN(Suède) - ENJOY WINE & SPIRITS(Suède) - SYSTEMBOLAGET AB(Suède) – CORNEY & BARROW(Royaume-Uni) - BERRY BROS & RUDD(Royaume-Uni) – GLOBAL WINE CO (Etats-Unis, CA) - APOLLO WINE AND SPIRITS (Etats-Unis, NY) – PALM BAY/ESPRIT DU VIN(Etats-Unis, NY) – WEYGANDT METZLER(Etats-Unis, NY) – VINIFERA IMPORTS AND DISTRIBUTING(Etats-Unis, NY) — ASC FINE WINES(Chine) – HOCK TONG BEE PTE LTD(Singapour) – KILJIN INTERNATIONAL(Corée du Sud) – MUHAK(Corée du Sud) - SUPERGROS A S(Danemark) – RESIDENCE WIJNEN(Pays-Bas) – WIJHANDEL LEON COLARIS BV(Pays-Bas) - BATAILLARD ET CIE SA(Suisse) – SLIGRO (Pays-Bas) – HANOS INTERNATIONALE HORECAGROOTHANDEL (Pays-Bas) – O'BRIENS WINE GROUP (Irlande)...

To facilitate direct contact between buyers/producers, visitors may request meetings with producers via our website.

Buyer testimonials

USA

Jeff Cox - Wine and Beer Buyer - **PCC Natural Markets** in Seattle

“Consumers are becoming increasingly interested in Mediterranean wines” ... “No wine portfolio is complete without a selection of French, Spanish and Italian wines.”... “Mediterranean wines enjoy a positive response in the U.S.A”...“many consumers have only just begun to discover them. A striking example is the growing interest in Corsican wines.”...



PAYS BAS

Huub Van Den Muysenbergh – CEO at import company **Wijnkoperij La Persistance** in Breda

“Mediterranean wines represent an invaluable asset for my company”... “Since I’ve been coming to Vinisud, I’ve been amazed to see the progress we’ve made. Producers have evolved their wine styles, placing the emphasis more on upstream work and gentler winemaking techniques, more in line with market realities.” “Each edition is even better than the last”...



CANADA

Andrew Topham - MD at **Liberty Specialty Imports** in Vancouver

“Mediterranean wines offer exceptional value for money. However, it would be a mistake to reduce Mediterranean wines to a mere price/quality ratio calculation. The South of France, to cite just one region, offers us quality wines, a significant potential in terms of volumes but also a sensory profile that British Columbian consumers enjoy.”..



EVENTS AT THE EXHIBITION (Provisional programme):

Opportunities for discussion, fact finding and keeping up-to-date

➔ Palais Méditerranéen

A self-service tasting area open throughout the exhibition hosted by the **French Union of Oenologists**, offering a glimpse of the Mediterranean vineyards' rich diversity; over 2,500 products to sample.

When you get a chance, don't miss:

- "Ça bouchonne à Paris and ça débouchonne chez nous..." (While Paris's roads are bottlenecked, here we're uncorking the bottles) - Original sketches by Rémy, wine artist and humourist

➔ "MEDITERRANEAN EXPRESSION BY VINISUD" stand

This area showcases the rich diversity of the Mediterranean's wine, culinary and cultural heritage.

Wine Mosaic will offer:

- Tasting of "**unusual Mediterranean and Southern grape varieties**", open daily throughout the exhibition
- Talk and Taste sessions - winegrowers invite you to sample wines produced from unusual grape varieties
- "**Winegrowers' oil**" (**huile de vigneron**s) **tasting bar**, also open daily

Photographer **Claude Cruells** will exhibit his "**Mediterranean vineyard landscapes**"



➔ Masterclasses / Wine tastings (themes to be announced)

- **Exploring the Maury vintage through its PDO natural sweet and dry wines.**
By wine expert Eric Aracil, export manager for the Roussillon Wine Council (Conseil Interprofessionnel des Vins du Roussillon - CIVR).
- **100% Mediterranean Syrahs: Commented tasting**
By Lauren Buzzeo and Roger Voss – Wine Enthusiast
- **World trends in rosé wines** presented by the Provence Wine Council - CIVP
- **Discovery tasting of a selection of award-winning Mediterranean wines hosted** by Decanter
- **Tasting of organic Mediterranean wines awarded prizes in the Amphore International Organic Wine Competition**
Featuring journalist Pierre Guigui, Amphore director/founder
- **Talk and Taste session hosted by Jean-Marc Quarin**, an independent critic specialising in Bordeaux wines (www.quarin.com): "What is essentially Southern about Bordeaux wines and what qualities of Bordeaux can be detected in Southern wines?"
- **How to recognise wine faults - a practical workshop**
A theory and practice approach followed by olfactory exercises designed to grasp, understand and be able to recognise a number of important changes that affect the sensory profile of wine.
By Les Professionnels du Liège (Cork professionals)



RÉGION LANGUEDOC ROUSSILLON

- **En primeur tasting of wines awarded gold medals in the 2016 International Grenache Competition**, organised under the initiative of the Roussillon Wine Council (CIVR).

➤ **Presentations** (themes to be announced)

- **Analysis of trends and fashions in the USA market. What does the future hold?** by Lauren Buzzeo and Roger Voss – Wine Enthusiast
- **“Vinov’tour”, an annual look at what’s new in wine tourism** organised by André Deyrieux – Winetourisminfrance, featuring this year: **“Storytelling as a wine tourism marketing strategy. Experiential, digital and events... Meaning, art, and culture”** with guest speakers Michel Simon - Deputy Mayor of Cahors with responsibility for major projects, Catherine Leparmentier - Permanent Secretary, Great Wine Capitals Global Network, Louise Hurren - Wine PR and Marketing Communication and Viviane Coursières - Iter Vitis France, the European & cultural brand of wine tourism.
- **Symposium on wine training, a catalyst for image promotion and driver of sales** hosted by Sud de France Développement, in partnership with Vitisphère

➤ **VINISUD DIGITAL HUB**

In 2016, Vinisud is revamping its digital identity. A pioneering trade fair forging links between the wine industry and digital world via: Following a sea change that began in 2012, Vinisud continues to innovate for this 12th edition with a new digital ethos.



As evidence of its ongoing dialogue with online opinion leaders, **the Mediterranean Wines Blog** this year once again welcomes new contributors from across the planet. Bloggers from previous editions join with these international influencers in sharing their views with all Mediterranean wine professionals and enthusiasts.

The role of the **“Vinisud Ambassadors”** as a sounding board for opinion, is further enhanced for this edition by the launch of a competition to select the best contributors. In order to take part, bloggers are invited to produce a minimum of 3 articles or illustrated coverage. Vinisud now has a total of five Ambassadors who will represent their countries and fly the Vinisud colours abroad.

New for 2016: the **“DIGITAL HUB”** which functions as the ‘lung’ in Vinisud’s digital ecosystem, is this year looking to highlight new global trends in communication. Hosted by a team from specialist wine agency, SOWINE, the VINISUD DIGITAL HUB, a forum for sharing and discussion with influencers from around the world, will host a range of expert-led workshops and debates each day

➤ **and a host of events organised at individual stands** (programme to be announced in the exhibition catalogue)

SAVING YOU TIME AT THE EXHIBITION

The Vinisud mobile app: a quick and easy tool to help you make the most of your visit

- with an exhibitors’ floor plan and itinerary builder. Contact exhibitors, save their details and take notes.
- view events (presentations, masterclasses etc.) and set alerts.
- log onto social media.

Secure mobile and tablet charging stations, for use by all participants located at 6 strategic points throughout the exhibition.

STAKEHOLDERS AND PARTNERS

Mediterranean wine-producing regions and countries at Vinisud

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ROUSSILLON WINES AT VINISUD

WINES OF THE FUTURE & TREASURES OF THE PAST

The département of Pyrénées-Orientales is ranked 9th among French wine-producing départements, with 2% of domestic output volume. It produces dry wines and 80% of France's naturally sweet wines (VDN). These are a Roussillon speciality recognised throughout the world.

