

1st edition

When Paris becomes the world capital of wine

February 2019 - Press kit



**WINE
PARIS**

VINISUD



vinovision

**11-13
02
2019**

**PARIS EXPO
PORTE DE VERSAILLES**



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WINE PARIS, A gateway to the world for a sector of excellence

Across the globe, France epitomises unanimously acknowledged expertise and a level of excellence such that it has transformed wine growing into an art form. Despite this, our leadership in the wine business is challenged by increased globalisation and advances in viticulture across-the-board, both in long-standing wine regions and in the New World.

The market is extremely dynamic and offers countless opportunities. Firstly in the major consumer cities, spearheaded by Paris, and in export markets where world trade has shown strong and consistent growth for many years.

Bringing our two wine shows, Vinisud and VinoVision Paris, together under one roof sends out a strong signal from all our marketing boards. By focusing on a single, large-scale event creating a real business and export springboard for our stakeholders, WINE PARIS marks the beginning of a new era for the French wine industry: as a united body, we are ramping up our global exposure and geographical reach.

The choice of Paris, the capital of France, located in the heart of Europe, which alone represents nearly 60% of the world's wine consumption, was a foregone conclusion for us. Establishing a major trade event in the world's leading consumer city sends out a strong message from the French wine industry that it has its sights set squarely on markets and consumers

Our ambition is to promote the uniqueness and diversity of our wine regions and winegrowers, to welcome wine regions from around the world, to bring together as many producers and buyers as we can, and to promote business by choosing a strategic and inspiring location for all those industry members gathered in the French capital

The first WINE PARIS is proving to be extremely popular and promises to be as outstanding as our 2018 vintage. From 11 to 13 February 2019, Paris will beat to the rhythm of wine in an unprecedented collective venture that will help the world wine move forward as one!

Pierre CLEMENT

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

Fabrice RIEU

Chairman of Vinisud

The new international event for the wine industry

Why WINE PARIS?

Wine is undoubtedly one of the jewels in France's cultural crown reflecting its inimitable lifestyle.

It is therefore essential that France regain its rightful place worldwide, as the ultimate land of wine, mirroring expertise that has inspired thousands of industry members around the world and the rich heritage of its wine regions.

From different terroirs, grape varieties and climates to appellations, the depth and breadth of the wine range and diversity of our wine regions is a constant source of wonder. Alsace, Burgundy, the Loire Valley, Beaujolais, Champagne along with Languedoc, Roussillon, Provence, the Rhone Valley, Corsica, the Southwest and Bordeaux – in addition to their diversity, they all contribute in their own way to the reputation for excellence of our vineyards.

Our mission is to honour the incredible array of French wines, to be a springboard for exports for French wine firms across-the-board (small and large estates, co-operative wineries and trading companies) and to push open the doors to local points of sale in Paris and the surrounding region, as well as mass retail and specialised distribution in France.

Our ambition:
To put France back in pole position and establish its unrivalled, long-standing leadership in the wine arena.

What is WINE PARIS?

From February 11 to 13, we are launching the debut WINE PARIS, the first major international event for the wine trade to be held in Paris.
Paris, the capital of France. Paris, the world capital of wine!

WINE PARIS is a first-of-its-kind event stemming from the fusion of Vinisud, world of Mediterranean climate wines, and VinoVision Paris, the international cool climate wine exhibition. Designed as an inclusive event, WINE PARIS was launched on the initiative of all the original founding wine marketing boards and partners and will bring all the wine regions together, however diverse they may be.

As an economic event, WINE PARIS aims to become the critical focal point for the wine business and exports. Its international dimension is crucial for an event designed as a unique, practical and exhaustive showcase for French expertise.

To achieve this, WINE PARIS benefits from the central location afforded by Paris, the capital of France, centrally situated in Europe and easily accessible from all parts of the world.

By providing the industry with this unique proposition, France is reasserting its leadership position in the increasingly competitive areas of viticulture and oenology.

Also, February is a good time for buying and therefore the ideal moment to organise the first major international business event of the year for wine. The first WINE PARIS is shaping up to be a landmark event with the 2018 vintage already described as exceptional!

PRESENTATION OF VINISUD

Created in 1994 with the support of wine marketing boards and producer organisations in the South of France, Vinisud has become the benchmark international trade fair for wines from the Mediterranean rim.

With its 'Palais Méditerranéen' – a tasting area displaying over 2,500 products – its 'Sparkling Zone', and its extensive programme of masterclasses, Vinisud offers wholesalers, importers, agents, central purchasing buyers, wine merchants, retailers, restaurateurs and hoteliers, sommeliers, experts and journalists a unique opportunity to discover the breadth and depth of Mediterranean wines.

Its 14th show took place in February 2018 at the Montpellier exhibition centre. It was attended by 25,500 trade members, 28% of them buyers, from 76 countries and more than 1,400 exhibitors from 16 different countries.

PRESENTATION OF VINOVISION PARIS

The international cool climate wine trade exhibition was launched in 2017 by the wine marketing boards in the Loire Valley, Central Loire, Burgundy, Beaujolais and Alsace and by the Champagne winegrowers' organisation SGV. It was an unprecedented initiative to set up a wine trade show in Paris. It added a new perspective through an event geared to markets and consumers, exemplified in particular in its array of cool climate wines and collaboration with the NellyRodi agency.

