

# INTERLOIRE

Interprofession des Vins du Val de Loire

## PRESS CONFERENCE

### Loire Valley: the latest fashion in wine?

Across the globe, Loire Valley wines are shaking up market indicators: in France, including highly selective Parisian points of sale, but also in export markets where sales have surged by a third in value over the past five years. The United States, now the world’s largest wine market, have witnessed a two-fold volume increase and three-fold value surge of Loire wine exports in just a decade...

The annual Wine Trade Monitor survey by Sopexa rates the Loire Valley as the region poised to experience the greatest growth in demand for white wines at global level. The indisputable quality of wines from the 2018 vintage is likely to fuel the trend.

#### Could the Loire Valley phenomenon just be getting started?

To put the current success of Loire wines in French and foreign markets into perspective, we are inviting you to a press conference at Wine Paris.

#### SPEAKERS

- **Jean-Martin Dutour,**  
Chairman of Interloire
- **Pierre-Jean Sauvion,**  
Chairman of the Interloire communications committee
- **Fanny Gillet,**  
Head of economic research at Interloire
- **Thomas Minc,**  
Director of the Sopexa USA agency
- **Arnaud Tronche,**  
Sommelier and owner of the Racines restaurant in New York

#### DATE AND VENUE

**TUESDAY FEBRUARY 12, 2019  
AT 9:30 AM  
414 OCÉANIE D LOUNGE**

**Paris Expo  
Porte de Versailles  
Wine Paris exhibition**

- Access
- Underground: 8 (Balard) and 12 (Porte de Versailles)
  - Tram: T2 and T3 (Porte de Versailles)
  - Bus: 39 and 80 Porte de Versailles

#### REGISTRATIONS

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