From fresh, young Muscat de Rivesaltes to Maury wines developed since the early 20th century, via its incomparable Banyuls and Rivesaltes, Roussillon has been producing a range of naturally sweet wines for more than a hundred years ... exceptional wines that are still on sale today.

Roussillon is also taking a stake in the future by following current trends and producing a significant output of high-end dry wines (Maury sec, Côtes du Roussillon, Côtes du Roussillon Villages, Collioure, PGI Côtes Catalanes and Côte Vermeille), together with fresh, young naturally sweet wines (Rivesaltes and Banyuls Rosés) and indulgent wines including the "Grenat" (PDO Rivesaltes and Maury) and "Rimage" wines (PDO Banyuls).

With 14 PDO wines produced from 15 different varieties, Roussillon wines offer an exceptional variety not replicated anywhere else.

► PDO dry wines

- Collioure *white, rosé and red*.
- Côtes du Roussillon *white, rosé and red* with in addition, *in red* only, the Côtes du Roussillon Les Aspres appellation.
- Côtes du Roussillon Villages (CRV) only in *red*, with in addition four specific wines identified by district name:
 - *CRV Caramany*,
 - *CRV Latour de France*,
 - *CRV Lesquerde*,
 - *CRV Tautavel*.
- Maury Dry in red only

► PDO Natural Sweet Wines

- Rivesaltes *Amber, Garnet, Rosé, Tawny, Specially aged and Rancio*.
- Maury *white, amber, tawny, Specially aged and Rancio*.
- Banyuls *white, rosé, Rimage, tawny, Specially aged and rancio*.
- Banyuls Grand Cru
- Muscat de Rivesaltes

► PGI dry wines

- PGI Côtes Catalanes *white, rosé, red and rancio*.
- PGI Côte Vermeille *white, rosé, red and rancio*.
- PGI Oc *white, rosé and red*.

► Key figures

- 14 PDO and 3 PGI wines, 23 grape varieties.
- 80% of domestic VDN (naturally sweet) production
- 2 200 winegrowers - 25 wine cooperatives, 345 private wineries and around 100 wine merchants.
- The region's vineyards currently cover an area of 24,000 ha, of which 70% fall into the PDO classification.
- Average yield is 32 hl/ha.
- Total average output is 830,000 hl per annum with 58% PDO wines (naturally sweet and dry wines) and 42% PGI (estimated data for 2014 harvest)
- Main export markets: China, Belgium, Netherlands, Germany, UK, USA and Canada.

► **Vinisud tastings and events**

➔ At the Roussillon Pavilion - Hall A3 - 91 winegrowing businesses

* **Guided tasting** at the **Roussillon Dry Wines bar**, CIVR stand

Every day, 3 themes will be offered via a self-service or commented tasting organised on a rolling basis throughout the day:

- Roussillon wines 2013 vintage voted "King of France" in Robert Parker's Wine Advocate Vintage Guide: tasting of wines rated 90 to 100/100.
- Tasting of wines awarded gold medals in the 2016 INTERNATIONAL GRENACHE Competition
- Exploring Dry Rancio wines

* **Guided tasting** at the **Roussillon Natural Sweet Wine (VDN) bar**, CIVR stand

Self-service of commented tasting organised on a rolling basis throughout each day based around:

- Roussillon's fruity red natural sweet wines: tasting of the region's jewels Rivesaltes Grenat, Maury Grenat and Banyuls Rimage,
- Muscats de Rivesaltes: tasting of young vintage Muscat wines. Expressing the typical flavour of Muscat of Alexandria and Muscat à Petit Grain grapes,
- Treasures of Roussillon: an exceptional tasting of two types of natural sweet wine: tawny (Rivesaltes, Banyuls and Maury) and amber (Rivesaltes and Maury). Exploring Rancios and Aged Vintages.

➔ **Vinisud Masterclass, late morning** Tuesday 25 February: **Maury in all its styles (Dry and Sweet)**
Exploring the MAURY vintage through its PDO natural sweet and dry wines.

By wine expert Eric Aracil, Export Manager for the Roussillon Wine Council (Conseil Interprofessionnel des Vins du Roussillon - CIVR).

► **Contacts:**

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* *Sud de France*

LANGUEDOC WINES AT VINISUD

Now covered by the same trade council, the Languedoc AOC and Sud de France PGI wines will be in the spotlight at Vinisud more than ever before! Showcased on their home territory, they will draw plenty of attention in an exhibition space of over 2,000m², representing 350 winegrowing businesses.

Vinisud's largest ever collective stand!

The largest gathering of Languedoc winegrowers!

The largest stand to be shared by a collective from the global wine industry in 2016, at any trade fair!

► **A gastronomic offering at VINISUD**

Following its remarkable success in 2014, the CIVL will be opening the **LA TABLE** Restaurant once again.

The restaurant will showcase regional cuisine. In partnership with Sud de France, the AOC Languedoc and Sud de France PGI wines will be showcased alongside regional products in an elegant setting where diners will experience the very best of the Languedoc region!

Vinisud 2016: the first professional gathering event of the year, where you can begin to explore the 2014 vintages:

With an outstanding 2014 vintage, 2016 already augurs well for Languedoc with quality and volumes guaranteed.

The CIVL is running an industry awareness-raising campaign in order to inform buyers about the vintage's quality.

The Languedoc Wine Trade Council (CIVL) currently covers 36 PDO and 20 PGI appellations, distributed across four departments: Aude, Hérault, Gard and Pyrénées-Orientales. Languedoc has a typically Mediterranean climate and is characterised by its wide variety of soils, which vary between appellations: vast terraces of rounded pebbles, sandstone and marl, limestone and schist, clay soils, pudding stone, sandy soils, molasse etc. It is this array of attributes that gives each Languedoc terroir its distinctive character.

► **Contacts**

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CONSEIL INTERPROFESSIONNEL DES VINS DES AOC DU LANGUEDOC ET DES IGP SUD DE FRANCE

** Sud de France*

PAYS D'OC PGI WINES AT VINISUD

► The French leader for PGI varietal wines

With its varietal strategy combined with a joint set of specifications and dynamism, the Pays d'Oc PGI is the France's leading geographical indication area for varietal wines. First launched in 1987, the label continues to expand with 800 million bottles sold in 2014 (6 million hl) representing a rise in production of 15.5 % over the past three campaigns. This success confirms recent global consumption trends demanding a clearly defined product offering based on grape variety. For the label which mainly produces single-varietal wines in the Languedoc-Roussillon region (but also quality dual-varietals and blends), this concept has resulted in a highly diverse product offering across all distribution channels, based on 56 approved grape varieties. In the Pays d'Oc PGI region, this diversity of wines goes hand in hand with guaranteed quality and traceability, thanks to a set of specifications monitored by the certification body Bureau Veritas (all wines produced are inspected).

► Key figures for Pays d'Oc PGI wines:

- 120,000 hectares of vines distributed throughout Languedoc-Roussillon, accounting for over 1/2 of the region's vineyards,
- 2,600 wine business and 20,000 winegrowers,
- 6 million hectoliters produced in 2014 (equivalent to 800 million bottles),
- 800 million bottles sold,
- 48% of this output is exported to 170 countries,
- Leading French exporter by volume,
- 5th largest world exporter of varietal wines by volume,
- 1st out of 75 French IGP wines in terms of volume,

► Vinisud tastings and events:

Located in Hall A2 with a total exhibition area of 1000m², the Pays d'Oc PGI stand seeks to reflect the quality and diversity of its varietal wines – which boast originality and character – testament to the skills of the multi-talented Pays d'Oc winegrowers.

- **Wine bar:** the label unveils its ambassador wines at a bar serving around a hundred Pays d'Oc PGI vintage wines. These commented tastings provide an introduction to the 24 award-winning wines in the 2015 Collection range (reds, whites and rosés) selected by a panel of professionals, alongside a selection of signature wines chosen for their typical characteristics
- **Bubbles bar:** a chance to explore high quality sparkling wines that perfectly complement the Pays d'Oc PGI varietal wine offering
- **100% rosé tasting bar:** the Pays d'Oc PGI is France's leading producer of rosé which can be enjoyed in any style, a chic bottle or glass, or a more relaxed bag-in-box format, at the label's dedicated tasting bar
- **Presentation of the wineries' favourite vintages**

► Pays d'Oc PGI contacts :

Jacques GRAVEGEAL - President of the Vin de Pays d'Oc Producers' Association

Olivier SIMONOU – President of Inter Oc

Florence BARTHES - General Manager of Inter Oc and the Vin de Pays d'Oc Producers' Association

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SUD DE FRANCE AT VINISUD

On 15 - 17 February 2016 at the Montpellier Exhibition Centre, the Sud de France brand will be in the spotlight at Vinisud.