Through masterclasses, conferences and a free-pour 'Tasting Avenue', VinoVision Paris provides support for industry members – winegrowers, traders, distributors, importers, Horeca channels, key accounts and e-commerce players – in their quest for a unique wine, among an exceptional array grown North of an imaginary line from La Rochelle to Lyon.

Last February, the second exhibition at Paris Expo Porte de Versailles was attended by 350 exhibitors and 5,500 trade members, 20% from abroad.

VINISUD



vino**vision**

Focus on the present-day French wine industry

The French & WINE REGIONS

Production



2018 46,4 million Hl
(+27% vs 2017)

Export

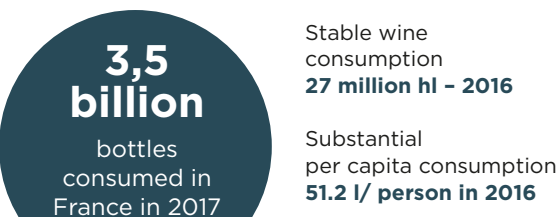


N°1
wine exporter
country by value

N°2
consumer country
in the world,
by volume
and per capita

Consumption

France is the world's second largest wine consumer market in the world



Wine Tourism

Wine tourism: French wine regions are proving increasingly attractive!

Over 10,000 wineries with tourism activities

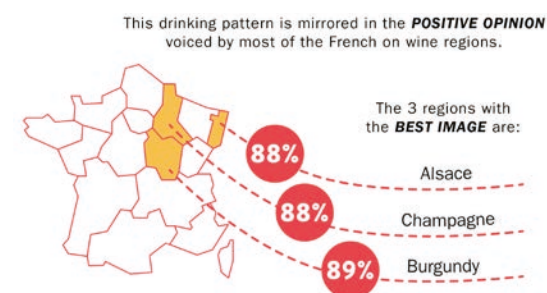
10 million visitors a year

42% of wine tourists come from abroad

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



Their enjoyment of wine is reflected in the image of the wine regions



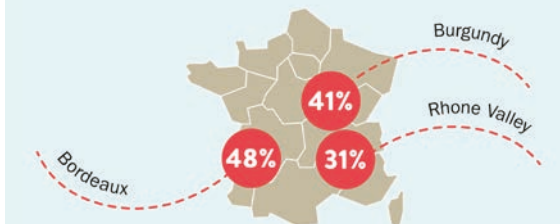
The image of the wine regions depends partly on **PROMOTION**



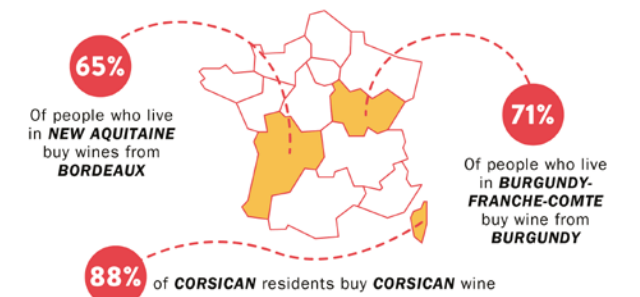
The French prefer to buy French wines grown in their own region



They particularly prefer certain regions:



People who buy wine prefer wines **FROM THEIR OWN REGION**



The **MOST IMPORTANT CRITERIA** for buying wine are:



People who buy wine enjoy receiving **ADVICE**:

85% buy it at a **WINE MERCHANT'S** or from a **PRODUCER/OWNER**



In this digital era, only

22% Of the French buy their wine **ON THE INTERNET**




Etude OpinionWay pour Wine Paris.

The wine world meets in Paris

Although the primary objective of WINE PARIS is to promote France’s wine regions and the breadth and depth of its wine proposition, it also harbours strong international ambitions:

- By attracting buyers from across the globe in order to leverage export development
- By welcoming wine regions from around the world to create one of the finest showcases for the rich diversity of wines showing hallmark characters.
- By offering an inspiring and strategic venue for all French and international trade and industry members.

WINE PARIS has a single-minded ambition to meet the expectations of all wine buyers and distributors who welcome the diversity, discovery element, convenience and friendliness of a major business event.



France

All French regions will therefore be widely represented with significant increases*: + 80% of exhibitors from Burgundy, +56% from Champagne, +51% from Beaujolais, 3 times more Bordeaux exhibitors and for the first time, attendance by the CIVA which will bring together 15 exhibitors on a collective pavilion*.

Diversity in all its forms will be given pride of place, including attendance by 60 young players from the world of wine, 40 producers of forgotten and unusual grape varieties from 12 countries, 550 independent winegrowers and 800 producers of organic, biodynamic and other ethically-made wines.

WINE PARIS will continue to mirror the styles and identities of wines from its two founding exhibitions, with Mediterranean expressions exemplified by Vinisud and VinoVision Paris’ cool-climate wines. The first WINE PARIS offers a sweeping scape of French wine regions and host of international vineyards from 24 countries representing 16% of producers attending (vs 11%*).

