

**WINE  
PARIS**

VINISUD  VINOVISION

**10-12 February  
2020**

**PARIS EXPO  
PORTE DE VERSAILLES**

**The leading international  
wine business event in Paris**

**PRESS PACK**

February 2020

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# Editorial



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**Fabrice RIEU**  
*Chairman of Vinisud*



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**Pierre CLÉMENT**  
*Chairman of the Cool Climate  
Wine Region Association  
VinoVision Paris*



## THE QUIET FORCE

It isn't often that something new grips an entire industry so quickly that its popularity fuels exponential growth.

Just two years ago, we launched a combined event from our two exhibitions - Vinisud and VinoVision Paris - under a joint umbrella in Paris, building a sustainable future by promoting all of our wine regions as one. This would mark just the start of an unprecedented venture serving the interests of our winegrowers, estates, co-operative wineries, trading firms and brands.

The strength of collective enterprise, respect for everyone and every vineyard site, the choice of February and the city of Paris - we chose what we believed to be the best ingredients and all made a pledge to bring to life the first major international trade event for wines in Paris.

The first Wine Paris made a strong impression, both on us and our clients. Travelling from across the globe, across France and across Paris, they joined forces with us to share some renewed opportunities for engagement and to work efficiently, but also to enjoy some light-hearted moments in the heart of the French capital.

Now, as our second event opens from 10 to 12 February 2020 at Paris Expo Porte de Versailles, our ambition has remained unchanged: we want to bring even more people into the fold, to create special conditions for sharing and to let the French capital beat to the rhythm of wine for 3 days, taking the world of wine to the next level, together.



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# Welcome to WINE PARIS !

## Creating an unprecedented event, through collaboration

Wine Paris is a unique event and was established in 2019 as the combination of two exhibitions: **Vinisud**, world of southern climate wines, and **VinoVision Paris**, the international cool climate wine exhibition. The convergence of these two identifiable and complementary events marked the emergence of a major collaborative approach by the industry, bringing together 13 French wine marketing boards as its founders and partners. This paved the way for **the first major international wine trade event in Paris**.



## An incredible variety of wines, mirroring the diversity of the wine regions

Drawing on its myriad soils, grape varieties, climates and appellations, France offers an extensive array of wines and variety of exceptional wine regions: Alsace, Beaujolais, Bordeaux, Burgundy, Champagne, Corsica, Jura, Languedoc, Provence, Roussillon, Savoy, South-West, Loire Valley, Rhone Valley... **Wine Paris provides them with a showcase!**

The exhibition's remit is to turn the spotlight

on the incredible diversity of French vineyards. Its ambition is to position France at the top of the global podium and confirm its leadership in the wine sector. Wine Paris also attracts many international exhibitors who illustrate the multi-faceted aspects of their respective wine regions (South Africa, Algeria, Germany, Argentina, China, Croatia, Spain, Greece, Italy, Portugal).

## A strategic meeting point

Held in Paris, an attractive, accessible and centrally-located city in February, a time of the year that is conducive to buying, Wine Paris is the first major international business event of the year for wine. Over 3 days, all national and international buyers (importers, wine merchants, restaurateurs and hoteliers, sommeliers, central purchasing offices, distributors and specialised wholesalers, sales agents) meet to taste the latest vintage, discover new gems and get a handle on the vast array of wines from

different regions across the world. In doing so, Wine Paris allows businesses large and small (estates, co-operative wineries, traders and brands) to optimise their resources and benefit from maximum outreach in the French capital. It provides access to local networks in Paris and Ile-de-France and to multiple and specialist retailers in France. Similarly, it offers a stepping stone to the export market with buyers from more than 75 international markets attending.



## A place for discovering and sharing

Providing information and opportunities for sharing whilst promoting discovery, Wine Paris is at the intersection of skills, expertise and passion. Through its multiple events, masterclasses, round table debates and discussions, it highlights the best developments in the wine industry. It turns the spotlight on strategic and exciting themes, from a production, distribution and market perspective.

## Successful from year one

From the very outset, Wine Paris established itself as a must-visit event. Its innovative, varied range of wines on display attracted more than 2,000 exhibitors and 26,700 professional visitors, including 42% of newcomers compared to previous Vinisud and VinoVision Paris exhibitions and 35% of international visitors.

This success proved, once and for all, that the positioning of this unique event had been well-judged, offering the opportunity for French and international buyers to encounter all the French wine regions under one roof.

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# WINE PARIS repositions France's leadership



## WINE PARIS returns the City of Light to its former status as the world capital of wine

In the 19th century, Paris was the unwavering ambassador of good taste and the crowds would throng there at each World's Fair. Hungry for culture and commerce, they would come from all over the world, enthusiastically drawn to the city's natural sophistication, its party spirit and aptitude for dazzling the senses. The collective exhibition of wines offered visitors a comprehensive visual display of our wine regions and their value. Within its walls, a wine region's reputation could either be built or broken. The seeds of the first classifications were sown and the top awards endorsed excellence. Over 150 years later, trophies proudly hung on walls in people's homes can still be seen, epitomising history's ultimate seal of approval.

Subsequently, Paris would rest on its laurels, leaving other cities to keep the torch of global wine heritage burning bright.

The sleeping beauty awoke from its slumber in 2019 to the gentle sound of friends sharing a bottle of wine. The first Wine Paris, the new international wine event, saw northern and southern French regions converge around their shared viticultural heritage, and enjoy inevitable success. Wine Paris is a cohesive event, allowing the wine industry to share ideas, debate and taste, at speed and at the right temperature, as people mill about freely in the world's most beautiful city. A celebration of the remarkable diversity of wine regions under one roof.

Due to a finely-woven tapestry of 20,000 cafés, bars, hotels and restaurants, both native Parisians and passing visitors have made the city the world's leading consumer of wine with 700 million bottles uncorked every year. Unwittingly, this urban community spawns new consumption rituals, shaping future trends and honing people's palates.

At last, the beating heart of Paris has become the international backdrop of wine, where tradition supports modernity and history lights the path to the future. It embodies the Liberty to taste, the Equality of wine regions and the Fraternity of engagement with others. Paris flexes its powers of persuasion, and entertainment.

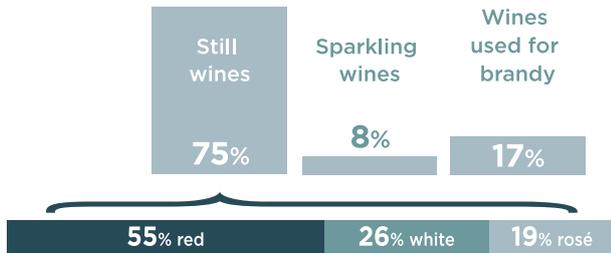
And because France is the country of wine, Paris is quite naturally its capital.

*Gabriele Vizzavona*  
EXPERTE EN VINS & SPIRITUEUX

# Focus on industry excellence

## Production

In 2018, France produced 4.6 billion litres of wine, equivalent to 17% of global production.



**2019**

Estimated production

**41.9 million hl**  
(-15% on 2018)

## Exports



France's is the world's leading wine and spirits exporter by value

**2018 revenue:**  
**12.2 billion euros**

**Export volume:**  
**14.1 million hl**

**N°1**

wine exporter country by value

**N°2**

consumer country in the world, by volume and per capita

**N°3**

wine exporter country by volume

## Consumption

**3.7 billion**

bottles consumed in France in 2018

France is the world's second largest consumer market for wine after the United States (4.7 billion bottles)

Wine consumption is stable **26.8 million hl in 2018**

## TOP 5 importer countries of French wines in 2018

### By volume - millions of hl

1. Germany
2. United States
3. United Kingdom
4. Mainland China
5. Belgium

### By value - billions of euros

1. United States
2. United Kingdom
3. Germany
4. Mainland China
5. Belgium

## Buying channels for still wines consumed in France

Out of every 10 bottles consumed in France:



5 are bought in super/hypermarkets



1 at a winery



3 in restaurants



1 at a wine merchant's or online

The e-commerce channel is booming with revenue estimated at **430 million euros in 2014**

Sources: OIV Kantar, INAO, Vin & Société, CNIV

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# The popularity of WINE PARIS 2020 is confirmed

## Key facts

Increased momentum in 2020

### A MAJOR TRADE EVENT IN PARIS

**1**  
outstanding city



**2<sup>nd</sup>**  
edition



**1**  
central venue



### A RAFT OF WINE REGIONS FROM ACROSS THE GLOBE

WINE PARIS 2020 gathers together even more exhibitors. With broader representation of the different wine regions and 34% new exhibitors, the range on offer is expanded and multi-faceted!

**2,200**  
exhibitors



**100%**  
of  
French wine  
regions



**1**  
hall designed  
for international  
producers



### NEW BUSINESS OPPORTUNITIES IN EXPORT MARKETS

Growth of our target audiences in France and overseas

**30,000**  
buyers

**35%**  
international  
attendees

**1**  
Hosted Buyers  
Program



**140**  
markets  
represented





## Interview

### of Pascale FERRANTI, Director of WINE PARIS



#### **Wine Paris is two years old now. What are the exhibition's key attributes?**

Wine Paris is an initiative of the French wine industry, via its 13 founding wine marketing boards. It combines Vinisud and VinoVision Paris and since the outset, its success has hinged primarily on this unprecedented collaborative approach. The strength of this collective input is reflected in the extensive array of wine regions, diversity of wines on show and proximity with the winegrowers. It has given us incredible scope and echoed buyers' expectations.

The choice of Paris has also been an undeniable advantage for Wine Paris: its accessibility, its international influence from a cultural and gourmet food perspective and its typical French lifestyle. It also has a closely-woven fabric of cafés, hotels, restaurants, sommeliers and wine merchants, which offer great business development potential for our winegrowers.

Lastly, hosting the exhibition in February has given it an undeniable business dimension. French and international buyers get to taste the latest vintage for the first time in the year.

#### **Do you have any new ambitions for the second event?**

Our objective is to strengthen its collective aspect and make it even more inclusive.

Wine Paris is synonymous with sharing and diversity, welcoming winegrowers from every vineyard site and appellation across the globe.

Its ambition is to enhance the dynamics within the industry to give business an even greater boost. There are countless examples that we want to show off so as to highlight the way the industry is constantly adapting to change, through innovation; the focus on quality by passionate winegrowers; work methods firmly focused on the future, running the gamut of environmentally-friendly and organic initiatives. Our ambition is also to become a benchmark for the global wine proposition, spearheaded by French wines. We aim to combine unique offerings with a local welcome and support a new lease of life within the wine industry.

Ultimately, Wine Paris' remit is to make these three days absolutely essential for French and international buyers and to get Paris beating to the rhythm of wine!