Sud de France benefits from a highly attractive stand with a self service tasting area where customers can sample a range of 500 wines marketed under the Sud de France brand. This imposing stand showcases the specific grape varieties and terroirs of Languedoc-Roussillon and directs visitors to the Sud de France producers attending Vinisud, via the catalogue and product information sheets.

Ideally located within the exhibition (Hall A2), this stand is the exhibition's focal point and invites visitors to explore 500 regional wines selected for their quality, with the 2015 vintage forecast to be exceptional. It provides regional businesses with a very high business return.

Sud de France Développement is raising its profile at Vinisud by means of a major programme of events, including the Sud de France Masterclass area, where a series of wine tastings on unusual themes is planned.

Sud de France Développement organises B2B meetings between Sud de France food-processing companies and buyers from across the globe. The regional agrifood sector also boasts an attractive 200m² stand (Hall B3) designed to appeal to Vinisud visitors.

At this new edition, Sud de France Développement is launching the **very first Sud de France Wine Routes (Routes Œnotouristiques Sud de France)** which complement the package already in place to promote wine tourism in Languedoc-Roussillon through the Wine Tourism Club, which currently has 33 members, and the Tourisme Sud de France label.

Sud de France Développement is holding a **press conference on 15 February** at the Sud de France stand. Marking the brand's 10th anniversary, it will pay tribute to the strong export performance of Languedoc-Roussillon wines.

ON THE PROGRAMME:

▶ **2016 Sud de France Sommeliers challenge, the 2nd edition so far**

Entirely dedicated to Languedoc Roussillon wines and organised by Sud de France Développement in collaboration with the UDSF (French Sommeliers' Union), this competition will take place in Montpellier during Vinisud on 15 February 2016.

▶ **The Sud de France Winehub: even more effective with brand new features**

This is a new electronic B2B meeting tool, primarily intended to meet the sourcing requirements of international export importers. **It has already proved invaluable to 700 global buyers** who have used it to issue invitations for tender, view promotions and get the latest news from Sud de France producers.

Available in three languages, English, Chinese and French, the Sud de France Wine Hub is versatile, compatible with tablet devices and offers a wide range of features both for purchasers of Sud de France wines and winegrowing businesses in Languedoc-Roussillon.

<http://www.suddefrancewinehub.com/>

▶ **Award for the company that fully encapsulates "Sud de France"**

During Vinisud, Sud de France Développement will reward the company most closely aligned to the Sud de France brand in its packaging, communications media, reception area etc.

▶ **Symposium on wine training, a catalyst for image promotion and driver of sales**

Sud de France Développement, in partnership with Vitisphère, will address one of the most important aspects of communications in the wine world: education and training, an essential tool for maintaining the image and reputation of an appellation, region or regional brand such as Sud de France-

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RHONE VALLEY WINES AT VINISUD

► A much stronger presence at the exhibition

The pavilion dedicated to the Rhône Valley's vineyards occupies an exhibition area of over **1,500m² in Hall A3**, bringing together a total of **169 Rhône Valley winegrowing businesses** (150 registered in 2014)!

All the Rhône Valley appellations will be represented: Côtes du Rhône, Côtes du Rhône Villages, Crus des Côtes du Rhône, along with Côtes du Vivarais, Clairette de Bellegarde, Costières de Nîmes, Duché d'Uzès, Grignan les Adhémar, Ventoux and Luberon.

► Events:

🔗 12 appellations masterclasses

Taking centre stage within the regional wine council's stand, AOC Rhône Valley wines will be showcased in a dedicated, open area via lively, commented tastings lasting around an hour. For information and registration, visit: Inter Rhône - Hall A3

Côtes du Rhône Crus:	Côtes du Rhône Villages:	Other Rhône Valley Appellations:
Beaumes de Venise	Côtes du Rhône Villages Gadagne	Duché d'Uzès
Condrieu	Côtes du Rhône Villages Visan	Grignan-les-Adhémar
Lirac		Luberon
Rasteau		
Tavel		
Vacqueyras		
Vinsobres		

► New developments:

- **A new look for the Discovery Tables:** à la carte tasting of 500 lines.
Every day, self-service tasting tables are available to visitors at the Inter Rhône stand (Hall A3) during exhibition opening hours.
- **Themed Wine Shows**
- **A dedicated area presenting the Carré du Palais (brand new wine-tourism complex), the Université du Vin (University of Wine) and wine tourism in general**
- **Presentation of the new 2016 trade fair campaign, available at the Inter Rhône stand**

► Key figures

By area and by output, the Rhône Valley constitutes the **second largest French wine-growing region for the production of AOC wines**. It extends from Vienne to Avignon, a distance of 200 km.

It comprises:

- Sixteen local appellations:

⇒ **Eight northern appellations**: Château-Grillet, Condrieu, Cornas, Côte-Rôtie, Crozes-Hermitage, Hermitage, Saint-Joseph and Saint-Péray;

⇒ **Eight southern appellations**: Beauges de Venise, Châteauneuf du Pape, Gigondas, Lirac, Rasteau, Tavel, Vacqueyras and Vinsobres.

- ✓ The Côtes du Rhône Villages appellation, encompassing 18 named local villages;
- ✓ The Côtes du Rhône Régionale appellation;
- ✓ Clairette de Bellegarde, Costières de Nîmes, Côtes du Vivarais, Duché d'Uzès, Grignan-les-Adhémar, Luberon and Ventoux.
- ✓ Naturally sweet wines: Muscat de Beauges de Venise, Vin Doux Naturel Rasteau.

- Rhône Valley wines are **produced across 6 departments**, making wine production the **region's leading economic activity** with 390 million bottles sold in 2013/2014 in 159 different countries.

- **69,000 hectares and 5,300 winegrowing operations**

- **3,1 million hl harvested in 2014.**

- **390 million bottles** sold in 2013/2014

- **1.47 billion euros in turnover** generated by AOC wines in the Rhône Valley

- **97% of wine drinkers** in France are familiar with Côtes du Rhône AOC wines.

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CHATEAUNEUF DU PAPE AT VINISUD

AT VINISUD 2016, CHATEAUNEUF DU PAPE IS MARKING THE 80TH ANNIVERSARY OF ITS APPELLATION DECREE

To mark the next edition of Vinisud (Montpellier), CHATEAUNEUF DU PAPE exhibitors have asked Sonia Gandia, a designer based in Avignon, to design their collective stand.

Its symbolic circular 360° layout will portray the opening up of the first ever French AOC to the whole world, the smooth roundness of Grenache wines and the association with the season's cycles which have defined the winegrower's profession since mankind's early attempts to turn grapes into wine 8,000 years ago in Mesopotamia.

An open-plan, welcoming and contemporary stand hosting 16 estates and châteaux exhibiting not only their Châteauneuf-du-Pape but also their other appellations including regional Côtes du Rhône and villages, Laudun, Plan de Dieu, Vacqueyras and Gigondas.

The programme of events for this stand features diverse tastings of aged vintages, plus a presentation of the most recent, the 2015. Here, all the different aspects of the Châteauneuf-du-Pape AOC dynamic will come together including female winegrowers, organic production which is now firmly established, new producers and wine merchants.

At the instigation of Baron Pierre Le Roy de Boiseaumarié and Joseph Capus, a member of the French Senate, Châteauneuf-du-Pape was awarded the first ever AOC decree on 15 May 1936. Appellation status was later granted to Arbois, Cassis, Cognac, Monbazillac and Tavel.

To celebrate 80 years of shared history, winegrowers of these various appellations will organise an anniversary evening on Monday 15 February 2016 at "Le Nuage" in Montpellier city centre.

A BRIEF PROFILE OF THE CHATEAUNEUF DU PAPE AOC...