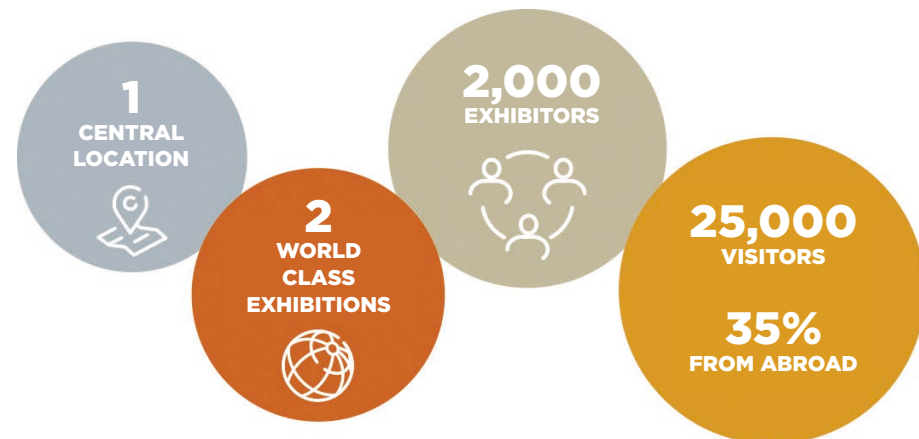


*compared to 2018, at Vinisud and VinoVision Paris.



WINE PARIS will see attendance from a broad-ranging audience of French and international buyers:

- The full array of distribution networks will be present: Importers, distributors and specialised wholesalers, super/hypermarkets, wine merchants and convenience stores, restaurants and hotels.
- The world's largest buyers and importers in a hosted buyer programme introduced in conjunction with WWM Global.



What our ambassadors say



"We will attract visitors who will come to do business, but also to enjoy the gourmet food environment. In other words, Paris will promote a premiumisation of visitor attendance".

Michel CHAPOUTIER
Chairman of Maison Chapoutier

"Bringing Vinisud and VinoVision together all under the same roof really gives me a chance to start to assess the vast array of French wines that are on offer, especially a first chance to look at some of the wines from 2018 which seems to have garnered a lot of headlines for its quality and outstanding virtues".

Colin THORNE,
Buyer for Vagabond Wines



"Wine Paris is an exceptional opportunity for us! It gives us access to winegrowers from all over France in one place, but also to foreign winegrowers, young winegrowers and winegrowers who farm biodynamically or organically".

Julien FOUIN
Restaurateur at Grand Cœur

"I have been waiting for a show of this scale in Paris for a long time, to meet winegrowers who are usually scattered all over France and the world".

Paolo BOUCANOVA,
Purchasing director of Repaire de Bacchus



"We will be able to present our new 2018 vintage, a stellar vintage showing great quality. I hope that Wine Paris will also be a very good vintage!"

Jean-Paul BRUN
Domaine des Terres Dorées

"Wine Paris is about business and passion. Passion shared with all these wine merchants, restaurants looking for new wines, all these discoveries, it's great! And business, because Paris is a European capital, but it is also a pleasant city to do business in."

Armand COULY
Domaine Couly Dutheil



"This show has the legitimacy to attract buyers from across the globe. The appeal of Paris will encourage customers to travel to meet us unlike foreign trade shows. Taking place at the start of the year makes Wine Paris ideal, allowing us to meet our customers from around the world and in France and introduce the new vintage to them".

Martin ORLIAC
Domaine de l'Hortus

"Paris was at the heart of the wine trade for a very long time. Today, its role as the gateway for all foreign customers and players who matter in Paris is absolutely wonderful for the wine world".

Adrien PELISSIÉ
Chairman of the Winerie Parisienne



View their testimonials in full at:
<https://www.youtube.com/channel/UC9yaf2KhNWJPDIX7EXW4FWQ>

2018, an outstanding vintage

Ideal weather conditions, good quality fruit and yields double that of the previous year, combined to put a smile on the faces of winegrowers during the 2018 harvest.

Is it an outstanding vintage though? Visitors will be the judge of that at Wine Paris, the first major event of the year for industry members.



The 2018 harvest across the French Wine regions

Alsace, a reliable choice

The 2018 vintage will go down in history. It benefited from exceptional weather conditions throughout the year, top quality fruit and significant volumes.

Beaujolais, an absolute classic vintage

With weather conditions again ideal, 2018 will be remembered as an exceptional vintage, just like 2017, 2015 and 2009. Bertrand Chatelet, director of Sicarex (Beaujolais vine and wine research institute) has words of praise for the first wines tasted. "The wines are silky smooth and lengthy soaking will give them colour and structure. They are round and silky, but also fat and concentrated. The tannins are fine and elegant".

Burgundy, overjoyed by the 2018 harvest

Harvesting finished at the end of September and Burgundy producers are referring to 2018 as an "enchanted vintage". "Very mild weather and perfectly healthy fruit allowed everyone to choose harvest dates at peak ripeness. Quality, coupled with substantial volumes, has made winegrowers happy", said a press release dated 26 September 2018. Champagne, a harvest that promises to reach all-time highs outstanding weather led to records being broken in Champagne for the 2018 harvest, both by volume and value, with yields up 50% on the previous year.

Champagne, a harvest that promises to reach all-time highs

Outstanding weather led to records being broken in Champagne for the 2018 harvest, both by volume and value, with yields up 50% on the previous year.

Corsica: a lovely expressive, fruit-driven vintage

With a lot of indulgent flavour and spices, and fairly significant ageing potential. This unusual vintage, where the winegrower's skills came into their own, deserves special and meticulous attention! From a weather perspective, the year was full of contradictions: very rainy weather with some frost was followed by a rather slow growing cycle and a long period of drought resulting in quite an early harvest.

Loire valley, a promising harvest

Magnificent conditions for harvesting from the end of August to October paved the way for a trouble-free harvest

and perfectly ripe grapes. After two, more challenging years, the Loire valley was spared the frost in 2018 and reverted to more generous production levels and quality that will rank 2018 as one of the top years.