## What is the context for the exhibition?

Despite an estimated 10% decrease in world wine production in 2019 compared to last year, the international wine trade remains very dynamic and continues to increase in value and volume.

Export markets are a source of value creation for the wine sector. Greater tension in the international economic climate, as is the case in the United States, with the 25% ad valorem tariff increase, in the United Kingdom due to uncertainties surrounding a no-deal Brexit, and tensions in Hong Kong, makes it essential for winegrowers to connect with others, to consolidate supplier/buyer relations and to generally provide reassurance in order to continue to develop their export market share.

Wine Paris' specific role is to generate attendance by as many buyers as possible from a wide range of markets around the world and to offer them the best possible experience by providing them with useful content, facilitating their stay and making efficient tools available to them that will facilitate their engagement with winegrowers.



This is a duty of performance that we owe to our exhibitors and must be ramped up in times of tension such as we are currently experiencing. Wine Paris has made this pledge loud and clear!



## How are sales of the exhibition going?

With support from the entire supply chain, we can proudly announce that the exhibition is full!

We are delighted to welcome businesses across-the-board - 2,200 winegrowers, estates, co-operative wineries, merchant firms and brands have all made a commitment to attend!

Also, there has never been such an extensive range of geographical origins, with multiple producer countries, regions, appellations, vineyard sites and grape varieties represented. There is no doubt that Wine Paris has all the ingredients to wow the palates of French and international buyers and fulfil all their needs.

## What attendance do you expect for this year?

On the back of the first event, which positioned Wine Paris as a major international wine trade exhibition, we will continue to develop this momentum and expand our audience. We expect 30,000 visitors to attend, including 35% from outside France.



## What are the major highlights of Wine Paris?

Wine Paris serves the interests of an entire industry. As the orchestrator of this major event, Wine Paris has a duty to mirror everything that is happening in the world of wine and offer the opportunity to share that with all attendees. This is why we have devised two new features that will punctuate the day's events.

**Wine Paris, the Wine Talks:** this stems from our desire to explore key themes for the sector in depth. In 2020, we have established the principle of 1 day/ 1 theme with the DELICIOUS DAY (the myriad aspects of flavour) on Monday 10; the WONDERFUL DAY (the industry-wide pledge to farm organically and using environmentally-friendly techniques) on Tuesday 11; and the CREATIVE DAY (how innovation improves taste and marketing) on Wednesday 12. The location and lay-out of the zone and allowing personalities and enthusiasts alike to take the floor are designed to encourage experience and

knowledge-sharing in a very contemporary format: vibrant, welcoming and open!

**So International by Wine Paris:** this feature is squarely focused on the issues related to international trade in French wines and echoes topical themes across the global marketplace. Panels comprising leading market consultants will share their vision of the current situation and potential for the future. Our clear aim is to provide useful insight and information to all firms involved in exporting wine. But it is also to fuel debate and thoughts that will open up avenues for approaches that can be shared with the relevant authorities to provide increased support for the development of the sector.

In 2020, we are presenting "Wine trends worldwide in 2020-2021 in 7 markets" with the Wine Trade Monitor study by Sopexa x Wine Paris and have quite naturally gravitated towards the United States (The future of French wines is in the US - Tuesday 11) and the United Kingdom (Will there be a Winexit in the UK? - Wednesday 12)!

## You have entered into a partnership with Vinexpo. How has this materialised?

Holding our exhibition concurrently with Vinexpo Paris comes primarily in response to market demands and builds on the cohesive approach taken by Vinisud and VinoVision Paris when we created Wine Paris. Vinexpo is a first-class partner and our two events are undeniably complementary in terms of positioning, industry representation and expertise.

The synergy between Wine Paris and Vinexpo Paris is extremely stimulating and is beneficial for the industry in the aggregate. Visitors have a badge giving them access to both exhibitions and therefore to 2,800 exhibitors.

International exhibitors are grouped in a shared area to offer our buyers greater clarity of the supply side.



# A fresh look at all the men and women without whom there would be no vines or wines

Since its advent, WINE PARIS has put industry members involved in the production, tasting, distribution and sale of wine at the heart of its communications through a range of audio-visual content designed to fuel a digital ecosystem and travel the world!

## FILM MANIFESTO

#wineparis #paris #capitalemondialeduvin

One short, inspirational film per exhibition for a global portrayal of all the men and women without whom there would be no vines or wines.

**2020:** an invitation to discover a world where culture, gourmet foods and lifestyle are interwoven...



Welcome to the wonderful of...

Welcome to a world where culture, gourmet foods and lifestyle are interwoven.

Welcome to a world of sharing, diversity and enjoyment.

Welcome to an intense, complex, vibrant and generous world.

Welcome to a world of colours, nuance and harmony.

Welcome to a powerful, radiant and bubbly world.

Welcome to a delicious spicy, mineral world.

Welcome to a world that is elegant, authentic, cool and friendly.

Welcome to all its aromas, grape varieties and appellations.

Welcome to a world that gathers together all the passion and expertise of every winegrower, from every wine region across every continent.

Welcome to all the men and women without whom there would be no vines or wines.

Welcome to Paris, the world capital of wine

**View on your YouTube channel:** Wine Paris 2020

**Another look at the 2019 film manifesto:** <https://www.youtube.com/watch?v=EqfdDZl2l8Q>

## WINE LOVE STORY

#winelovestory #chefs #sommeliers #gastronomie #vin

A series of podcasts launched in 2020 focusing on chefs, restaurateurs and sommeliers. They tell us about their first glass of wine, how their love affair with wine developed and what wine represents for their profession today.

An offbeat way of better understanding and approaching these professionals by giving them the chance to voice their views.



### Episode 1: Gianmarco Gorni

The chef at the Goguettes restaurant in Paris, he recounts how he first encountered wine.

*"My first glass of wine was a real fiasco... I told myself that I'd never drink wine again!"*



### Episode 3: Camille Maury

Chef's assistant at the Paris Ritz, the winner of Objectif Top chef and a contestant in the 2019 Top Chef, she tells us about her initial experiences with wine.

*"If you don't try, you'll never know..."*



### Episode 2: Aurélien Massé

The sommelier and wine cellar manager at the Frenchie in Paris, he lifts the lid on his first experiences with wine.

*"It is a cross between passing things on to others and heartfelt stories"*



### Episode 4: Antoine Petrus

An ode to sharing and enjoying food simply with the managing director of the Taillevent Paris group. The head sommelier elegantly shares his earliest wine experiences with us.

*"As purveyors of happiness, we are part of a dying breed of restaurant owners, innkeepers and hoteliers who give people pleasure..."*

**Discover on a variety of platforms via our website:**

<https://www.wineparis.com/Decouvrir-Wine-Paris/Librairie/ECOUTER>

## AMBASSADOR VIDEOS

#wineparis #vin #terroirs #paris

#alsace #beaujolais #bordeaux #bourgogne #champagne #corse #languedoc #provence #roussillon #sudouest  
#valde Loire #valleedurhone

A series of videos shot in the heart of the wine regions and estates, wineries and facilities of our exhibitors.

2 minutes of video to illustrate how diverse the wine regions are and how winegrowers are driven by a love of the land. They shape our landscapes and bring out the finest in their vines to make wines with passion and skill.

### Champagne



### Corsica



All our ambassadors can be found on our YouTube channel - Wine Paris 2020:

**Alsace** – Philippe Blanck – Domaine Paul Blanck ; **Beaujolais** – Jean-Paul Brun Domaine des Terres Dorées ; **Bordeaux** – Lilian Barton-Sartorius – Domaines Barton ; **Burgundy** – Jeanne-Marie de Champs – Domaines et Saveurs Collection ; **Ile-de-France** – Adrien Pelissié – Winerie Parisienne ; **Languedoc** – Martin Orliac – Domaine de l'Hortus ; **Provence** – Aurélie Bertin – Château Sainte Roseline ; **South-West** – Sébastien Bourguignon – Les Vignerons de Buzet ; **Loire Valley** – Arnaud Couly – Domaine Couly Dutheil ; **Rhone Valley** – Michel Chapoutier – Maison Chapoutier ; **Restaurateur** – Julien Fouin – Grand Cœur ; **Wine bar manager** – Colin Thorne – Vagabond Wines ; **Wine merchant** – Paolo Boucanova – Le Repaire de Bacchus.

## MY WINE PARIS

#mywineparis #wine #business #international

Back to the Wine Paris 2019 experience through the eyes of wine professionals from around the world...



### My Wine Paris #1 Sarah Soo-Kyung Henriet (Corea)

Representative of the Korean start-up Soodevie, looking for wines to promote in South Korea



### My Wine Paris #2 Molly Choi (USA)

Representative of the American wine importing company Cape Classics



### My Wine Paris #3 Andreas Dünschede (Germany)

Owner of Weinstrasse, one of the largest wine distributors in Germany

## THE SOCIAL WINE STUDIO

#wineexpress #winetoast

In the heart of the 2020 exhibition, WINE PARIS is setting up a film studio! The 2.0 setting is designed to showcase (and capture on camera) the range of industry members in Paris from 10 to 12 February.



Invite, interview, edit and broadcast in optimal conditions.

Produce creative and varied formats.

Capture the effervescence of the event.

### • WINE EXPRESS | #WINEEXPRESS

A very short, very dynamic, funny interview format where the person has to express a preference between two wine-related concepts.

Looking back over Wine Paris 2019

Michel Chapoutier, Robert Joseph and Rebecca Gibb have been willing participants of #WineExpress!

Still or sparkling? Tannic or bracing? Bordeaux or Burgundy? Cork or screwcap?



Wine Express - Michel CHAPOUTIER  
Wine Paris 2019

Red or white? Michelin or Fooding? Paris or New York?



Wine Express - Rebecca GIBB  
Wine Paris 2019



Wine Express - Robert JOSEPH  
Wine Paris 2019

### • WINE TOAST | #WINETOAST

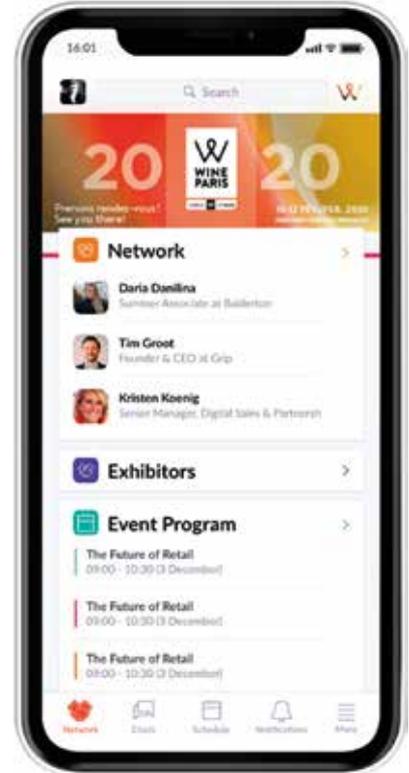
Every day, duos (a buyer and an exhibitor, a journalist and a chef, a restaurateur and a wine merchant...) propose a toast to their meeting and tell us how they met, why they came and how they intend to continue their relationship.