The Châteauneuf-du-Pape appellation area, officially established in 1933, is located on the left bank of the Rhone, between Orange and Avignon. It covers a total of 3,200 hectares in the communes of Châteauneuf-du-Pape, Courthézon, Bédarrides, Orange and Sorgues.

Its terroir boasts a wide variety of different soils types, in particular large rounded pebbles (Alpine diluvium) on a bedrock of red clay, sand and limestone shards.

Châteauneuf-du-Pape wines can be produced from thirteen grape varieties. The low yields and compulsory sorting of the grape harvest, which is still done by hand, are two factors that help to guarantee the quality and consistency of the wines of this Rhone Valley grand cru.

95,000 hls (hectolitres) of wine are produced annually, of which more than 75% is exported (principally to Europe, North America and South East Asia).

The emblazoned bottle, first launched in 1937 by the Châteauneuf-du-Pape Syndicate of Winegrowers, presided over at that time by Baron Pierre Le Roy de Boiseaumarié, remains a symbol of success and a badge of pride for the winegrowers of our appellation.

► Contact :

Fédération des syndicats de producteurs de Châteauneuf du Pape

Maison des vignerons - BP 12 - 84231 Châteauneuf du Pape Cedex France

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PROVENÇAL WINES AT VINISUD

Côtes de Provence – Coteaux d'Aix-en-Provence – Coteaux Varois en Provence

At this edition of Vinisud, the wines of Provence will be showcased in **HALL B1** in an exhibition area of almost 700m².

► On the agenda

- **Meetings with the 73 businesses exhibiting in the "Vins de Provence"** (Wines of Provence) area.

Self-service tasting area dedicated to rosé wines featuring 94 product lines, along with the unveiling of the 2015 vintage

- **Events:**

► "ROSÉ, the spirit of Provence"

Rosé production in Provence has long been a speciality, an integral part of the lifestyle.

With 150 million bottles (i.e. 40% of domestic output), **Provence is the world's leading region for production of PDO rosé wines**, supplying around 5,6% of rosé wines worldwide.

► Reds suitable for cellar ageing and delicate whites

Although traditionally specialising in rosé wines, the vineyards of Provence nevertheless produce some outstanding reds and whites. Provençal red wines are powerful, full-bodied and concentrated with smooth mature tannins that make for excellent ageing potential. When it comes to Provence's white wines, the emphasis is on delicacy, smoothness and a refreshing finish. Some are fermented or aged in wooden barrels, which develops their aromatic profile.

► Key figures for Provençal wines (2014)

Côtes de Provence – Coteaux d'Aix-en-Provence – Coteaux Varois en Provence

Total area: around 26,000 hectares

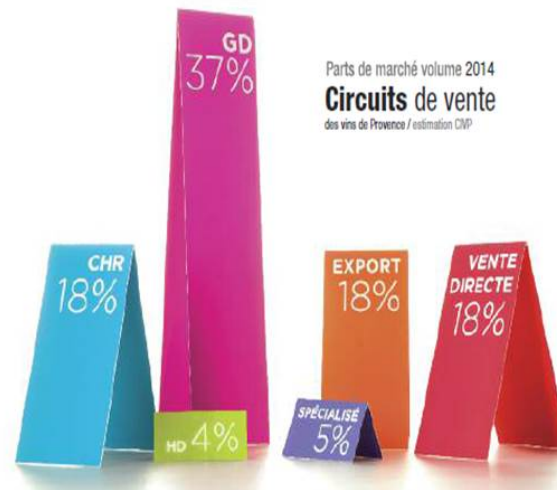
Output: around 1.385 million hectolitres, the equivalent of 185 million bottles (**Rosé:** 89%, **Red:** 7.5%, **White:** 3.5%)



The Provençal wine industry comprises around **600 producers** (540 private wineries and 60 wine cooperatives) and 40 trading companies.

Distribution:

- 82% of all Provençal wines are sold within France: including 40% via supermarkets/hypermarkets,
- 37% of volumes are sold through the mass distribution channel, the main outlet for Provençal wines.

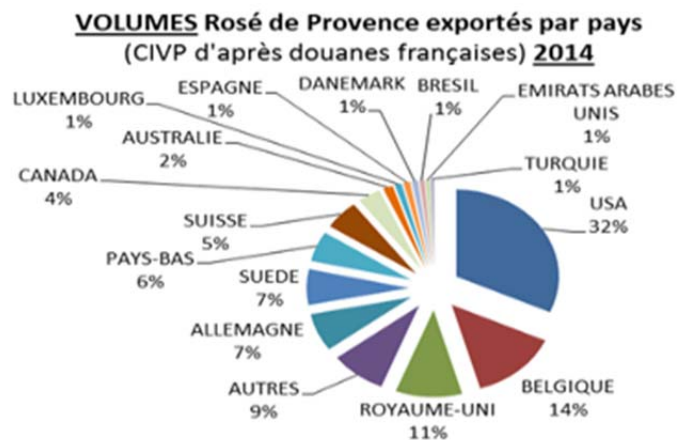


In terms of regions, Provence ranks 2nd (across all wines) for sales to the hospitality sector (cafés, hotels, restaurants), supplying 63% of restaurants.

In terms, specifically, of rosé sales to the hospitality sector, Provence is very dominant with a 61% stake. Rosé accounts for almost 30% of volumes sold: this is the fastest-growing 'colour' in this channel.

The winery channel is stable with 5% Provençal wine volumes sold via this channel.

Exports of Provençal wine rose by 12% between 2013 and 2014 to 24 million bottles, reaching 24 million bottles exported, of which the majority were rosé. The USA is by far the largest destination country for exports of Provençal rosé: one in every three bottles of exported Provençal rosé is drunk in the United States!



► **Press contacts :**

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VINISUD'S RANGE OF PGI MEDITERRANEAN WINES

► OUR RANGE OF PGI WINES, FROM LAND TO SEA

Intervins Sud-Est is the professional association that promotes and defends the interests of PGI wines from the South Eastern region of France. Our range of wines boasting Protected Geographic Indication covers the sunny region of the French Mediterranean and represents the producers and wine merchants from the Vallée du Rhône-Provence wine-producing region.

-  We represent **9 Protected Geographic Indications**: Méditerranée IGP, Ardèche IGP, Drôme IGP, Collines Rhodaniennes IGP, Coteaux des Baronnies IGP, Vaucluse IGP, Bouches-du-Rhône IGP, Alpilles IGP, Comtés Rhodaniens IGP.
-  **We are 6,300** unique and Mediterranean **women and men**
-  **We are creative** and contribute each day to the lively, free and inventive culture of wine. This creativity binds us together, makes our wines unique and enables us to propose an exceptional range of red, white and pink vintages.
-  **We are a large family** composed of rich characters, boasting multiple forms of expression and surprising wines.
-  **We are Mediterranean.** From the Gorges de l'Ardèche to the marshes of Camargue, from Mont Ventoux to the Alpilles massif, including the Garrigues of the Drôme... our mosaic of sun bathed and lively land is a true playground, with Marseille as our capital.
-  **We bring renewed impetus:** quality PGI wines, affordable, boasting the free and creative savoir-faire typical of blended wines.

► KEY FIGURES

-  9 different Protected Geographic Indications
-  900 companies
-  6,300 women and men
-  1,250,000 hectolitres - average five-year yield
-  21,700 hectares cultivated

▶ A WINE TRUCK FEATURING A MEDITERRANEAN TERRACE FOR VINISUD

The offering of PGI Mediterranean Wines will be featured in a unique inter-professional area at the Vinisud 2016 trade exhibition at the entrance to Hall B4.