Pays d'Oc, wonderful aromatic intensity

Fruit was picked at peak ripeness due to excellent weather in the weeks leading up to the harvest. The 2018 vintage thus promises stellar quality and balanced, fruity wines, across the colour spectrum. Volumes are expected to be up significantly on 2017.

Provence: a quality 2018 vintage but below-average volumes

2018 was not a typical year in Provence and harvesting was protracted due to excellent weather and healthy fruit. Consequently, ripeness levels could be controlled with pinpoint precision, paving the way for a very good quality 2018 vintage. Although slightly higher than in 2017, the crop remains below the five-year average.

Roussillon, winegrowers are beaming!

Press releases issued in September and October 2018 announced impeccably ripe fruit. For Philippe Bourrier, chairman of the CIVR, "without a doubt, the 2018 vintage can already be listed alongside Roussillon's top vintages".

Rhone Valley, another great vintage!

Good weather during veraison and up to the harvest was particularly favourable for grape pickers in the vineyards of the Rhone valley. 2018 offers the promise of a very successful vintage, reverting to higher volumes than the small 2017 crop.

South-West, a vintage that meets all expectations, for quality and quantity

This year more than any other is about quality:

- diurnal temperature variations were optimal, ensuring that compounds inherent to the quality of the grapes could develop.
- the first juice extracted was well-balanced, with very satisfactory exuberance and potential alcohol; it is rich in anthocyanins.
- beautiful aromatic expression is noteworthy across the colour spectrum, often driven by fruit and freshness.

Part 2

Paris, the world capital of wine: Fact or fiction?

Around the world, Paris unquestionably epitomises the quintessential French lifestyle. Often, in the collective overseas psyche, Paris and France are one and the same thing. Refinement, culture and gastronomy are the winning trio, establishing an unrivalled reputation for our capital on the international stage.



Is Paris, the capital of France, also eligible for the title of world capital of wine – the jewel in France's crown?

This is the question we asked. Irrespective of the picture postcard image and preconceived ideas, is there any truth in this statement? To find out, we took a different approach to the issue of wine.

With anything involving wine, it is common to approach the issue from the production and regional side – ranking of wine growing countries and regions or the top grape varieties – and much less so from a consumer and distributor perspective. And yet, it is essential to take markets and consumption – a lot of which centres on cities (the 'urban condition') – into consideration.

Paris is the world's leading place of consumption!

Nowadays, 54.9% of the world's population lives in towns and cities 1., with clearly higher proportions in the leading wine consumer countries:

83% of the English; 82% of the Americans; 80% of the French; 80% of the Spanish; and 77% of the Germans live in towns and cities, buy and drink their wine there.

The world's major urban centres – capitals of wine consumption and distribution – guide the global market and shape future trends, including wine consumption by the glass, the surge in consumption of rosé and sparkling wines and the emergence of new distribution models.

The ranking list of the world's ten leading wine consumer cities 2 is extremely telling:

With 5.32 million hectolitres of wine consumed in 2017
(equivalent to 709 million bottles)

Paris is by far the world's leading wine consumer capital!

¹Source: World Bank, 2017

²Study launched in 2016 by the Wine and Spirits Institute of the INSEEC Group Business School

The French capital ranks in pole position, ahead of the Ruhr conurbation and the Buenos Aires agglomeration.

	Agglomeration	% of the population in an urban center*	Total population of the agglomeration*	Population over 15*	Per capita wine consumption**	Wine consumption**
		In the country	In millions	In millions	In L/yr/pers.+ age 15	In millions of hectolitre
1	PARIS	80,18%	12,532	10,755	49,5	5,323
2	RUHR (Essen, Dortmund, Duisbourg)	77,26%	11,857	10,28	39,2	4,029
3	BUENOS AIRES	91,25%	15,095	11,38	32	3,641
4	MILAN	70,14%	8,217	7,091	46,4	3,29
5	LONDON	83,14%	14,611	12,27	23,9	2,932
6	NEW-YORK	82,06%	23,689	18,856	14,6	2,752
7	LOS ANGELES	82,06%	18,688	15,12	14,6	2,207
8	BERLIN	77,26%	5,82	4,98	39,2	1,952
9	ROME	70,14%	4,31	3,76	46,4	1,744
10	TOKYO	91,53%	42,796	37,917	3,2	1,213

* Sources - World Bank, 2017/ Census demographics
** Sources - JFL Conseil/XJ Conseil, analyses and decisions / The IWSR

Methodology — The ranking is established by multiplying the population aged 15 and over in each agglomeration by per capita consumption for residents aged 15 and over in the country where the agglomeration is located.

Paris, home to an outstanding network of on and off-trade distribution outlets

Paris’ position is strengthened and driven by the high density of on and off-trade distribution outlets and by a network of influential opinion formers in France and throughout the world. Paris has 23,570 on and off-trade points of sale which, compared to the population of Paris and the Paris region, make it the densest wine distribution area in the world ahead of New York and London, with respectively 38,867 and 17,494 points of sale³.

Most notably, there are more than 20,000 cafés and bars, hotels and restaurants in Paris and the Paris region, including an exceptionally well-endowed network of wine bars that make it a unique place for on-trade consumption.