## The new, 100% business tool: WINE PARIS APP

A bespoke networking app between producers and buyers!

WINE PARIS is officially launching, a 100% business and 100% online networking system designed for exhibitors and visitors across-the-board.

Its sole objective is to maximise return on investment for all participants through pre-arranged appointments with targeted, customised profiles. The aim is to encourage exhibitors and visitors to prepare their attendance by planning their appointments, and to promote sharing, engagement and business between trade members in the world's main wine markets.



The matchmaking app is available on App Store  
Google Play Desktop.



# The programme: WINE PARIS enhances its official events programme

## The new areas



## WINE PARIS, LES WINE TALKS

HALL  
6

Revolving around three impactful and targeted themes – taste, organic and environmentally-friendly schemes and innovation – the Wine Talks will epitomise the vitality of the wine industry and echo current and future trends and consumer expectations.

An inviting, refreshing hotbed of discussion in a round-table format, it will allow a raft of passionate and engaging personalities to take the floor and share newly-minted ideas.



### • Monday 10 February: DELICIOUS DAY

#### 12:00 pm: Is there a French taste? Sensory tasting versus technical tasting

*Pascaline LEPELTIER, 2018 France's Best Sommelier, MOF Sommelier award and partner sommelier at the bistro Racines - Olivier POUSSIER, 2000 World's Best Sommelier*

#### 1:00 pm: Food and wine pairings – objective or relative?

*Olivier POELS, Deputy editor-in-chief, La Revue du Vin de France - Alain DUTOURNIER, Chef Carré des Feuillants*

#### 2:00 pm: Does oakiness sell wine?

*Thierry DUSSARD, Journalist, Magazine Vigneron / Les Echos - Albéric BICHOT, Domaines Albert Bichot - Alfred TESSERON, Château Pontet-Canet and Cognac Tesseron*

#### 3:00 pm: The French and wine in restaurants (a follow-through of the Wine Paris & OpinionWay survey)

*Gabrielle VIZZAVONA, Wine critic and judge - Guillaume MULLER, Restaurateur and sommelier, Restaurant Garance*

#### 4:00 pm: Are wine merchants conveyers of art and culture? An international comparison of changing customer expectations

*Filippo GASTALDI, 2017 Lombardy's Best Sommelier, Enotecario - Patrick JOURDAIN, Wine merchant in Vichy and in Thiers, Chairman of the SCP, Syndicat des Cavistes Professionnels - Bruno QUENIOUX, Wine merchant at Philovino, author of La Vie Mystérieuse du Vin*

#### 5:00 pm: Marketing by taste: Using sensory aspects to communicate

*Arnaud DAPHY, Partner, SOWINE - Gautier NEUVILLE, Head of Marketing for the Champagne producers' organisation SGV*



### • Tuesday 11 February: WONDERFUL DAY

#### 12:00 pm: The certification jungle

*Fabien HUMBERT, Journalist, La Revue du Vin de France - Edouard CASSANET, Managing Director, Cave de Lugny - Xavier GOMART, Managing Director, Cave de Tain - Jean-Pierre VAN RUYSKENVELDE, Managing director, IFV - Institut Français de la Vigne et du Vin*

#### 1:00 pm: Natural wines - evolution or revolution?

*Pascaline LEPELTIER, 2018 France's Best Sommelier, MOF Sommelier and Partner Sommelier at the bistro Racines, NY - Antoine GERBELLE, Journalist, Tellement Soif / France Inter*

#### 2:00 pm: Organic wines in the world

*Gérard BERTRAND, Winegrower*

#### 3:00 pm: The power of organic and environmentally-friendly endorsements

*Xavier LECLERC, Director of sourcing, Auchan - Virginie MORVAN, Director of selections and buying, Lavinia*

#### 4:00 pm: Another way of interpreting organic, biodynamic and natural wines. How can they be approached and classified?

*Philippe FAURE-BRAC, 1992 World's Best Sommelier, Chairman of UDSF - Denis SAVEROT, Editorial director, La Revue du Vin de France*

#### 5:00 pm: What are consumer expectations for organic wines?

*Arnaud DAPHY, Partner, SOWINE - M. Pierre GUIGUI, Journalist and author - Director of International Organic Wine Competition - Gildas BONNEL, President of Sidièse, an agency specialising in communications on sustainable development*



• **Wednesday 12 February: CREATIVE DAY**

**12:00 pm: Resistant grape varieties or home-grown plant material?**

*Christian PALY, Chairman, Comité Vins de l'INAO - Xavier PLANTY, Co-owner, Château Guiraud*

**1:00 pm: Digitisation of the wine industry and short supply chains**

*Loïc TANGUY, Founder and CEO, Les Grappes*

**1:30 pm: Winetech's new format: the catalyst for innovation in the wine industry**

*Laurent DAVID, President, WineTech*

**2:00 pm: Wine Tech: New applications, new services**

*Arnaud DAPHY, Partner, SOWINE - Lorene NÉEL, Wine & Spirits Category Manager at - GS1*

**3:00 pm: Matcha versus France's Best Sommelier: a battle between a virtual and a real sommelier**

*Thomas DAYRAS, Application creator - Gaëtan BOUVIER, 2016 France's Best Sommelier and 2019 Master of Port*



## SO INTERNATIONAL by WINE PARIS

HALL  
6

A series of forward-looking debates on the future and challenges for wines internationally.

Bringing together experts in their respective markets, the debates aim to inform, add new insight and allow useful information to filter through to marketers, ultimately supporting growth of French wine sales internationally.

The three themes addressed during WINE PARIS 2020 echo topical industry issues:

• **Monday 10 February - 10:30 am**

**"Key worldwide trends in 2020-2021 in 7 markets: Belgium, China-Mainland, China-Hong Kong, Germany Japan, United Kingdom, USA"**

**Wine trade monitor by Sopexa & Wine Paris**

*François COLLACHE - Drinks Sales Director, Sopexa*

• **Tuesday 11 February - 10:00 am**

**"The future of French wines is in the US"**

The USA is the leading wine consumer worldwide but also the fourth largest producer. Imported wines represent over a quarter of all bottles consumed. Yet the threat of punishing tariffs being implemented by the Trump administration in retaliation for perceived preferential treatment of Airbus by the EU could drastically change the wine proposition in the States. What's next for this huge market?

*Michael GREEN - Wine & Spirits Consultant, NY; Cathy HUYGHE - Enolytics / Forbes; Adrian CHALK - General Manager Adrian Chalk Selections, MS Walker; Pascaline LEPELTIER - 2018 France's Best Sommelier, MOF sommelier award and Partner Sommelier at the bistro Racines, NY; Manilay SAITO - Head of U.S. Wine and Spirits Department, Business France, Jeanne Marie de CHAMPS - President and export manager, Domaines et Saveurs Collection, Thorsten HARTMANN - IWSR Director of Custom Analytics*

• **Wednesday 12 February - 10:00 am**

**Will there be a WINEXIT in the UK?**

After Boris Johnson's stonking election victory, there is now no doubt the UK will finally leave the EU on 31<sup>st</sup> of January. Will the eleven-month transitional period be enough to hammer out a deal that will protect the interests of the wine industry? And after three years of price increases caused by the ever escalating excise duty and a weak sterling, how will consumers adjust to possibly even higher prices?

*Andrew CATCHPOLE - Editor, Harpers Wine & Spirit; Lulie HALSTEAD - CEO, Wine Intelligence; Miles BEALE - CEO, WSTA; Andrew SHAW - Purchasing director, Bibendum; John CHAPMAN - Buying Director, The Oxford Wine Company; Juliette MONMOUSSEAU - CEO, Bouvet-Ladubay; Claire PROTHON, UK Wines and Spirits, Business France*

The essential features are back!



## WINE PARIS, LES DÉGUSTATIONS

### • by VINISUD

HALL  
4

An immersive area to discover or rediscover nearly 2,000 wines grown in Mediterranean climates.

2,000 products/ 15 regions represented/ listing by colour and wine region/ a zone dedicated to boxed wines/ a focus on organic and environmentally-friendly wines/ free-pour tasting.

### • by VINOVISION PARIS

HALL  
6

An area designed to best promote the extensive range of wine regions in Alsace, Beaujolais, Burgundy, Centre-Loire, Champagne and the Loire Valley, but also other cool-climate wine regions.

800 products/ 7 regions represented/ listing by colour and wine region / a focus on organic and environmentally-friendly wines/ free-pour tasting.



## WINE PARIS, LES DÉCOUVERTES by WINE MOSAIC

HALL  
4

A multi-faceted approach to explore novel grape varieties including encounters with 40 producers from 12 countries, 15 dedicated masterclasses and 1 free-pour tasting bar.

In conjunction with Wine Mosaic



## WINE PARIS, LA NOUVELLE VAGUE

HALL  
4

40 young producers looking to establish their first distribution networks in France and abroad present their first wines.

Our objective is to support these wine entrepreneurs as they set up their business and to offer our buyers wines that are not yet on the radar!



# WINE PARIS, LES MASTERCLASSES

HALL  
4

A programme of 30 masterclasses hosted by French and international experts to taste and learn about the array and specificities of wine regions and wines.