True to their Mediterranean roots and creative identity our 9 wines of Protected Geographic Indication will be presented in a **wine truck boasting its own Mediterranean-style terrace**:

- ~ **Approximately thirty cuvées representative of the 3 colours of wines will be presented for tasting:** 'Heureuses Bouteilles' and 'Heureux Bibs', selected by a jury composed of influential professionals of the trade including Alain Chameyrat, director of a famous wine guide, Pierre Psaltis journalist, Kelly McAuliffe sommelier and Xavier Leclerc, cellerman for a supermarket chain.
- ~ **A specific area will be dedicated to our regional Mediterranean PGI wines:** our rosés (49% of Mediterranean production) will be in the spotlight, but our reds, whites and sparkling rosés will not be left out!
- ~ Designed as **a place for discovery, encounters and exchanges**, the "Mediterranean Wines, a PGI family" wine truck and its terrace will host each day tasting events proposing creative bouchées paired with the wines.
- ~ **Wine-producers and merchants** will present their ambassador cuvées in a most friendly and welcoming environment.
- ~ In **partnership with Marseille Bonneveine catering school**, 7 students will host with much enthusiasm the tasting events dedicated to our wines boasting Protected Geographic Indication.

▶ Contact

InterVINS Sud-Est

Interprofession des vins à Indication Géographique Protégée du Sud-Est

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CORSICAN WINES AT VINISUD

Corsican wines embody the very essence of the island identity. We conjure it up dreamily, its rugged contours, bathed in sun, buffeted by the wind. Surprising, bold and decidedly exotic.

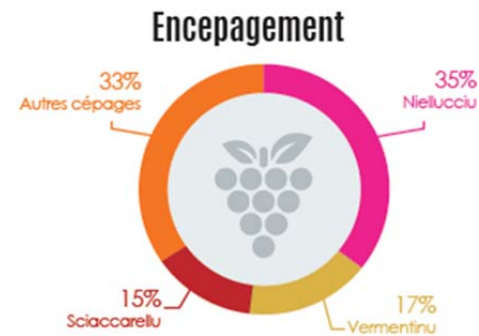
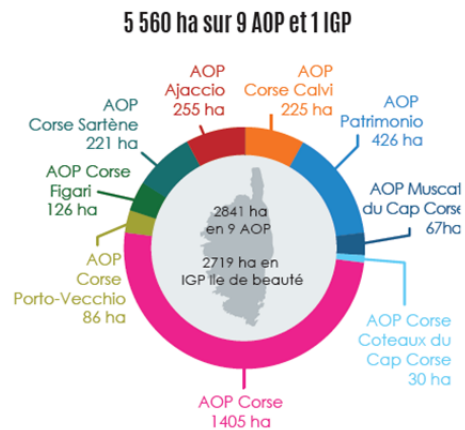
Foreign flavours, the promise of adventure: thrilling our taste buds, awakening our senses to the ultimate in indulgence and discovery. The Corsican vineyards are synonymous with contrasts... they are the most southerly, some of the most private, the sunniest yet dominated by 20 peaks of over 2,000 metres.

Here, tradition and modernity go hand in hand with the numbers of women involved in wine production rising to 1/3 of all winegrowers.

► Diversity in every glass!

Covering an area of **8,680 km²**, Corsica reveals itself to be a rich, surprising winegrowing region with a total of **9 PDOs** divided between "Cru", "Villages" and "Regional" appellations, including a specific natural sweet wine appellation.

The character of Corsican wines flows from the innermost soul of these **indigenous, incredibly rich grape varieties**. From this sophisticated mosaic, **three varieties stand out**, reputed to be the finest in Corsica: **Niellucciu, Sciaccarellu and Vermentinu**.



► Production and sales

With over **100 private wineries** and **4 cooperatives**, Corsica is the **3rd most important winegrowing island in the Mediterranean**, after Sicily and Sardinia.

Wines from the **Île de Beauté PGIs alone** account for **half of all production** from Corsica's vineyards. Across all wines – regional, varietal or AOP wines – **rosés** are the most commonly produced wines in Corsica.

- 264 producers, 104 private wineries, 160 stakeholders working together under one umbrella, 4 wine cooperatives
- Production 350,000 hl: Regional wines 224,000 hl + PDO wines 113,000 hl

► Corsican presence at Vinisud

- . 23 exhibitors at a 375m² stand
- . The 9 AOC wines, together with regional and table wines, are represented at the collective stand.
- . Stand location: **HALL B2**

A new design for a Corsican wines stand that always manages to surprise!

► Vinisud tastings and events

🔗 **New! A Corsican restaurant at Vinisud**

On the menu, our famous tiger veal served burger style, veal ribs and lots more unexpected delights!

The Corsican rotisserie food truck returns for a second year with our own wine waiters serving customers, for a Corsican wine tasting experience in a warm and friendly atmosphere!

🔗 **A tasting programme that's guaranteed to surprise (to be announced)!**

► Contacts

Conseil Interprofessionnel des Vins de Corse - C.I.V.Corse

President : Eric POLI - Director : Bernard Sonnet

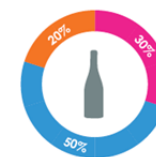
Communication : Caroline Franchi

Tel: +33 (0)4 95 32 91 32 - Fax +33 (0)4 95 32.87.81

Site web : www.vinsdecorse.com

E-mail : civ@vinsdecorse.com

Vins de Pays :
tournés vers l'extérieur



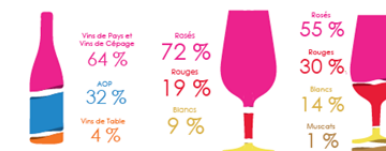
AOP : élevés ici,
appréciés ailleurs aussi



Production
350 000 hl

224 000 hl
de vins de pays

113 000 hl
de vins AOP



SOUTH WEST AT VINISUD

All the vineyards of South-West France have united under one banner: "South-West France Wines" More than 140 exhibitors from the Midi-Pyrénées and Aquitaine regions will be united by a shared identity in a 1,000m² exhibition area.

The aim of the South-West France Wines concept is to reinforce the identity and unity of South-West France's vineyards in order to promote **France's fourth largest winegrowing region**. This unifying initiative aims to develop an identity that is meaningful both to consumers and to the various distribution channels.

This coming together is supported by the Aquitaine and Midi-Pyrénées Regional Councils under the "South-West France" banner. The aim is to help structure the sectors and improve the economic performance of agrifood and wine businesses in the two regions. This public première has been eagerly awaited since the launch of the South-West France banner.

During the 3-day exhibition, visitors can explore a selection of South West France's finest vintages at the **"South West France Wines" self-service tasting area (Hall B2)**.

At this 2016 edition of VINISUD, under the "South West France Wines" banner you will find:

► 29 PDO (Protected designation of origin) wines

- | | | |
|-----------------------|---|-------------------------|
| - Bergerac | - Entraygues le Fel | - Pacherenc du Vic-Bilh |
| - Brulhois | - Floc de Gascogne | - Pécharmant |
| - Buzet | - Fronton | - Rosette |
| - Cahors | - Gaillac | - Saint-Mont |
| - Côtes de Duras | - Irouleguy | - Saint-Sardos |
| - Côtes du Marmandais | - Madiran | - Saussignac |
| - Coteaux du Quercy | - Marcillac | - Tursan |
| - Côtes de Millau | - Montravel, Côtes de Montravel and
Haut Montravel | - Jurançon |
| - Côtes de Bergerac | | |
| - Estaing | - Monbazillac | |

► 13 PGI wines:

- | | | |
|---------------------|---------------------|--------------------|
| - Côtes de Gascogne | - Ariège | - Landes |
| - Côtes du Tarn | - Aveyron | - Lavilledieu |
| - Comté Tolosan | - Coteaux de Glanes | - Thézac-Perricard |
| - Périgord | - Côtes du Lot | |
| - Agenais | - Gers | |

N.B.



The "South-West France Wines" banner brings together all the vineyards of South West France.



The goal of the "South-West France" banner launched by the Midi-Pyrénées and Aquitaine regions is to promote all agricultural and agrifood products emanating from these two regions.

The "South-West France Wines" pavilion is co-funded by the Midi-Pyrénées and Aquitaine Regional Councils.