In recent years, there has been an increase in the number of and a renewal in catering concepts and trade in the wine sector as well as gourmet food, and food in general. The dynamics of distribution and retail networks have produced a flurry of new conventions: in the choice of wine (the significance of origin - French and international wine regions - and production methods: natural, organic, etc.); in drinking patterns (wine by the glass, wine in cocktails promoting sparkling wines, etc.); and in the drinking occasions themselves⁴.

Also, Paris has no fewer than 142 stars in the Michelin Guide (including 10, 3-star restaurants) which are also the finest showcases for top wines and for the excellence of winemaking expertise in the eyes of the world.

Paris is still the place where consumers, opinion formers and distributors set the tempo, and the trends!

A major attraction, Paris is the world’s leading tourist destination with 33.8 million tourists visiting the Paris region in 2017 - an all-time record. Tourists from all over the world (especially Asians) come here to pick up Bordeaux and Burgundy ‘grands crus’; night owls celebrate their passion for Champagne; and young people show a growing interest in new food and wine combos.

³ Sources : IRI / CHD / FDA USA / NIELSEN/ GfK processed by XJ Conseil
⁴Ref: Omni research by NellyRodi for VinoVision Paris - February 2017

Paris, world capital of wine?

Find out what opinion formers and members of the world wine community think!

“

Paris has undeniably been the influential hub and symbol of French leadership in the sommelier business for over thirty years.

Cities like New York and London are also vibrant scenes for those whose role is to source wines, offer advice and support wine consumption and distribution as the sommelier does.

As part of my mission as chairman of the French Sommellerie Union, I see talented young French people export our expertise worldwide and at the same time, increasing numbers of young international sommeliers travel to Paris and France for their training.

To maintain its leadership in this field, Paris should probably promote uninhibited approaches to wine, on top of its role as a point of reference at global level.

Philippe FAURE-BRAC
*World's Best Sommelier
Chairman of the French
Sommelier Union*

“

Is Paris the world capital of wine? Obviously! What surprises me is why no one said it before this research.

It's probably because we are in France, the “Republic of Wine”. We undeniably have the most densely woven fabric of producers, wine merchants, restaurateurs, retailers etc... in the world, as shown by the study, and at the same time the feeling that it is impossible to make a choice. We symbolise the history of wine with a capital «H» and yet aspire to modernity.

That's what we're trying to do, in my opinion, with ventealapropriete.com and plugwine.com, by placing a disruptive model that meets logistical constraints and consumer expectations at the heart of the French and Parisian market.

Few Parisian consumers, for example, are equipped with a wine cellar. By the bottle, or small purchases delivered quickly to people's homes are instrumental to our success. Similarly, wine merchants and restaurateurs are increasingly looking for more new products and we offer them solutions allowing them to follow trends (rosé, organic, sparkling wines, etc...) by optimising their stocks. I am also a firm believer in the advent of new wine distribution models – with footprints of 150 to 300 m² that are multifunctional with a wine bar, wine shop, grocery store etc – that could quickly emerge in the capital French.

Lastly, in this context, I have to voice my unreserved support for a major wine trade show in Paris.

Christophe VIET
*Founder and chairman of
ventealapropriete.com
plugwine.com*

”

Paris is a major world tourist destination and, as such, an incomparable showcase for new trends, particularly the development of rosé wine consumption where branding is gaining traction year on year.

Paris' world leadership in consumer goods is an excellent thing. It means, for all producers around the world, primarily the French, that the future of their business is there, as close as possible to consumers and distributors.

Bertrand PLESSIS
*Chairman of DRDA
Shaping Brands*

“

A major show in Paris is interesting for the appellation requirements and for wine growers to taste.

Clienteles differ for each neighbourhood and are therefore specific to each wine merchant. In recent years, clients have become less inhibited and are willing to try out good wines from the Rhone, Languedoc and Savoy, for instance, not to mention white and rosé wines.

The important thing for consumers is to treat themselves. It's about sharing moments with others and also value for money, because fine wines are not an affordable everyday luxury. Nowadays, in Paris, even the simplest bistros can be supplied by wholesalers that have selected wines sensitively. The development of gastropubs, by emerging chefs or sommeliers, is very helpful, provided the mark-ups remain reasonable.

Every department store has a history – they are not just window displays or some kind of ‘Louvre’. The range takes customer expectations on board. At Le Bon Marché, our clientele is not only tourists looking for top names, but also Parisians. There is healthy competition in the neighbourhood, the store is no longer alone – there are at least 6 wine stores including one specialising in Italian wines and another in natural wines nearby. The Internet has made it even more essential for us to guarantee the provenance of the wines. La Grande Epicerie carries 3 to 15 years of inventories for certain product lines to ensure the wines mature properly.

Hugues FORGET
*Cellar manager
Purchasing manager
La Grande Epicerie de Paris
Le Bon Marché*



The history of Paris has always been linked to wine, initially for production in Ile de France in close proximity to consumption, and then as an essential centre for the French wine market at the turn of the 19th century in Bercy.

On top of the undeniable quantitative elements thrown up by this study, which now once again refer to Paris as the world capital of wine, it is also worth mentioning the extraordinary quality of the wine proposition on offer for visitors to the capital.

French gastronomy is already listed as UNESCO World Heritage... Paris, where cuisine goes hand in hand with creativity and expertise, now has an increasingly wide range of products and services... A few years ago, London and New York were role models in terms of culinary hotbeds and restaurant concepts, but Paris has now largely outstripped them due to the upsurge fuelled by myriad talented young chefs and adventurous restaurateurs.

Many chefs have realised that good food is now inseparable from good wine.

