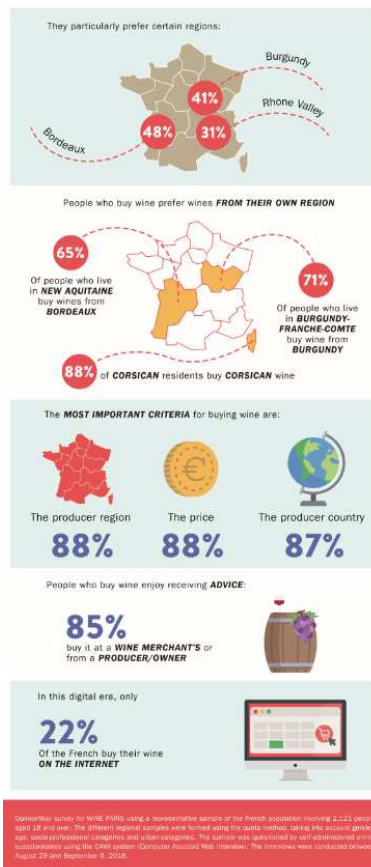
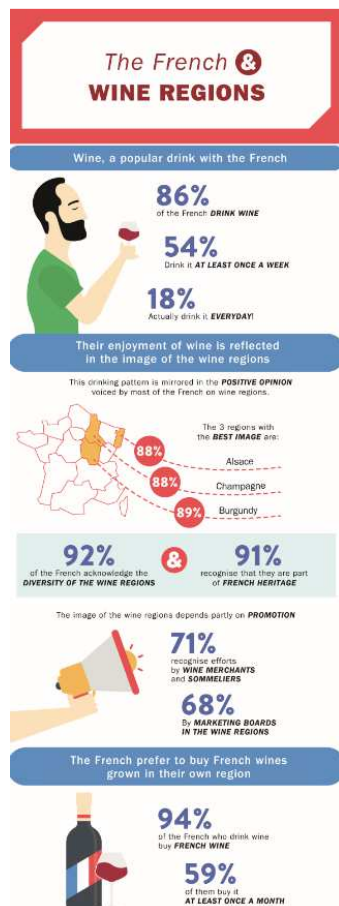




**ARE THE FRENCH ATTACHED TO THEIR WINE REGIONS?  
94% of the French who drink wine, buy French  
and 91% of them believe wine regions are part  
of national heritage.**



**Wine Paris, which brings together Vinisud and Vinovision Paris under one roof, will be held from 11 to 13 February 2019 at Paris Expo Porte de Versailles. Its organisers decided to assess how attached the French are to their wine regions by analysing their drinking patterns. The figures thrown up by the OpinionWay survey are unanimous and confirm that the French are strongly attached to a wine heritage of which they are proud.**

#### **WINE, AN INTEGRAL PART OF FRENCH DAILY LIFE**

**More than half of the French (54%) drink wine regularly (at least once a week)** and 18% drink it daily. Men are more likely to consume wine than women: 92%, compared to 81%. As for the under 35s, 60% of them drink wine once or twice a week, underscoring this generation's taste for wine.

Although wine consumers most often go to hyper/supermarkets to buy wine (88%), **wine merchants and specialised stores (63%) and owners/producers (59%) are appreciated for their advice and favoured by the French**, especially women, 74% of whom are attentive to the advice of opinion leaders. Only 22% of wine drinkers buy on specialised or mainstream merchants' websites, despite the fact that the digital era has gone into overdrive, which proves that professional expertise remains a fundamental purchasing cue.

Other criteria seem to be significant buying cues, especially for women. 74% of them are receptive to promoting the work and expertise of winegrowers, and 64% to their commitment to environmental conservation and to wine's natural qualities.

#### **94% OF THE FRENCH WHO DRINK WINE BUY FRENCH AND FAVOUR WINES FROM THEIR REGION**

Generally speaking, the French acknowledge the huge array of wines (92%) and specific identity (90%) of all the country's wine regions. **For 90% of them, wine regions are a source of national pride** and for 91% they are even part of the nation's heritage. A wine region's image partly depends on its promotion: 71% of French people recognise the efforts made by opinion leaders (wine merchants, sommeliers) and 68% by the marketing boards in the wine regions.

**Questioned about the wines they believe have the best image, the French rank Burgundy first (89%), followed by Champagne (88%) and Alsace (88%).** Conversely, when it comes to buying, the wines of Bordeaux (48%) and Burgundy (41%) are favoured, just ahead of those from the Rhone Valley (31%). However, the wines of Provence (34%), Beaujolais (30%), Roussillon (29%), the Loire Valley (29%), Languedoc (28%), and South-West France (21%) top the list of wine regions offering easy- and early-drinking wines.

Ultimately, though, **people who buy wine usually choose wines local to them.** For example, 88% of Corsicans buy Corsican wine and 71% of people living in Burgundy-Franche Comté buy Burgundy. Similarly, 66% of Provence-Alpes-Côte d'Azur residents prefer to buy wine from Provence and 65% of those living in New Aquitaine buy Bordeaux and 56% wines from South-West France.

It is no accident that WINE PARIS decided to take an interest in French tastes regarding wine. This first international event for the wine trade and industry in Paris, stemming from the fusion of VINISUD, world of southern wines, and VINOVISION PARIS, the international cool climate wine exhibition, is a collective event supported by all the founding wine marketing boards and the industry across-the-board. Created by and for winegrowers, wineries and trading companies, WINE PARIS is committed to promoting the richness and diversity of wine regions. An approach that offers a clear understanding and new alternatives that are relevant to markets and consumers.

Complete study available on request.

#### **ABOUT COMEXPOSIUM & ADHESION GROUP**

**Comexposium** is one of the world's leading organisers of trade and public events. Organising over 177 B2B and B2C events globally, Comexposium has a strong foothold in the food industry via the SIAL network, farming, retail and e-commerce. Comexposium welcomes over 3 million visitors and 45,000 exhibitors a year in over 30 countries and its positioning allows it to promote sharing and engagement between individuals and businesses.

**Adhesion Group** – a subsidiary of Comexposium since October 2017 – is the leading organiser of targeted, high-end B2B events in the wine and spirits sector. Its portfolio includes two world-class shows – Vinisud and VinoVision Paris – and four business conventions: WWM World Wine Meetings in Paris, Singapore, Chicago and San Francisco.

#### **PRESS CONTACT**

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