Co-organisation of "South-West France Wines" pavilion:

South-West France Wine Trade Council (IVSO)

www.france-sudouest.com

Centre INRA - Chemin de Borde Rouge - BP 92123 - 31321 CASTANET TOLOSAN Cedex

Direct line: + 33 (0)5 61 73 87 06 / Fax: + 33 (0)5 61 75 64 39

Presidents: Michel Defrances and Michel Carrere - Director: Paul Fabre

Events Manager: Nathalie Chapeaublanc - Email: nathalie@france-sudouest.com



Bergerac and Duras Wine Council (Interprofession des Vins de Bergerac and de Duras - IVBD)

www.vins-bergerac.fr - www.cotesdeduras.com

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President: Paul-André Barriat - Director: Vincent Bergeon

Events Manager: Anne Lataste - Tel: +33 (0)5.53.63.57.53 (Direct line) – +33 (0)5.53.63.01.30 (Fax)

Email: anne.lataste@vins-bergerac.fr

Rosette
Bergerac
Montravel Pécharmant
Monbazillac
Duras Saussignac

ITALIAN WINES AT VINISUD

Vinisud is bolstering its Mediterranean offering with a record number of Italian producers set to attend the exhibition, with than 85 companies already registered to date. This makes for an even broader range of Italian wines on offer, with virtually all regions showcasing their wares: Piedmont (Barolo, Barbaresco, Moscato d'asti etc.) Lombardy (Franciacorta, Lugana etc.) Veneto (Prosecco doc and docg, Valpolicella Amarone e ripasso etc.) Friuli Venezia Giulia, Trentino Alto-Adige, Emilia-Romagna (Lambrusco, Sangiovese di Romagna etc.) Tuscany (Chianti, Chianti Classico, Brunello and Vino nobile di Montalcino etc.) Marche, Umbria, Lazio, Abruzzo (Montepulciano, vino nobile, Trebbiano etc.), Sardinia, Campania, Puglia, Sicily (Etna, Moscato di Pantelleria etc.)

In the spotlight this year is **Sicily**, taking part once again and represented by IRVOS (the Sicilian Regional Institute of Wines and Olive Oils) with 10 producers and a tasting area at their stand.

Also making a return are the producers of **Moscato d'Asti**, with 8 representatives at their stand.

Among the first to register (with 100 producers already confirmed):

Banfi; Consorzio Diwinexport; Tenuta il Falchetto; Fidora Organic Wine; Pratello; Betella Franciacorta; Coli Asolani di Bedin Enrico; Castello di Gabbiano; Caldirola; Collefrisio; Domus Vini; Gruppo I vinai; Mottura Vini del salento; Podere Val di Toro; Società Agricola Ciu Ciu; The wine selector; Vinicola Bove; Azienda Agricola Ipola ; Cantine Benedetti; Ceste Vini; Azienda agricola Terrabianca; La castellina; Produttori Moscato d'Asti Associati; Mare Magnum; Tenuta La meridiana;

and **importers including:** Italy forever; Balensi Vino Venezia; Vinho Selection; Fabbri France; Terrae Divinae;

For the very first time, Hall B3 will host an area dedicated to organic producers from Italy and Spain.

► Presentation of appellations

The most productive regions of Italy are Veneto, followed by Apulia, Sicily, Emilia-Romagna, Lazio, Abruzzo, Piedmont and Tuscany.

Italian regions in the north and centre:

Regions to the north include Piedmont, Aosta Valley, Liguria, Lombardy, Veneto, Trentino-South Tyrol and Friuli. The central regions are: Emilia Romagna, Tuscany, Umbria, Marche and Lazio.

Piedmont

Piedmont is without doubt one of the most well-known regions of the north and centre, thanks to a series of AOC wines (DOC in Italian) made from the noble Nebbiolo grape with appellations including "Barolo," "Barbaresco," "Ghemme" and "Gattinara" (fine *vins de garde* – wines for ageing); from the Barbera variety with "Barbera d'Asti," "Barbera d'Alba" and "Barbera del Monferrato"; and from the Dolcetto variety (with appellations including "Dolcetto d'Alba," "Dolcetto di Dogliani," "Dolcetto d'Acqui and d'Ovada"). Another very popular variety is Moscato, from which excellent dessert wines are made: "Moscato d'Asti" and "Asti" DOCG (made using the Charmat method). The oldest and most famous of the white wines from Piedmont is undoubtedly "Gavi", made from the Cortese grape.

Liguria

Tuscany

In Tuscany, also a well-known region overseas, the dominant variety is Sangiovese, with appellations including "Brunello di Montalcino," "Chianti Classico," "Chianti Rufina," "Chianti Colli Senesi," "Chianti Colli Fiorentini," "Vino Nobile di Montepulciano," "Carmignano," "Morellino di Scansano" and "Bolgheri." Among the white grape varieties, the most traditional is without doubt Vernaccia, from which the DOCG "Vernaccia di San Gimignano" is produced in the magnificent vineyards around the medieval market town of San Gimignano. It must be emphasized that all over Tuscany, viticulture is undergoing extraordinary development and that several varieties such as Cabernet Sauvignon, Merlot and Syrah have produced excellent results, sometimes blended with Sangiovese. In the English speaking world, these wines are known as "Super Tuscan Reds."

Veneto

Veneto is the most productive wine-growing region in Italy. It includes famous appellations such as "Soave" (white wine) which is made from the varieties Garganega and Trebbiano di Soave; "Bardolino," "Valpolicella," and "Amarone della Valpolicella" produced from indigenous varieties such as Corvina, Rondinella, Molinara and Oseleta.

One of the finest raisined wines in Italy, "Recioto di Soave," is made in the Soave area and the region of Breganze (in the province of Vicenza) produces "Torcolato," which resembles an Italian straw wine. Veneto also produces a very popular sparkling wine, "Prosecco di Conegliano e Valdobbiadene."

Southern Italy:

Essentially along the coast, with output from Abruzzi, Molise, Basilicata, Campania, Apulia, Calabria, Sicily and Sardinia. Thanks to its rich heritage and to major renovation work, southern Italy today is experiencing a real wine-making renaissance. 70 to 80% of the most successful PDO wines from this New South are exported (to North America, Northern Europe etc.) but remain little known in Italy and throughout a large part of Europe.

Abruzzo

Italy's sixth largest wine-producing region with two dominant varieties: Trebbiano in white and Montepulciano d'Abruzzo in red.

The "Basilicata" region

Aglianico del Vulture stands out as an exceptional wine whose tasting characteristics place it among the world's hundred best wines.

Other top wines are Terre dell'Alta Val D'Agri, Matera, Grotтино di Roccanova and Basilicata TGI.

Campania

Farther to the south, Campania too produces excellent wines. Standing out among the whites are "Greco di Tufo," "Fiano di Avellino," "Penisola Sorrentina" and "Campi Flegrei," which are made from Falanghina grapes. The "king" of red varieties is the famous Aglianico, which as well as producing "Taurasi," an authentic *vin de garde*, also gives excellent results with "Falerno del Massico." The varieties Piediroso, Forastera and Biancolella are also worthy of mention. They produce very interesting whites, particularly on the island of Ischia.

Apulia

In this region, the provinces of Bari, Brindisi and Lecce have opted to focus on quality. In addition to the principal DOC "Castel del Monte" from the Bari region which is a very interesting white wine, the DOC "Gravina," is produced in the Murges area (from Greco, Malvasia and Bianco d'Alessano grapes). The "pearls" of Apulian wine-making are found in the provinces of Brindisi and Lecce. The noble variety, Negroamaro, used alone or blended with a small percentage of Malvasia Nera, is used to make DOC wines including "Salice Salentino," "Brindisi," "Copertino" and "Alezio"... and also produces reds carrying just the TGI label; these are considered to be the best wines from southern Italy.

Calabria

Like Campania, Calabria has a rich heritage. Produced along the Ionian coast, the DOC "Ciro," a full-bodied, rather tannic red wine, is made using the most important Calabrian grape variety, Gaglioppo. Over on the Tyrrhenian coast, the DOC "Savuto" is a blend of Gaglioppo and indigeneous varieties such as Magliocco Canino and Nerello Cappuccio.

Sicily

With an extraordinary wine-growing potential, this island is attracting a great deal of investment from northern Italy's large wine houses, as well as from around the world, in countries from Australia to California. Sicily is famous above all else for "Marsala," a sweet wine matured in wooden barrels. But it is also a region of fine white wines produced using Carricante and Catarratto grapes, red wines made from Nerello Mascalese and Cappuccio grapes, the extraordinary straw wine "Passito di Pantelleria," a little-known but highly popular red wine, "Cerasuolo di Vittoria," and a sweet or fortified wine, "Malvasia" from Lipari Island. Among the red grape varieties, the most important and most impressive is without doubt Nero d'Avola.