This is illustrated in the many new partnerships between sommeliers and chefs, and the vital contribution of a wine professional whenever a wine list has to be created for a new restaurant.

They exemplify the upsurge and greater awareness of the fact that eating well also implies drinking well! This unique quality is also underpinned by growing demand from an ever-increasing number of expert customers. We see this every day at Caves du Louvre and at Ô Chateau, where visitors are increasingly passionate and numerous. Our role as wine professionals, both restaurateurs and educators, is to provide a more accessible proposition, as attractive as ever and even more unique to confirm our global leadership!

Nicolas PARADIS

*Associate director of Ô CHATEAU
Founder of CAVES DU LOUVRE
Founder of the restaurant
wine bar CEPAGES*



This study is an incredible asset for promoting the Parisian market, from an economic, strategic and media perspective.

Over and over, we tell each of our clients that Paris is, and by far, the city in which to be seen, to invest and spend time in because there is strong competition between all the regions and appellations.

Paris is the place where new consumer trends emerge (organic, biodynamic, natural wine, vegan...) along with new distribution models (eg the partnership between LAVINIA and Amazon Prime Now). For those who know how to position themselves well, there are market shares to be taken. But it takes time and real investment. Also, the number and incredible diversity of sales outlets (wine bars, Michelin-starred restaurants, bistros, wine shops, convenience stores, rooftop venues...) are a formidable asset to which few major capitals can lay claim.

Paris as the world capital of wine is a fact that some French producers and trading companies may have lost sight of, often attracted to the siren song of overseas opportunities.

International clients passing through Paris must also be able to find the brands they are accustomed to in their home country. This is essential for image and reputation.

Paris is also the focal point for media attention, which is vital for playing a prominent role in the French and international arena. Wine is part of French lifestyle which is the envy of the entire world.

For all these reasons, and many more, Paris is the rightful location for a major wine trade show. There is no doubt that the entire world will throng to the capital city!

Eric TOUCHAT

*Partner OZCO Group
Specialist in wine and spirits
communications*



Parisians and wine⁵

Although the French in general have a deep-rooted attachment to wine, this aspect of their cultural and gourmet food heritage really comes into its own in the capital city. Fifty-nine percent of Parisians drink wine at least once a week, five percentage points higher than in the rest of France.



When they buy wine, Parisians show a clear preference for Burgundy (54% vs. 48% for the French average), ahead of Bordeaux (48% vs. 41%) and Champagne (37% vs 28%). They also drink a higher proportion of wines from Jura and Savoy, and Provence.

Additionally, residents of the capital drink more foreign wines than the average French person

(68% vs 57%) and half of these consumers favour Italian wines. Chilean and Argentinean wines are also consumed in a higher proportion than for the French average (23% and 18% for Parisians

vs 18% and 10% for the French average).

On average, Parisians spend more than the rest of the French on everyday wines (€10.4 vs. €7.9 for the French average), for a special occasion (€24.8 vs €19.8) and for gifts (€23.6 vs €19.6).

Finally, although 85% of wine consumers in Paris also mostly shop in hyper/supermarkets (vs. 88% for the French average), Parisians particularly appreciate the advice of wine merchants and specialist stores (79% vs. 63% for the French average).

⁵ Source: OpinionWay study for Wine Paris
Available on request



WINE PARIS in Paris? Where else?!

Paris centralises consumption, business and trends, for instance. Although this alone makes Paris the rightful location for WINE PARIS, the capital city offers many other advantages...

Paris enjoys a central location in France and Europe. Situated at the crossroads of the entire continent, it is easily accessible via numerous major roads and a wide range of means of transport - airports, railway stations and motorways. The capital offers convenience and ease of access for all buyers, particularly international buyers.

Paris and its greater area are a business and international trade hub. With 400 exhibitions and 1,000 symposiums a year, Ile-de-France is the world leader in business tourism. Also, trade fairs located in Ile-de-France are by nature much more international, with a proportion of foreign visitors almost six times higher than outside the region ⁶.

Finally, Paris boasts first-rate hotel accommodation for exhibitors, visitors and buyers. The capital city far exceeds the hotel capacity in other French cities (80,617 hotel rooms available) and 65% of hotel nights are generated by an international clientele. ⁷

This privileged position gives Paris a natural 'global' status, both for tourists and business communities. And wine, like gourmet food, plays a pivotal role in its appeal.

⁶ Source: Shows and Fairs in France: a powerful tool for developing businesses - UNIMEV, 2015 (574,000 international visitors out of 8.8 million visitors to Ile-de-France vs 136,000 international visitors for 12.2 million visitors outside Ile de France).

⁷ 40th edition of the French catering industry overview, KPMG, October 2017



// Interview

Pascale FERRANTI,
Managing director
of WINE PARIS

Why Wine Paris?

WINE PARIS is the fusion of two shows, each of which has a strong identity: Vinisud (world of Mediterranean climate wines) and VinoVision Paris (the international trade exhibition for cool climate wines).

Both of them spoke the same language – they both encapsulated the variety and diversity of our wine regions. They also welcomed industry players from across the spectrum – wine growers, trading companies and co-operative wineries. Both of them now come under the WINE PARIS umbrella brand which represents the next stage in their development and is the proud standard-bearer of their values.

Can you justify creating a new event?

Yes! It comes in response to the requirements of industry players and markets. There was a genuine need for the industry to create an inclusive, world-class event for stakeholders across-the-board – which sums up the vocation of WINE PARIS!