By reservation

## MONDAY 10 FEBRUARY 2020

10:30-11:30 am

### **Clairette de Die: The Natural bubbling**

*Olivier BORNEUF, Founding partner, Académie des Vins & Spiritueux*

### **Make mine a Beaujolais rosé, please...!**

*Fabrice SOMMIER, France's MOF sommelier award*

12:00-1:00 pm

### **Riesling: the revealer of terroir**

*Thierry FRITSCH, Oenologist / Marketing & Content Manager, CIVA*

12:30-1:30 pm

### **Prosecco DOC: The True Italian Lifestyle**

*Dominique LAPORTE, France's Best Sommelier*

2:00-3:00 pm

### **Italian native varietals relate themselves: Sangiovese, Montepulciano and other stories**

*Vinny MAZZARA, Consultant Sommelier*

### **The first step towards terroir - explore an unknown facet of Bourgogne wines**

*Thierry GIVONE, Bourgogne wines Official Ambassador*

3:30-4:30 pm

### **The secret to dosage in Champagne**

*Geoffrey ORBAN, French Champagne ambassador and 2006 vice-European ambassador*

### **Wines of Castilla y León: an incredible diversity along Duero and beyond**

*Mathieu WERHUNG, Instituto para la Competitividad empresarial de Castilla y León*

5:00-6:00 pm

### **Touraine: The origins and revival of a dynamic appellation**

*Henri CHAPON, United Kingdom's Best Sommelier*

### **Wine and food pairing trends for 2020**

*Olivier THIÉNOT, Founder of the Ecole des Vins et Spiritueux, Wine & Spirits School*

## TUESDAY 11 FEBRUARY 2020

10:00-11:00 am

### **AOC Anjou rosés, from the Loire Valley (Cabernet d'Anjou, Rosé d'Anjou, Rosé de Loire)**

*Elizabeth GABAY, Master of Wine, UK - Author of the book "Rosé: Understanding the Pink Wine Revolution"*

### **Loire Valley wines: terroir effect deciphered**

*Etienne GOULET, Loire Valley Director of the «Institut Français de la Vigne et du Vin» and Interloire Technical Director*

11:30-12:30 pm

### **Why Georgian wine matters so much**

*Andrew JEFFORD, Journalist, Decanter, World of Fine Wine, Author and Educator*

### **Champagne Pinot noir: geo-sensory tasting**

*Geoffrey ORBAN, French Champagne ambassador and 2006 vice-European ambassador*

**1:00-2:00 pm**

**The power of Beaujolais: 2018 Morgon and Moulin à Vent**

*Roger VOSS, European editor, Wine Enthusiast Magazine*

**The Occitanie / Languedoc-Roussillon vineyard, a natural leader in agro-environmental approaches**

*Matthew STUBBS, MW, Master of Wine*

**2:30-3:30 pm**

**Southern Italy's hidden gems: treasures that combine tradition and modernity**

*Vinny MAZZARA, Consultant Sommelier*

**The first step towards terroir in Bourgogne: Mâcon and much more**

*Thierry GIVONE, Bourgogne wines Official Ambassador*

**4:00-5:00 pm**

**The land of Brouilly: from named vineyard sites to first growths, an ambitious and inclusive project**

*Gaëtan BOUVIER, 2016 France's Best Sommelier and 2019 Master of Port*

**Costières de Nîmes: Rhone excellence with a maritime influence**

*Olivier BORNEUF, Bettane & Desseauve Critic and founding partner, Académie des Vins & Spiritueux*

**5:30-6:30 pm**

**AOC Ventoux: the influence of a mountain in an era of global warming**

*Olivier BORNEUF, Bettane & Desseauve Critic and founding partner, Académie des Vins & Spiritueux*

**INNOVATION | Launch of Red & Ready! Test it out on a range of Languedoc red wines for a new palate, wine after wine**

*Caroline FURSTOSS, Sommelier and co-founder RED AND READY*

*Jean Philippe GRANIER, Technical Director Oenocommunication - AOC Languedoc*

## **WEDNESDAY 12 FEBRUARY 2020**

**10:00-11:00 am**

**Montravel my Love**

*Kris VAN DE SOMPEL, 2017 Belgium's Best Sommelier*

**Alsace Pinot noir, the unexpected!**

*Thierry FRITSCH, Oenologist / Marketing & Content Manager, CIVA*

**11:30-12:30 pm**

**The wines of Occitanie: discover the native grape varieties from South-West France**

*Matthew STUBBS, MW, Master of Wine*

**The finest expression of Bandol through a vertical tasting of Domaine de Terrebrune**

*Alexis GOUJARD, Wine critic, La Revue du Vin de France*

**1:00-2:00 pm**

**On the French wine road: an historic tour in 8 tastings**

*Fanny DARRIEUSSECQ, Founder and CEO, WiSP*

**4:00 pm**

**France's Best Sommelier Competition 2020 - UDSF, French Sommelier Association**

*Results of the selection*

## Themed itineraries

5 visit itineraries to promote targeted, useful encounters.  
Wine Paris makes it easier to get to grips with the range of products on offer!

- **2 visits designed through the lens of powerful and emerging market trends:**



### WONDERFUL DISCOVERIES

These exhibitors have made a commitment to one or several organic and/or environmentally-friendly schemes. The journey towards building the wine world of the future starts here!



### YOUNG WINEGROWERS

Talented young producers just starting out and seeking their first distribution networks. If you are a talent scout looking for new gems, this itinerary is for you!

- **3 itineraries catering to 3 categories of buyers endorsed by our exhibitors:**

### WINE MERCHANTS

The priority of these exhibitors is to develop distribution in retail shops.

Wine merchants, this selection is designed for you!



### RESTAURATEURS

The priority of these exhibitors is to secure one or several listings with establishments catering to the restaurant industry.

Restaurants and sommeliers, come and meet your future suppliers!



### EXPORT

These exhibitors are determined to develop their sales in international markets. Importers, expand your portfolio with producers who are all-set and ready to go!

## The programme: WINE PARIS launches LE OFF DE WINE PARIS!

The second WINE PARIS is all-set to spill over into the capital by launching its programme of OFF-site in conjunction with around 65 restaurants. They have been selected to illustrate the diversity of Paris and its gastronomy and to celebrate the incredibly talented chefs, restaurateurs and sommeliers who work in every district of the city.

The programme's single-minded objective is to let Paris beat to the rhythm of wine for 3 whole days and to offer trade members who travel to the capital for Wine Paris a rewarding, friendly and authentic Paris experience!

And because wine is often best enjoyed in a restaurant, because nothing gives greater pleasure than to discover the perfect pairing between a dish and a wine, and because the culture of wine has always been tied to that of cuisine in France, Wine Paris will suggest to all attendees gathered in Paris from February 10 to 12 that they discover why Paris is one of the top places in the world to enjoy wine in a restaurant and indulge in some delicious, amazing and festive moments.

From wine bars serving food to Michelin-starred restaurants via bistros, a raft of chefs and restaurateurs have signed up to celebrate this festival of wine. Each establishment is carefully selected for its fine wine selection but also for the quality of its cuisine, its atmosphere and its welcome.



“

*“We are so lucky in Paris to have an incredible range of quality restaurants, with an extensive choice of quality wines. The restaurant trade in Paris is extremely dynamic and inspirational and represents the second-largest distribution channel for the wine industry. It was therefore only natural for Wine Paris to turn the spotlight on the city's vibrant restaurant scene to allow our community to enjoy some good times”, explains Pascale Ferranti, director of Wine Paris.*

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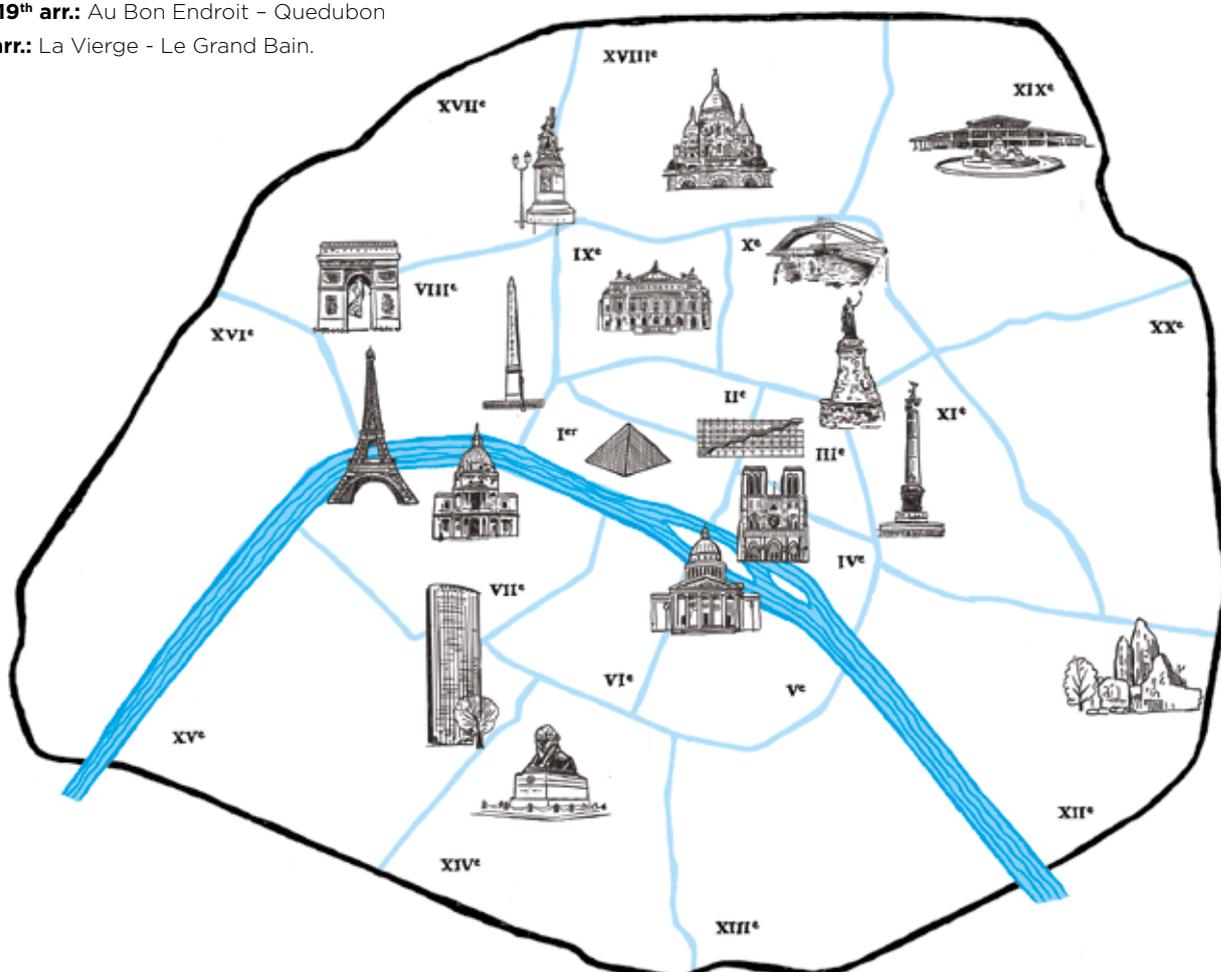
During the three-day fringe event programme, partner restaurants will have some great surprises in store for their clients and some unprecedented food pairings allowing them to showcase their expertise and the talented winegrower they choose to bring to the attention of patrons. The range will run the gamut from sparkling to red, white, rosé, orange, fortified and mature wines, so that there is something for everyone, in terms of taste and budget.