Sardinia

The three most famous dominations of origin today are: "Vermentino di Gallura o di Sardegna," the best among Sardinian white wines; "Carignano del Sulcis" and finally "Cannonau di Sardegna," whose grape variety is in fact the equivalent of the Spanish Garnacha and the French Grenache. "Malvasia di Bosa" and "Vernaccia di Oristano," produced in the province of Nuoro, remain highly traditional wines. Today, Sardinia, like Sicily, is experiencing a "veritable cultural revolution". For red wines, the finest indigenous grape varieties are blended with a touch of Sangiovese de Toscana, Cabernet Sauvignon or Montepulciano. In terms of white wines, Vermentino is searching for a new style via a bold marriage with Chardonnay and Sauvignon.

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SPANISH WINES AT VINISUD

For the first time at Vinisud, this year we welcome ICEX, the Spanish wine promotion agency, with more than 40 producers registered to date from every region in Spain. Also participating under this same umbrella, the Spanish Designations of Origin (DO) **Bierzo** and **Rueda**, along with the **Araex & Spanish Fine Wines** collective. Taking part for the first time is **DO Castilla La Mancha**, through its Regulatory Council. We are also delighted to welcome back producers from the **DO Yecla**.

The Spanish wine offering at Vinisud will be enhanced by a number of other producers from across the entire peninsula, with a total of 74 Spanish exhibitors registered to date. Offering diversity, quality and know-how, Spain intends to augment and sustain its presence at the largest international exhibition of Mediterranean wines.

► 2014 KEY FIGURES (Sources: ICEX)

provided by **Michel Dubaï, Manager, Agrifood and Wine Department** (Sources OEMV – Spanish Wine Market Monitor: www.oemv.es and Spanish customs foreign trade data. Email: mbudai@comercio.mityc.es - Tel. +33 1 53 57 95 50)

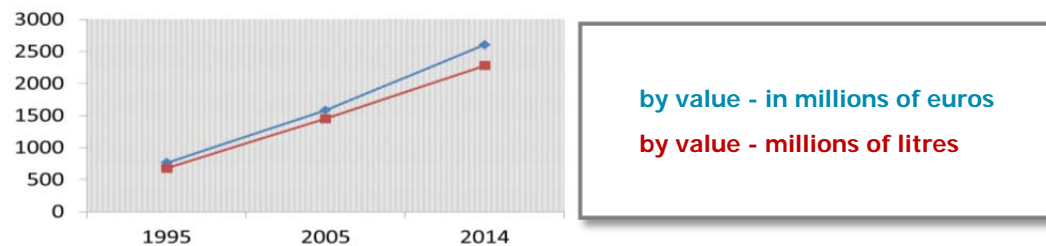
► Spain and its wines

- Average annual output of 40/45 million hectolitres*
- One of the top 3 wine-producing countries
- 90 high quality production areas (AOP-VP-VT)
- The world's leading exporter of wine in volume terms (2014/2015)
- The world's 3rd largest exporter of wine in value terms (2014/2015)

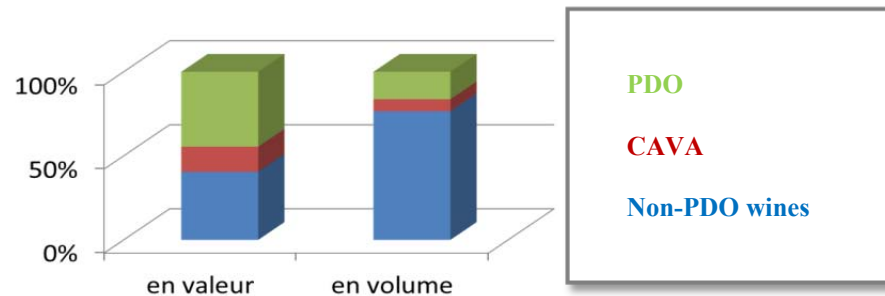
*Record production in 2013: 53 million hl

► Spanish wine exports

- Continuous growth for the past 20 years



- Structure of exports (2014)



• Main export markets:

By value:

- Germany
- UK
- USA
- France
- Belgium
- Switzerland
- Netherlands

By volume:

- France
- Germany
- Portugal
- UK
- Italy

► **Main sparkling wine markets (2014-2015)**

By value:

- Germany
- Belgium
- UK
- USA
- Japan
- France

By volume:

- France
- Germany
- Portugal
- UK
- Italy

25% of Vinisud's exhibitors will be presenting sparkling wines.

► **Presentation of the main appellation areas**

► **Presentation of appellations**

• **Andalusia**

Jerez-Xérès-Sherry and Manzanilla de Sanlúcar de Barrameda: Wines with a worldwide reputation (6.821 ha).

Malaga: These wines are very high in sugar and are made from Pedro Ximénez and Moscatel (1.200 ha).

Montilla-Moriles: To the south of Cordoue. The variety is Pedro Ximénez (6.993 ha).

Others wines, VdT (Vinos de la Tierra) et VC (Vinos de Calidad), Vinos de Pago : Desierto de Almería, Laderas del Genil, Laujar-Alpujarra, Los Palacios, Norte de Almería, Ribera del Andarax, Sierra Norte de Sevilla, Sierra Sur de Jaén, Torreperogil, Villaviciosa de Córdoba, Granada, Lebrija, Altiplano Sierra Nevada, Bailén, Cádiz, Córdoba.

• **Aragon**

Calatayud: The dominant varieties are Grenache for reds and Macabeo for white wines. (5.135 ha).

Campo de Borja: Red wines with a Grenache base. (7.414 ha).

Cariñena: To the south of Saragossa (15.906 ha).

Somontano: in Huesca province, a PDO since 1084, with grape varieties Moristel and Tempranillo for reds and Macabeo and Grenache Blanc for whites (4,736 ha).

Other quality wines, VdT (Vinos de la Tierra), VC (Vinos de Calidad), Vinos de Pago: Ribera del Jiloca, Ribera del Queiles, Valdejalón, Valle del Cinca, Pago Aylés, Bajo Aragón.

• **Baléares**

Binisalem-Mallorca : 1st PDO, grape varieties Manto Negro in red and Moll in white (600 ha)

Other quality wines, VdT (Vinos de la Tierra), VC (Vinos de Calidad), Vinos de Pago: Eivissa, Formentera, Illes Balears, Isla de Menorca, Mallorca, Sierra de ramuntana-Costa Nord, Pla i Levant.

• **Castile la Mancha**

Jumilla: Between Castile and Murcia (27,400 ha). The principal grape variety is Monastrell.

La Mancha: With its 186,000 ha, this is the world's largest appellation.

Valdepeñas: 30,000 ha in the Ciudad Real province.

Almansa: in the south of Albacete province, with grape varieties Verdejo for white, and Monastrell and Cencibel for reds (7,600 ha).

Manchuela: a PDO since 2004, formerly part of La Mancha (3,700 ha).

Mentrida: north west of Toledo, with its main grape variety Tempranillo (9,030 ha).

Mondejar: Guadalajara province (2,100 ha).

Ribera del Júcar: A PDO since 2003, Cuenca province (9,141 ha).

Uclés: grape varieties Cencibel for red, Verdejo for white (1,700 ha).

Valdepeñas: a PDO located in the very heart of the PDO La Mancha, with its main grape varieties Cencibel for red, and Airen and Macabeo for whites (28,200 ha).

Other quality wines, VdT (Vinos de la Tierra), VC (Vinos de Calidad), Vinos de Pago: Campo de la Guardia, Casa del Blanco, Dehesa del Carrizal, Dominio de Valdepusa, Finca Elez, Florentino, Guijoso, Pago Calzadilla, Castilla

• Castille Leon

Arlanza: a PDO since 2008 (450 ha)

Bierzo: The variety used to produce this wine, which is grown at altitudes up to 800m, is Mencía (3,980 ha).