We all know that buyers are in great demand, too much demand. Thanks to WINE PARIS, over just three days, they will not only be able to taste the latest vintage, which it has to be said is promising to be outstanding both in terms of volumes and quality, but also discover some real gems and get a handle on the extensive range of wines from different regions around the world.

Finally, February is a good buying time and WINE PARIS will be able to position itself as the first major international business event of the year for wine.

Why did you choose Paris?

Paris is accessible and centrally located. It is a key crossroads in Europe and therefore the ideal city for hosting WINE PARIS. It is also the only city that is sufficiently iconic to epitomise the excellence of Made in France expertise on the international stage.

There is no shortage of venues or opportunities in Paris to savour a good glass of wine – from wine merchants, to restaurants, wine bars and delicatessens. This lifestyle aspect makes the capital city the world's leading wine consumer city. It was therefore obvious to us, that this is where the first major international trade show dedicated to wine should be held.

Paris, the world capital of wine, will embrace its role to the full from February 11 to 13, 2019.



What advantages do French wines have over the international competition?

The diversity of wine regions, appellations and grape varieties provides France with a remarkable array of wines, both for their breadth and depth. This incredible proposition, which can satisfy everyone's needs and sensitivities, is France's main asset.

It has successfully capitalised on these unique features, as evidenced by its status as the world's leading exporter country by value, ahead of Italy and Spain. France ranks first for imports to the United States and second to Asia.

But in an increasingly competitive environment, we need to constantly challenge ourselves and innovate to hold on to our leadership position. By offering French and international buyers the

opportunity to come into contact with all the French wine regions under a single roof, WINE PARIS will be able to leverage new growth for the French wine industry.

What are your expectations in terms of attendance for the debut event?

We expect attendance to be in the range of 25,000 visitors, 35% from outside France. To achieve this, we will be drawing on Comexposium's strengths – it is the world's third largest events organiser – and an international network of agents.

We will also apply the tried and tested WWM (World Wine Meetings) international buyer recruitment method. We have already introduced an International Hosted Buyer Program, which will bring together national and international buyers, all of them selected for their reputation and purchasing capacity. Two-thirds of these buyers will be French – they will be nationwide distributors and wholesalers, as well as restaurateurs, wine merchants, retailers and sommeliers, mostly from Paris and Ile de France. This dual target, both national and international, makes WINE PARIS unique and a must-attend event.

Above all, WINE PARIS will be about diversity, engaging with other people and shared values, set in a business-driven environment.

What are the next stages?

We have already pulled off an incredible feat, which is to have brought together every single one of France's wine regions under one roof, alongside several other foreign wine regions which have confirmed they will be attending.

Ultimately, we want WINE PARIS to welcome all the world's wine regions so that each one can be showcased. Paris is undeniably an ideal arena for this and unrivalled international sounding board.

Part 3

An event that bridges the diversity of the 13 French marketing boards that partnered to found WINE PARIS



ALSACE WINE MARKETING BOARD

The wine region in 2018

- Appellations — 53 AOC (Alsace, Grand cru, Crémant)
- Hectares in 2018 — 15 621 ha
- Geographical distribution
Alsace region

Le vin

- Main grape varieties — 11 grape varieties including Riesling, Muscat (Muscat d'Alsace, Muscat à petits grains), Pinot gris, Pinot noir, Pinot blanc, Sylvaner, Gewurztraminer, Chasselas, Chardonnay, Savagnin rose and Auxerrois
- Production by colour (hl in 2017)
White - 808 584 hl
Red - 98 686 hl

Businesses in 2018

- 3,908 winegrowers
- Over 150 trading companies
- 12 co-operative wineries

Sales in 2017

- Breakdown of sales France/export
France - 700,430 hl (74% of volumes)
Export - 241,950 hl (16% of volumes)
- Répartition des exportations/pays (en vol, hl/pays)
Still wines - Belgium (30,710 hl), the Netherlands (18,669 hl), Germany (17,777 hl), Canada (15,993 hl), Sweden (15,892 hl), Denmark (13,393 hl), United States (12,509 hl), United Kingdom (10,367 hl), Switzerland (9,048 hl), Japan (5,741 hl)
Crémant - Belgium (14,066 hl), Germany (13,154 hl), United States (5,584 hl), Switzerland (1,961 hl), Denmark (1,987 hl), Sweden (1,683 hl), Canada (1,159 hl), Japan (1,072 hl), the Netherlands (1,136 hl), United Kingdom (578 hl)

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BEAUJOLAIS WINE MARKETING BOARD

Le Beaujolais, la diversité d'un vignoble

The wine region in 2018

- Appellations — 12 PDOs
- Hectares in 2018 — 15,819 hectares in 96 localities
- Geographical distribution
 - Regions - Auvergne-Rhône-Alpes/Burgundy-Franche-Comté
 - Departments - Rhône/Saône-et-Loire

The wine

- Main grape varieties — Gamay Noir (98%), Chardonnay (2%)
- Production by colour (hl in 2017)
 - Red - 546 733 hl
 - White - 10 920 hl
 - Rosé - 13 698 hl
- Total production in 2017 — 571,351 hectolitres