• A dedicated section will go live on the Wine Paris website:

<https://www.wineparis.com/ON-OFF/Le-OFF-de-Wine-Paris>

## The 65 partner restaurants:

**1<sup>st</sup> arrondissement :** Yam'Tcha - Les Fines Gueules • **2<sup>nd</sup> arr.:** A Noste - Drouant -Frenchie wine bar - Le Rubis - Racines - Fleur de pavé • **3<sup>rd</sup> arr.:** Elmer - Glou - Le Barav • **4<sup>th</sup> arr.:** Jaja - Grandcoeur - Capitaine • **5<sup>th</sup> arr. :** Bonvivant - Bel Ordinaire Rive Gauche - Kitchen Ter(re) - Café de la Nouvelle Mairie ; **6<sup>th</sup> arr.:** Sauvage - KGB - Quinsou • **7<sup>th</sup> arr.:** L'Ami Jean - Tomy & Co • **8<sup>th</sup> arr.:** 110 Taillevent - Origines • **9<sup>th</sup> arr.:** Le Richer - Pastore - Caillebotte - Cuisine • **10<sup>th</sup> arr.:** Bonhomie - Verre Volé - Le 52 - Le Bel Ordinaire Rive Droite - Mamagoto • **11<sup>th</sup> arr.:** Goguette - Septime Bar à Vins - Le Saint-Sébastien - Fulgurances - Jones - Aux Bons Crus - Le Servan • **12<sup>th</sup> arr.:** Virtus - Les Caves de Prague • **13<sup>th</sup> arr.:** Marso & Co - Sellae - Tempero • **14<sup>th</sup> arr.:** Les Rouquins - Le Cette - Giulia • **15<sup>th</sup> arr.:** La Cantine du Troquet - Le Grand Pan -Café Noisette • **16<sup>th</sup> arr.:** Comice - Substance - Les Marches • **17<sup>th</sup> arr.:** Coretta - Papillon - Agapé • **18<sup>th</sup> arr.:** B.O.U.L.O.M - Le Maquis - En Vrac • **19<sup>th</sup> arr.:** Au Bon Endroit - Quedubon • **20<sup>th</sup> arr.:** La Vierge - Le Grand Bain.



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# WINE PARIS & OpinionWay survey: Will the future of wine be played out in restaurants?

## The catering industry: a strategic target for the wine industry

Recognised for its gourmet food and its lifestyle, France currently boasts over 175,000 restaurants (source: Insee). With French people increasingly inclined to eat out, restaurants are in a strong position to capitalise on the trend.

29% of the French now say they go to a restaurant one to three times a month (source: Statista 2018) and often drink alcohol with their meal.

This is a significant channel to leverage growth for wine, which already accounts for 21% of a restaurant's turnover on average and could reach 30% (source: sommelier-vins.com 2017).

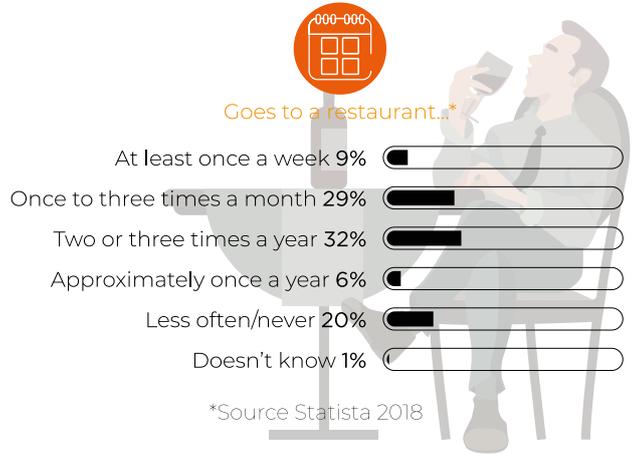
Based on these facts, Wine Paris launched a study with OpinionWay to find out more about the habits and expectations of the French in restaurants: what price are they prepared to pay? Are the French looking for environmentally-friendly wines? Do the French enjoy the wines served in restaurants?



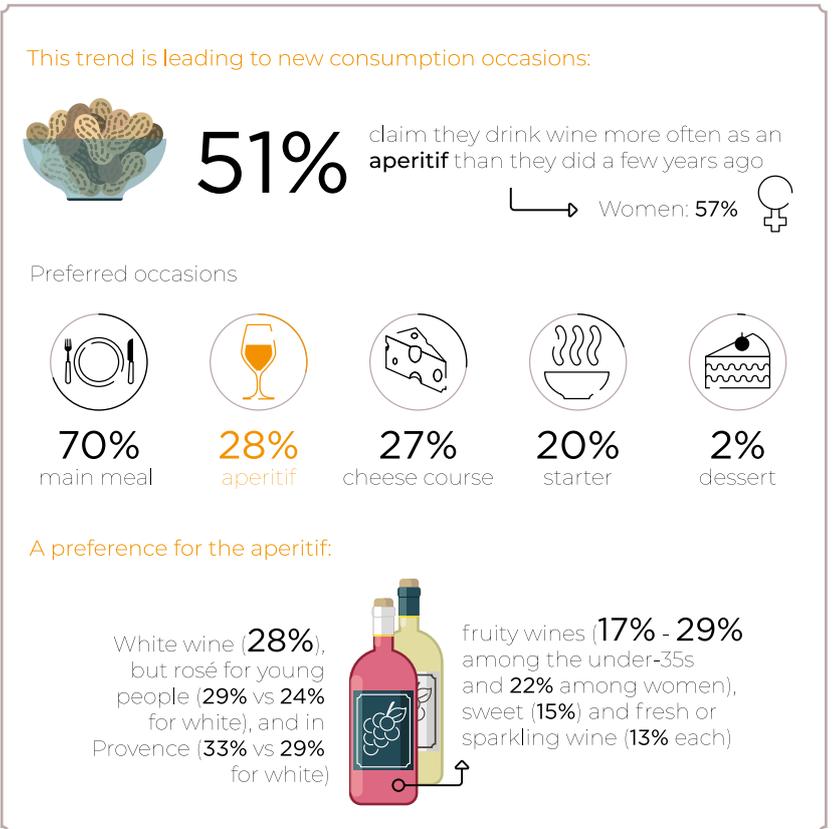


# Results of the study “French people and wine in restaurants”

## The French still enjoy drinking wine in a restaurant



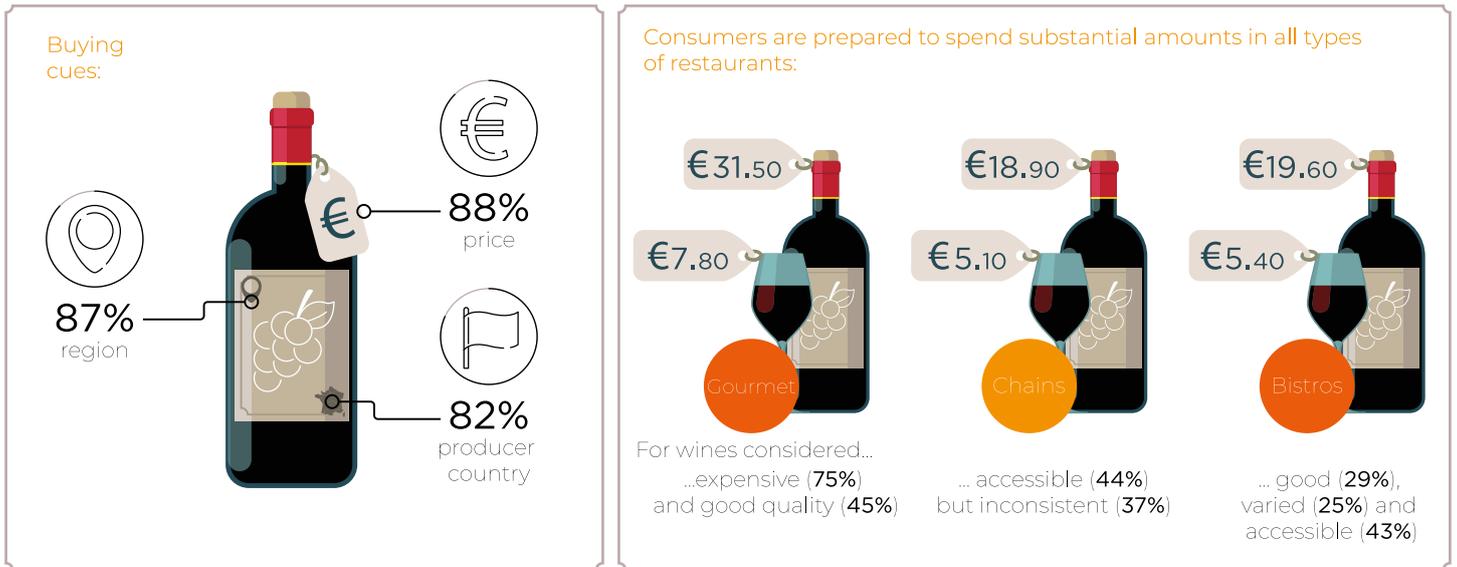
## Consumers are changing their habits and drinking “less but better”...