Cigales: near Valladolid, specialising in rosé and more recently in red (2,559 ha)

Ribera del Duero: one of the best known PDO regions both inside and outside Spain, with its grape variety of choice: Tinto Fino (21,600 ha).

Rueda: 12.800 ha. A region famous for its white wines. The variety used is Verdejo.

Toro: A young appellation produced from the Tinta de Toro grape (3,000 ha).

Tierra de León: 1,400 ha, close to León.

Other quality wines, VdT (Vinos de la Tierra), VC (Vinos de Calidad), Vinos de Pago: Sierra de Salamanca, Valles de Benavente, Valtiendas.

• Catalogne

Alcella: A small but important appellation to the north of Barcelona (314 ha).

Ampurdán - Costa Brava: Its boundaries are the Pyrenees to the north and the Mediterranean to the east. (2,000 ha).

Catalunya: an appellation encompassing a number of winegrowing areas in Catalonia (54,200 ha)

Conca de Barbera: producing mainly white wines, Macabeo and Parellada (5,600 ha)

Cava: 95% of its output comes from the Penedes region, grape varieties Macabeo, Xarello, Parellada, Chardonnay, 33.000 ha

Costers del Segre: Whites and reds (4,600 ha).

Montsant: A very recent appellation. Excellent reds. Characteristics similar to Priorato. 1.927 ha

Penedes: 25.800 ha, South of Barcelona.

Priorato: Red wines produced from Cariñena and Garnacha grapes (1,800 ha).

Pla de Bages: Small, new appellation in the centre of Catalonia (500 ha).

Tarragona: An appellation located in the province of the same name. (11,485 ha).

Terra Alta: a PDO located to the south of Catalonia, province of Tarragona (6,200 ha).

• Extremadura

Ribera del Guadiana: red and white wines (87,000 ha).

Other quality wines, VdT (Vinos de la Tierra), VC (Vinos de Calidad), Vinos de Pago: Extremadura

• Galice

Rias Baixas: Main variety: Albariño (52,000 ha).

Ribeiro: Along the Miño River (2,700 ha); Highly expressive Galician varieties.

Valdeorras: An appellation in Galicia. The dominant variety for all wines is Godello.

Monterrei: An appellation produced in the province of Ourense, in Galicia (500 ha).

Ribeira Sacra: Terraced vineyards deeply etched into the hillsides along the Miño and Sil rivers (1,200 ha)

Other quality wines, VdT (Vinos de la Tierra), VC (Vinos de Calidad), Vinos de Pago: Valle del Miño-Ourense, Barbanza e Iria, Betanzos.

- **Madrid**

Vinos de Madrid: Appellation located to the south of the Province of Madrid. (8100 ha)

- **Murcia**

Jumilla: An emerging region between the provinces of Murcia and Albacete (42,440 ha).

Yecla: Situated in the north of Murcia Province (6,000 ha).

Bullas: main grape variety Monastrell (2,250 ha)

Other quality wines, VdT (Vinos de la Tierra), VC (Vinos de Calidad), Vinos de Pago: Murcia, Campo de Cartagena

- **Navarre**

Navarre: The region is most famous for its rosé wines. But its powerful reds now rank among Spain's greatest wines (17.500 ha).

Other quality wines, VdT (Vinos de la Tierra), VC (Vinos de Calidad), Vinos de Pago: Arinzano, Ribera del Queiles, Otazu, Prado de Irache, 3 Riberas.

- **Rioja**

Rioja: a PDO since 1925 and the best known both inside and outside Spain, with its main grape variety Tempranillo for red (63,300 ha)

Other quality wines, VdT (Vinos de la Tierra), VC (Vinos de Calidad), Vinos de Pago: Valles de Sadacia.

- **Valence**

Alicante: On the Mediterranean coast. The reds have a high alcohol content. The famous, naturally sweet "Fondillon" wines are produced from Monastrell grapes (9.200 ha).

Utiel-Requena: West of Valencia Province at an altitude of 500 m (40,000 ha).

Valencia: Red and white wines (17,000 ha).

Other quality wines, VdT (Vinos de la Tierra), VC (Vinos de Calidad), Vinos de Pago: El Terrerazo, Los Balagueses, Castelló.

- ▶ **Contacts**

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ICEX



ALGERIA - The grands crus of Western Algeria showcased at Vinisud

The earliest evidence of grape vine cultivation in Algeria dates back to ancient times, first with the Phoenicians, then the Roman Empire. In 1870, the phylloxera epidemic in France led colonists to plant an intensive selection of highly diverse grape varieties. Cultivating up to 400,000 hectares of vines in the 1930s and producing 18 million hectolitres of wine, Algeria was the leading exporter of wine before WW2. Following the country's independence, a policy of uprooting the vines was adopted, leaving only 25,000 hectares for wine grapes.

Today, the Algerian vineyards are enjoying a revival, with around 77,000 hectares of vines currently planted. The efforts undertaken to improve wine quality are bearing fruit. Although the area planted with vines has been vastly reduced, Algeria is the second largest producer of wine in Africa.

► Grape varieties grown:

Whites | Merseguera, Clairette, Ugni Blanc, Muscat of Alexandria

Red | Carignan, Cinsault, Grenache, Alicante

Rosé | Cinsault, Grenache

► Presentation of appellations:

- The **Coteaux de Mascara** region is located 350km south-west of Algiers on Mount Béni-Chougrane, at altitudes of 650-950m. Its soils are sandy clay loam and its vines produce red, rosé and white wines.
- The **Coteaux de Tlemcen** region lies 500km to the west of Algiers, close to Morocco. These mountain vineyards are cultivated at altitudes ranging from 700-800m. The climate is cool and dry and the soils are sandstone, clay and limestone. The wines produced are reds, rosés and whites.
- **Dahra**, which lies 200km to the west of Algiers between the Mostaganem region and Mount Zaccar, has vineyards planted at altitudes of between 100m and 400m. Its soils are sandy over a limestone base. It produces red and rosé wines with a guaranteed designation of origin.
- The **Monts du Tessalah** are located in the Tessalah Mountains at an altitude of 600m in the Sidi-bel-Abbès region, south of Oran. Its vineyards are distributed over two very famous winegrowing regions: Ain-Témouchent and Sidi-Bel-Abbès. Its soils are rich in silica and limestone and the climate is continental. The vineyards produce red and rosé wines.
- **Ain-Bessem-Bouira**: located around a hundred kilometres from Algiers, to the south of Tizi-Ouzou, on sandy-silty plains. It produces red and rosé appellation wines.
- The **Coteaux du Zaccar**: located 120km west of Algiers, the vineyard is planted at an altitude of 600-800m, on the south-eastern slopes of Djebel Gherbi. The climate is harsh, with snow in winter and scorching temperatures in summer. The red or grey soils are a mixture of clay, shale and lime-sand. Its vines produce red and rosé appellation wines.

- **Medea** is a mainly mountainous region (with altitudes ranging from 950m to 1,200m), with rugged contours framing a number of small-scale plains at the heart of the Tellian Atlas Mountains. Soil texture: sandy silt clay.
Red, rosé, blush and white wines are produced with a guaranteed designation of origin.

▶ **Key figures**

- 80% red, 15% rosé, 5% white wines.
- Vineyards are mainly in the north of the island, at altitudes of 250m-700m.
- Average size of Algerian vineyards: 3.8 hectares:

▶ **Sales**

80% of output is marketed locally and 20% exported. Main export countries: France, Canada, Belgium and USA.
In terms of exports, there is still substantial development potential.

▶ **Contacts**

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VINISUD – PRATICAL INFO

<u>Venue</u>	Montpellier Exhibition Centre - Montpellier – France
<u>Dates and opening times</u>	Monday 15, Tuesday 16 February 2016 - 9am – 7pm / Wednesday 17 February 2016 - 9am – 5pm
<u>Exhibition area</u>	50,000 m ² gross
<u>Exhibitors</u>	1,750 exhibitors expected to attend.
<u>Access</u>	■ Free car park. / ■ → : Montpellier Airport: free shuttle service between the airport and the Exhibition Centre. ■ By train: Montpellier Station / ■ By tram (take line 3 heading for "Pérols" and get off at "Parc Expo")-
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