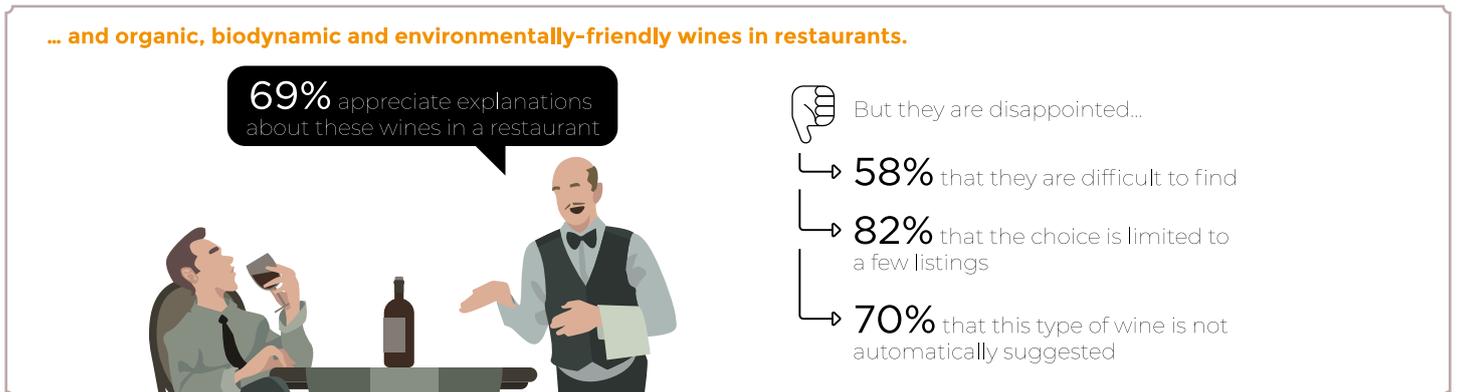
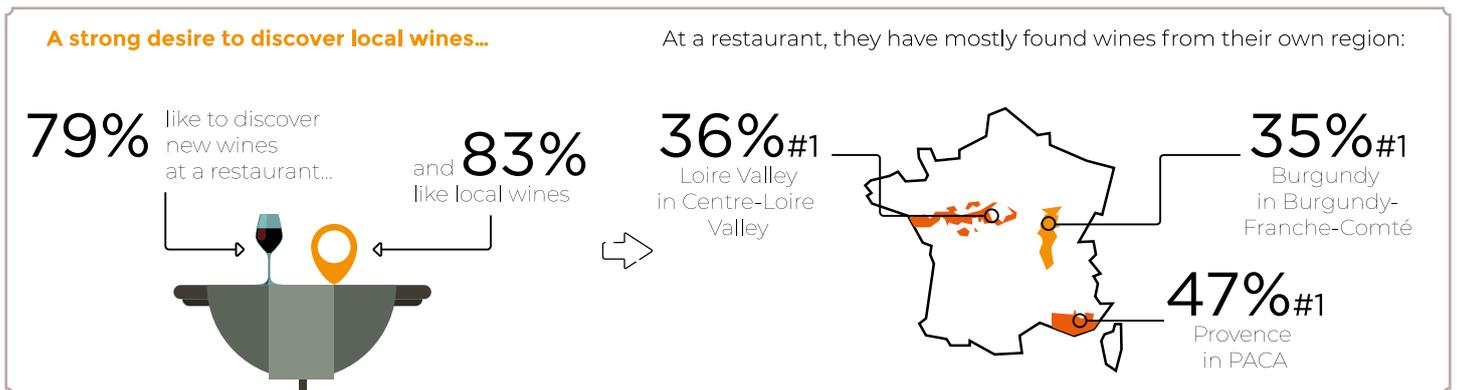
**The trend towards white and rosé**  
In 10 years, sales of red wines in super/hypermarkets have dropped by 23% by volume in favour of white and rosé wines which have increased respectively by 4% and 40%\*

\*Source: 2019 FranceAgriMer reports

## Consumers mainly choose wine based on the price and region



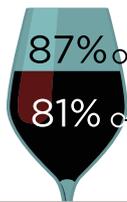
## Consumers are looking for diversity and advice



# How about Paris?

vs the French at large

% of wine consumers...



87% in Paris

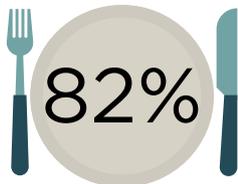
81% in France



78%

feel that the wines are better quality than they used to be

vs 72%



82%

mostly drink wine with dinner (vs 68% on average)

and



33%

as an aperitif/afterwork (vs 17%)



58% drink wine more often as an aperitif than before (vs 51%)



31% vs 22% drink Champagne

Recent discoveries in a restaurant:



23%

Loire Valley (vs 14%)



19%

Burgundy and the Rhone Valley (vs 17%)



78%

like to be given information about organic, biodynamic and environmentally-friendly certifications (vs 69%)



86%

feel that the choice is too often limited to a few listings (vs 82%)



37%

admit that sometimes they don't order wine because they don't know which one to choose (vs 26%)

Parisians pay more for their wine than in other parts of France:

In gourmet restaurants

€39.60 (26% more)

€9.10 (17% more)



In chain and branded restaurants

€20.30 (7% more)

€5.40 (6% more)

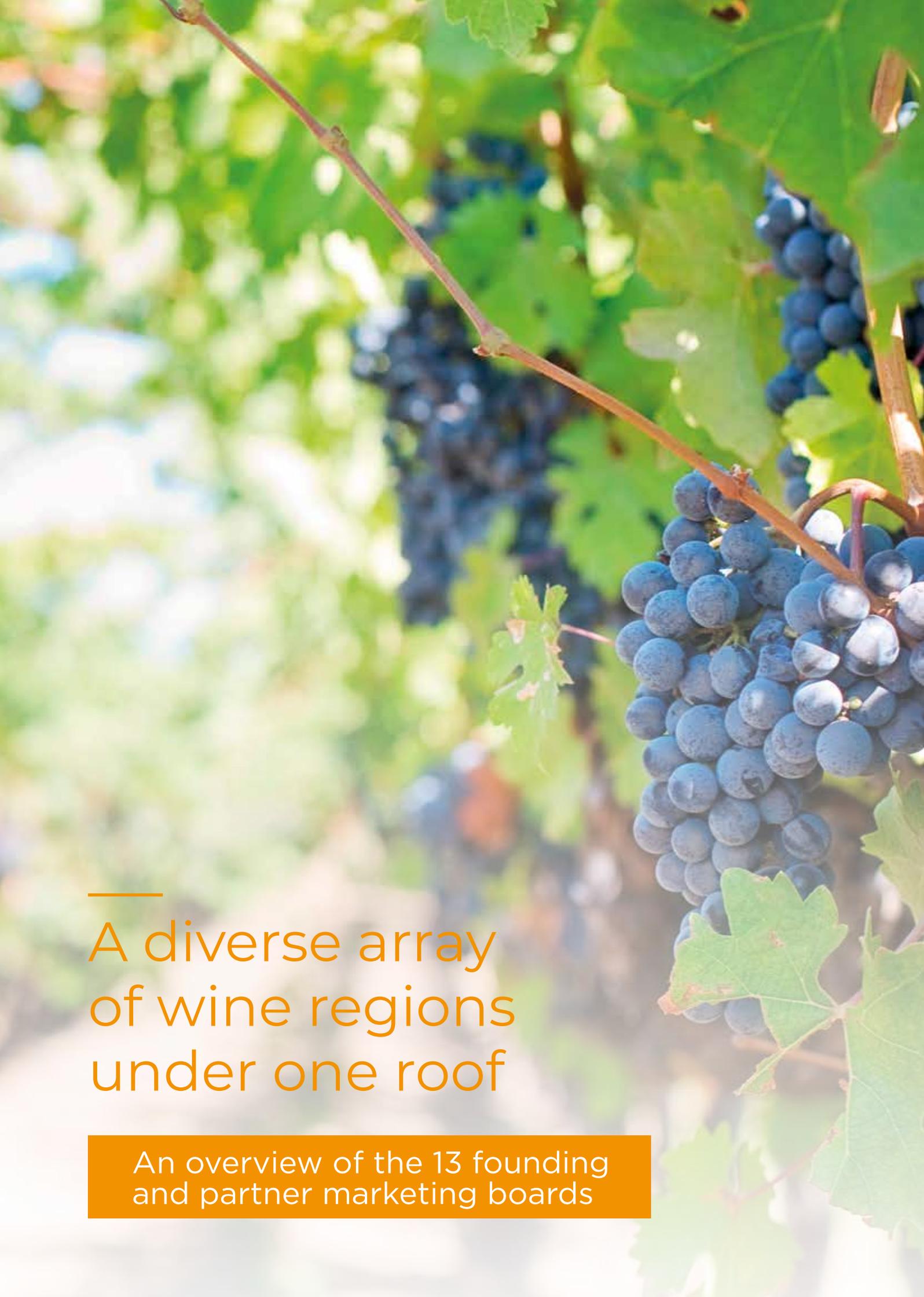


In independent or neighbourhood restaurants or bistros

€22.50 (15% more)

€6.30 (17% more)





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# A diverse array of wine regions under one roof

An overview of the 13 founding  
and partner marketing boards

## ALSACE WINE MARKETING BOARD CIVA

### The wine region in 2019

- **Appellations** — 53 AOCs (*Alsace, Grand cru, Crémant*)
- **Hectares in 2018** — 15,628 ha
- **Geographical distribution**  
Alsace Region (Grand Est)

### The wines

- **Main grape varieties** — 11 grape varieties including *Riesling, Pinot Blanc, Auxerrois, Gewurztraminer, Pinot Gris, Pinot Noir, Sylvaner, Muscat (Muscat d'Alsace and Muscat à petits grains), Chasselas, Chardonnay, Savagnin Rose*
- **Production by colour (hl in 2018)**  
White - 1,054,260 hl  
Red - 126,308 hl

### Companies in 2019

- 3,812 wine growers
- Over 150 trading companies
- 2 co-operative wineries

### Sales in 2018

- **Distribution of sales France/export**  
France - 674,031 hl (74% of volumes)  
Export - 235,036 hl (26% of volumes)
- **Distribution of exports/country (main markets)**  
*Still wines - Belgium, Netherlands, Sweden, Germany, Canada, Denmark, United States, Great Britain, Switzerland, Finland, Japan*  
*Crémant - Belgium, Germany, United States, Denmark, Switzerland, Sweden, Italy, Finland, Japan, Canada, Netherlands*

### Press contact

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## BEAUJOLAIS WINE MARKETING BOARD Beaujolais, expressions of a wine region

### The wine region in 2018

- **Appellations** – 12 AOPs
- **Hectares in 2019** – 14,180 hectares in 96 localities
- **Geographical distribution**  
Regions: Auvergne-Rhône-Alpes, Burgundy-Franche-Comté  
Departments: Rhône, Saône-et-Loire

### The wines

- **Main grape varieties** – Gamay Noir à jus blanc (98%), Chardonnay (2%)
- **Production by colour (hl in 2018)**  
Red - 751,497 hl  
White - 19,553 hl  
Rosés - 18,415 hl
- **Total production in 2018** – 571,351 hectolitres

### Companies in 2018

- 1,947 wine growers
- 197 trading companies
- 9 co-operative wineries

### Sales in 2018

- **Distribution of sales France/export**  
France - (60% of sales) - 455,200 hl (61 million bottles)  
Export - (40% of sales) - Nearly 30 million bottles in 140 countries
- **Distribution of exports/country (by vol, hl/country)**  
*United States (46,747 hl), Japan (41,362 hl), United Kingdom (35,564 hl), Canada (24,979 hl), Belgium (10,455 hl), Netherlands (6,572 hl), Germany (6,479 hl), China + Hong-Kong (5,452 hl), Switzerland (6,405 hl), Sweden (3,515 hl)*

### Press contact

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## BURGUNDY WINE BUREAU BIVB

### The wine region in 2019

- **Appellations** — 84 AOCs (23% of French AOCs)
- **Hectares in 2019** — 29,395 (five-year average: 2013-2017)
- **Geographical distribution**  
Region: Burgundy-Franche-Comté  
Departments: Yonne, Côte d'Or, Saône-et-Loire

### The wines

- **Main grape varieties** — Chardonnay (50%), Pinot Noir (41%), Aligoté (6%), Gamay, Sauvignon Blanc, César Beurot, Sacy... (representing approximately 3%)
- **Production by colour (five-year average: 2013-2017)**  
White - 59%  
Red and Rosé - 30%  
Crémant de Bourgogne - 11%

### Companies in 2019

- 3,659 wine estates
- 268 trading companies
- 16 co-operative wineries

### Sales in 2018

- **Distribution of sales France/export**  
186.5 million bottles marketed, of which 1 in 2 is exported to 170 countries  
(five-year average: 2013-2017)
- **Distribution of exports to the 5 leading markets**  
USA (20%), UK (18%), Japan (9%), Germany (8%), Canada (8%)

### Press contact

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## BIVC - WINES FROM CENTRE-LOIRE

### Terroir at its heart

#### The wine region in 2019

- **Appellations** – 8 AOCs (*Sancerre, Pouilly Fumé, Menetou-Salon, Quincy, Reuilly, Coteaux du Giennois, Châteaumeillant and Pouilly sur Loire*)  
– 2 PGIs (*Côtes de la Charité, Coteaux de Tannay*)
- **Hectares in 2019** – 5,916 hectares
- **Geographical distribution**  
Departments: Cher, Nièvre, part of Loiret and Indre

#### The wines

- **Main grape varieties** – 7 grape varieties including two major varieties - *Sauvignon Blanc and Pinot*
- **Production by colour (hl in 2018)**  
White - 307,793 hl  
Red - 39,654 hl  
Rosé - 20,450 hl
- **Total production** – 368,282 hectolitres

#### Companies in 2019

- 690 declared winegrowers
- 390 companies marketing bottled wines
- 87 trading companies
- 2 co-operative wineries, 2 differentiated co-operatives, 3 shared winemaking facilities

#### Sales in 2018

- **Distribution of sales France/export by volume**  
France - 52%  
Export - 48%
- **Distribution of exports/country (by vol, hl/country)**  
*USA (46,369 hl), Great Britain (27,862 hl), Belgium (10,651 hl), Germany (6,550 hl), Canada (5,181 hl), Netherlands (6,417 hl)*

#### Press contact

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## THE CHAMPAGNE WINEGROWERS' ASSOCIATION SGV AND ITS COLLECTIVE BRAND "GROWER CHAMPAGNE" Acting Together for the Future

### The wine region in 2019

- **Appellations** — *1 single AOC Champagne*
- **Hectares in 2019** — *34,272 hectares*
- **Geographical distribution**  
Departments: Marne, Aube, Haute-Marne, Aisne, Seine-et-Marne

### The wines

- **Main grape varieties** — *Chardonnay, Meunier, Pinot Noir*

### Companies in 2019

- 16,055 winegrowers
- 358 trading companies
- 132 co-operative wineries

### Sales in 2018

- **Distribution of sales France/export**  
France - *147.6 million bottles*  
Export - *154.7 million bottles*
- **Distribution of exports/country (by vol.)**  
*United Kingdom (26.8 million bottles), United States (23.7), Japan (13.6),  
Germany (12.3), Belgium (9.1), Australia (8.5), Italy (7.4), Switzerland (5.8),  
Chinese world (4.7), Spain (4.2)*

### Press contact

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#### Pain Vin & Cie

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## CORSICAN WINE MARKETING BOARD

### Corsican wines, unexpected by nature

#### The wine region in 2019

- **Appellations** – 9 AOPs and 1 PGI
- **Hectares in 2019** – 5,750 ha
- **Geographical distribution**  
Departments: Haute Corse, Corse du Sud

#### The wines

- **Main grape varieties** – 30 endemic grape varieties, including Niellucciu, Sciaccarellu, Vermentinu, Aleatico, Bianco Gentile, Barbarossa
- **Production: 366,012 hl (in 2018)**  
Rosé - 245,228 hl (67%)  
Red - 65,880 hl (18%)  
Dry and sweet whites - 54,900 hl (15%)

#### Companies in 2019

- 130 independent wineries
- 4 co-operative wineries with a total 160 member growers

#### Sales in 2018

- **Distribution of sales France/export**  
Corsica - 35%  
France - 45%  
Export - 20%
- **Corsican wines in export markets:** 66,803 hl in 2018 (8,900,000 bottles)  
Equating to an increase of 20.8% on 2017
- **Distribution of exports/country (by vol, hl/country)**  
*Germany (39,022 hl), Belgium (11,532 hl), USA (9,493 hl)*

#### Press contact

##### Rouge Granit

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Mathilde Croës - mcroes@rouge-granit.fr - +33 6 04 64 81 74



LES AOC DU  
LANGUEDOC & SUD DE FRANCE



LES IGP

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

\* *Sud de France*

## LANGUEDOC AOC AND PGI SUD DE FRANCE WINE MARKETING BOARD Languedoc, the New World of fine wines

### The wine region in 2019

- **Appellations** — 23 AOCs and 19 PGIs
- **Hectares in 2019** — AOC vineyards - 37,000 ha / PGI Vineyards - 30,802 ha
- **Geographical distribution**  
Region: Occitania  
Departments: Aude, Hérault, Gard

### The wines

- **Main grape varieties** — 18 grape varieties for the AOCs and 104 varieties for the PGIs
- **Production by colour (hl in 2018)**  
For the AOCs: Red - (66%) - 858,000 hl - Rosés - (16%) - 208,000 hl - Whites - (18%) - 234,000 hl  
For the PGIs: Red - (53%) - 527,878 hl - Rosés - (38%) - 398,891 hl - Whites - (9%) - 138,711 hl

### Companies in 2019

- 20,000 wine farms
- 500 trading companies
- 200 co-operative wineries

### Sales in 2018

- **Distribution of sales France/export**  
Languedoc AOPs - 802,376 hl, 345 million euros in revenue  
Sud de France PGIs - 1,068,743 hl, 222 million euros in revenue
- **Distribution of exports/country (by vol, hl/country)**  
Languedoc AOPs - 495,500 hl, 205 million euros in revenue  
Sud de France PGIs - 304,257 hl, 63.5 million euros in revenue  
Languedoc Roussillon CAC — China (146,694 hl), United States (67,162 hl), United Kingdom (65,367 hl), Germany (49,919 hl), Belgium (51,910 hl), Canada (27,515 hl), Switzerland (23,286 hl), Netherlands (17,692 hl), Japan (7,700 hl), Sweden (3,947 hl), Luxembourg (3,121 hl), Hong Kong (4,035 hl)  
LR PGIs CAC — Germany (117,925 hl), Netherlands (40,726 hl), Belgium (40,942 hl), United Kingdom (27,063 hl), China (28,563 hl), United States (12,690 hl), Switzerland (12,807 hl), Canada (6,747 hl), Japan (6,821 hl), Denmark (3,243 hl), Luxembourg (4,436 hl), Latvia (2,935 hl)

### Press contact

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France VILLENEUVE — [fvilleeneuve@languedoc-wines.com](mailto:fvilleeneuve@languedoc-wines.com) — +33 4 68 90 38 30



## PGI PAYS D'OC Diversity Originality Quality Creativity!

### The wine region in 2019

- **Hectares in 2019** — 120,000 ha
- **Geographical distribution**  
Region: Languedoc-Roussillon  
Departements: Gard, Hérault, Aude and Pyrénées Orientales (as well as 6 localities in Lozère)

### The wines

- **Main grape varieties** — 58 grape varieties including Merlot, Cabernet-Sauvignon, Syrah, Chardonnay, Sauvignon blanc, Grenache Noir, Cinsault
- **Production by colour (in 2018 - 2019)**  
White - 1,574,000 hl - 26%  
Red - 2,840,300 hl - 46%  
Rosé - 1,711,200 hl - 28%

### Companies in 2019

- 1,200 independent winegrowers
- 175 co-operative wineries
- Over 300 trading companies

### Sales in 2018

- **Distribution of sales France/export (by number of bottles)**  
France - 430 million (55%)  
Export - 347 million (45%)
- **Distribution of exports/country**  
*Germany (21%), Netherlands (14%), Belgium (12%), United Kingdom (9%), China (8%), United States (6%), Switzerland (5%), Canada (5%), Japan (3%), Sweden (3%)*

### Press contact

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[www.paysdoc-wines.com](http://www.paysdoc-wines.com)



CONSEIL INTERPROFESSIONNEL  
DES VINS DE PROVENCE

## PROVENCE WINE MARKETING BOARD

### The wine region in 2019

- **Appellations** — 3 appellations (*Côtes de Provence, Coteaux d'Aix-en-Provence, Coteaux Varois en Provence*) and 5 complementary geographical designations (DGC) for AOC *Côtes de Provence*
- **Hectares in 2019** — over 27,000 ha
- **Geographical distribution**  
Departments: Var - Bouches-du-Rhône - Alpes-Maritimes

### The wines

- **Main grape varieties** — *Grenache, Cinsault, Syrah, Mourvèdre, Tibouren, Cabernet-Sauvignon, Counoise, Carignan (red) Clairette, Sémillon, Ugni blanc, Rolle, Grenache (white)*
- **Production by colour (hl in 2018)**
  - Rosés - 90%
  - Red - 6%
  - Whites - 4%
- **Total production** — 1,242,000 hectolitres

### Companies in 2019

- 486 winegrowers
- Over 100 trading companies
- 63 co-operative wineries

### Sales in 2018

- **Distribution of sales France/export**
  - France (65%) - 802,000 hl (107 million bottles)
  - Export (35%) - 429,000 hl (57 million bottles) to over 150 countries
- **Distribution of exports/country (by vol, hl/country)**
  - USA (197,500 hl), UK (53,500 hl), Belgium (27,400 hl)

### Press contact

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Cédric SKRZYPCZAK – [czak@provencewines.com](mailto:czak@provencewines.com) – +33 04 94 99 50 13

## ROUSSILLON WINES Infinitely Roussillon

### The wine region in 2019

- **Appellations** — 14 AOPs and 2 PGIs
- **Hectares in 2018** — 20,656 ha
- **Geographical distribution**  
Region: Occitania  
Departments: Pyrénées-Orientales and part of Aude

### The wines

- **Main grape varieties** — 27 grape varieties including Grenache noir, blanc, gris, Muscat Petits Grains, Muscat d'Alexandrie, Macabeu, Carignan, Syrah
- **Production by colour (in 2018)**  
Red - 53%  
White - 16%  
Rosé - 31%

### Companies in 2019

- 2,200 wine farms
- 345 independent wineries
- 25 co-operative wineries

### Sales in 2018

- **Distribution of sales France/export**  
Dry wines (AOP + PGI) - (51 million bottles eq. 75 cl)  
74% France / 26% export  
Dessert wines (VDN) - (19 million bottles eq. 75 cl)  
97% France / 3% export
- **Distribution of exports/country (by vol, hl/country)**  
China (10,773 hl), Belgium (9,300 hl), Germany (7,561hl), USA (5,581hl), Canada (4,415 hl),  
Switzerland (2,660 hl), United Kingdom (2,183 hl), Netherlands (1,581hl), Japan (772 hl),  
Denmark (759 hl)

### Press contact

#### Agence Claire de Lune

Amélie BLUMA & Anaïs CHAUVIGNY — [anais.chauvigny@clairdelune.fr](mailto:anais.chauvigny@clairdelune.fr) — +33 04 81 13 15 21

## THE VINEYARDS OF SOUTH-WEST FRANCE

### The wine region in 2019

- **Appellations** — 29 AOPs and 13 PGIs
- **Hectares** — 54,088 ha
- **Geographical distribution**  
Regions: Occitania and New Aquitaine  
Departments: Pyrénées Atlantiques, Landes, Lot et Garonne, Dordogne, Lot, Aveyron, Tarn, Tarn et Garonne, Haute-Garonne, Gers, Ariège, Hautes-Pyrénées

### The wines

- **Main grape varieties** — over 120 grape varieties equivalent to 30 % of the varietal range in the vineyards of France - The varietal mainstays of the South-West: *cabernet franc, colombard, duras, fer servadou, gros manseng, loin de l'œil, malbec, mauzac, négrette, petit manseng, prunelard, tannat, abouriou*
- **Production by colour (in 2018)**  
Red - 1,154,693 hl  
White - 1,990,494 hl  
Rosé - 479,622 hl

### Companies in 2019

- 8,261 wine farms
- 28 co-operative wineries

### Sales in 2018

- **Distribution of sales France/export**  
AOP - 85% France - 15% export  
PGI - 60% France - 40% export
- **Exports**  
Number of bottles: 71,5 million bottles sold in 144 countries  
including 73% to the EU and 27% outside the EU  
Revenue: €137,814,923

### Press contact

**IVSO**  
Christophe LOGEAIS — c.logeais@france-sudouest.com — +33 5 61 73 87 06

## INTER RHÔNE AOC CÔTES DU RHÔNE AND RHÔNE VALLEY MARKETING BOARD

### The wine region in 2019

- **Appellations** — 32 AOPs
- **Hectares in 2018** — 68,132 ha in 2018
- **Geographical distribution**  
Departments: Rhône, Loire et Isère, Drôme, Ardèche, Vaucluse, Gard

### The wines

- **Main grape varieties** — *grape varieties including Grenache, Syrah, Mourvèdre, Cinsault, Viognier, Marsanne, Roussanne, Clairette*
- **Production by colour (in 2018)**
  - Red - 74%
  - White - 10%
  - Rosé - 16%

### Companies in 2019

- 1,525 independent wineries
- 390 trading companies
- 91 co-operative wineries

### Sales in 2018

- **Distribution of sales France/export**
  - France - 1,838,436 hl
  - Export - 899,413 hl
- **Distribution of exports/country (by vol, hl/country)**
  - USA (146,781 hl), United Kingdom (141,898 hl), Belgium (137,500 hl), China (76,739 hl), Other Europe (71,254 hl), Canada (64,765 hl), Germany (55,297 hl), Sweden (47,699 hl), Switzerland (36,121 hl), Other countries (34,389 hl), Netherlands (28,925 hl), Denmark (28,262 hl), Japan (15,219 hl), Other Asia (14,564 hl)

### Press contact

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## LOIRE VALLEY WINE MARKETING BOARD INTERLOIRE

### The wine region in 2019

- **Appellations** — 31 AOPs and 1 PGI
- **Hectares in 2019** — 42,600 ha
- **Geographical distribution**  
9 departments and 3 regions from Nantes to Blois: Pays nantais, Anjou Saumur, Touraine...

### The wines

- **Main grape varieties** — Cabernet franc, Melon de Bourgogne, Chenin, Sauvignon, Gamay, Chardonnay, Grolleau
- **Production by colour (in 2018)**
  - White - 37%
  - Rosé - 27%
  - Red - 20%
  - Quality sparkling wines - 17%

### Companies in 2019

- 2,700 winegrowers
- 250 trading companies
- 16 co-operative wineries and collective agricultural interest firms (sica)

### Sales in 2018

- **Distribution of sales France/export**
  - France - 82%
  - Export - 18%
- **Distribution of Loire Valley wine exports /country (by vol, hl/country)**  
*USA (116,000 hl), United Kingdom (84,000 hl), Germany (73,000 hl), Belgium (52,000 hl)*

### Press contact

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## Practical information

### Opening times

**Monday 10 February | 9am to 7pm**  
**Tuesday 11 February | 9am to 7pm**  
**Wednesday 12 February | 9am to 5pm**

### Address

**Paris Expo Porte de Versailles**  
**Halls 4, 6 and 7.1**

1, Place de la Porte de Versailles - 75015 Paris

### Access (using different means of transport)

**Underground** – Line 12 (Porte de Versailles station) and line 8 (Balard station)

**Tram** – T2 and T3 (Porte de Versailles station)

**Bus** – Lines 39 and 80 (Porte de Versailles station)

**Car** – Car park 6 - Access via Avenue de la Porte de la Plaine 75015 Paris

### Rates

**Online purchase** – €20 incl. VAT

**Purchase on the day** – €40 incl. VAT

### Contact information - Event organisation

**Anaïs Egré**

Marketing & Communications Director

**Catherine Bourguignon**

Communications Manager (Press, Content & Events)

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### Find us on the internet

[www.wineparis.com](http://www.wineparis.com)

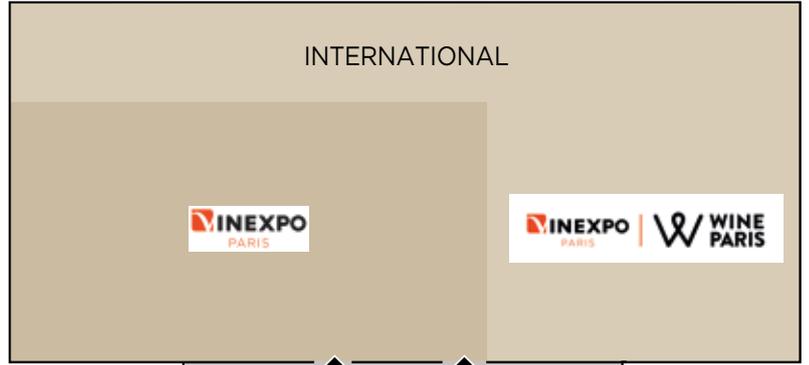


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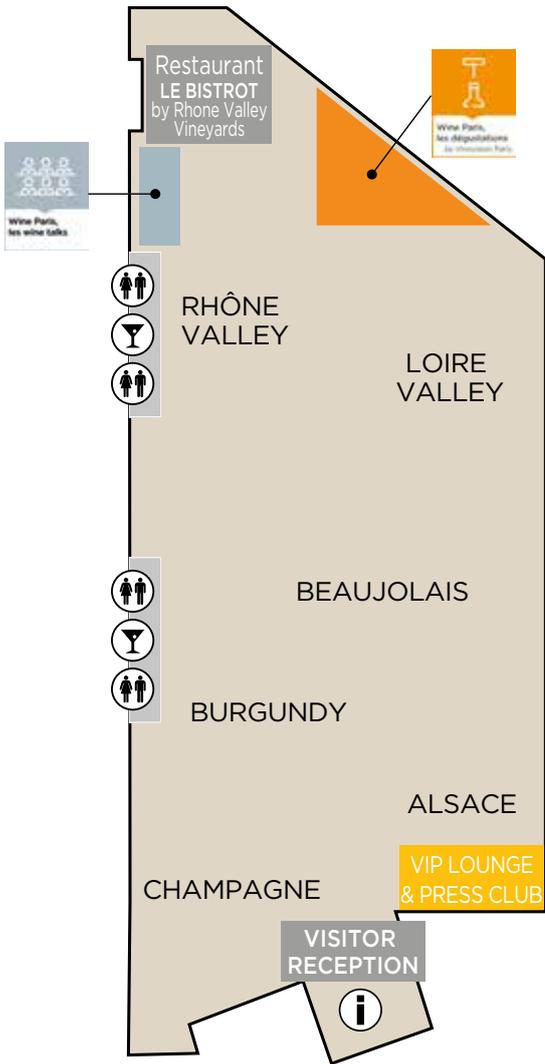
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# WINE PARIS floor plan

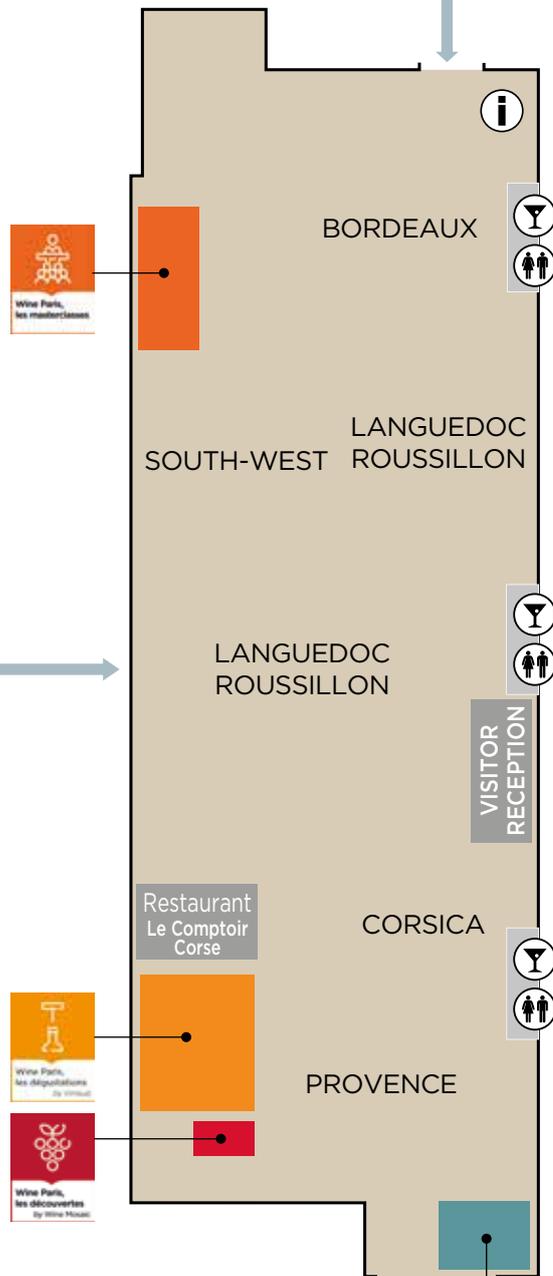
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**HALL 6**



**HALL 4**







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**WINE PARIS 2020**  
**10-12 February 2020**  
**Paris Expo Porte de Versailles**