Businesses in 2018

- 1,947 winegrowers
- 151 trading companies
- 12 co-operative wineries

Sales in 2017

- Breakdown of sales in France/export
 - France (60% of sales) - 391,660 hl (52 million bottles)
 - Export (40% of sales) - Nearly 35 million bottles in 11 countries
- Breakdown of exports/country (in vol, hl/country)
 - United States (49,596 hl), Japan (46,593 hl), United Kingdom (41,604 hl)
 - Canada (23,825 hl), China + Hong Kong (9,979 hl), Belgium (9,939 hl),
 - Switzerland (8,202 hl), Netherlands (6,260 hl), Germany (5,614 hl),
 - Ireland (3,495 hl), Brazil (797 hl)

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BURGUNDY WINE MARKETING BUREAU

The wine region in 2018

- Appellations — 12 PDOs
- Hectares in 2018 — 29,395 hectares
- Geographical distribution
 - Regions - Burgundy-Franche-Comté
 - Departments - Yonne, Côte d'Or, Saône-et-Loire

The wine

- Main grape varieties — Chardonnay (50%), Pinot Noir (41%), Aligoté (6%), Gamay (3%), as well as Sauvignon Blanc, César, Pinot Beurot, Sacy... (about 3%)
- Production by colour (in 2017)
 - White - 61%
 - Red and Rosé - 28%
 - Crémant de Bourgogne - 11%

Businesses in 2018

- 3,659 winegrowers
- 268 trading companies
- 16 co-operative wineries

Sales in 2017

- Breakdown of sales in France/export
 - France - 727,350 hl sold/year, 96,980,000 bottles
 - Export (170 countries) - 89,520,000 bottle
- Breakdown of exports/country (in vol, hl/country)
 - USA (20%), UK (18%), Japan (9%), Germany (8%), Canada (8%)

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BIVC - WINES FROM THE CENTRAL LOIRE

Au cœur du Terroir

The wine region in 2018

- Appellations — 10 AOC
- Hectares in 2018 — 5,950 hectares
- Geographical distribution
Departments - Cher, Nièvre, part of Loiret and Indr

The wine

- Main grape varieties — 7 grape varieties including 2 major varieties,
Sauvignon Blanc and Pinot Noir
- Production by colour (hl in 2017)
White - 263,000 hl
Red - 32,000 hl
Rosé - 20,000 hl
- Total production — 315,000 hectolitres

Businesses in 2018

- 689 winegrowers
- 60 trading companies
- 7 co-operative wineries

Sales in 2017

- Breakdown of sales in France/export
France - 20 million bottles
Export - 19 million bottles
- Breakdown of exports/country (in vol, hl/country)
USA (44,413 hl), United Kingdom (25,221 hl), Belgium (12,561 hl),
Germany (8,373 hl), Canada (6,889 hl), Netherlands (5,698 hl),
Norway (3,892 hl), Switzerland (3,652 hl), Sweden (3,407 hl),
Denmark (2,711 hl), Japan (1,811 hl)

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THE CHAMPAGNE WINEGROWERS

'ORGANISATION AND ITS COLLECTIVE BANNER

WINEGROWERS' CHAMPAGNE

Agir Ensemble pour l'avenir

The wine region in 2018

- Appellations — 1 single AOC Champagne
- Hectares in 2018 — 34,328 hectares
- Geographical distribution
Departments - Marne, Aube, Haute-Marne, Aisne, Seine et Marne

The wine

- Main grape varieties — Chardonnay, Meunier, Pinot Noir

Businesses in 2018

- 15,874 winegrowers
- 382 trading companies
- 135 co-operative wineries

Sales in 2017

- Breakdown of sales in France/export
France - 153,7 million bottles
Export - 153,6 million bottles
- Breakdown of exports/country (in vol.)
United Kingdom (27.8 million bottles), United States (23.1), Japan (12.9),
Germany (12.3), Belgium (9.1), Australia (8.5), Italy (7.4), Switzerland (5.6),
Chinese world (4.3), Spain (4.1)

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CORSICAN WINE MARKETING BOARD Vins de Corse, Forcément inattendus

The wine region in 2018

- **Appellations** — 9 PDOs and 1 PGI
- **Hectares in 2018** — 5,900 ha
- **Geographical distribution**
Departments - Haute Corse, Corse du Sud

The wine

- **Main grape varieties** — 30 endemic grape varieties including Niellucciu, Sciaccarellu, Vermentinu, Aleatico, Bianco Gentile, Barbarossa
- **Production by colour (hl in 2017)**
Red - 60,000 hl
White - 41,000 hl
Rosé - 202,800 hl
Muscat - 1,200 hl

Businesses in 2018

- 290 winegrowers
- 4 co-operative wineries

Sales in 2017

- **Breakdown of sales in France/export**
Corsica - 120,000 hl
France - 160,000 hl
Export - 55,000 hl
- **Breakdown of exports/country (in vol, hl/country)**
Germany (28,000 hl), Belgium (10,000 hl), USA (8,000 hl)

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AOC LANGUEDOC AND PGI SUD DE FRANCE WINE MARKETING BOAR Languedoc, Le nouveau Monde des grands vins

The wine region in 2018

- **Appellations** — 22 AOC and 19 PGI
- **Hectares in 2018** — AOC vineyards - 36,924 ha / PGI vineyards - 30,802 ha
- **Geographical distribution** — Region - Occitania - Departments - Aude, Hérault, Gard

The wine

- **Main grape varieties** — 18 grape varieties for AOCs and 104 grape varieties for PGIs
- **Production by colour (hl in 2017)**
For AOCs — Red (66%) - 858,000 hl — Rosé (16%) - 208,000 hl
White (18%) - 234,000 hl
For PGIs — Red (53%) - 527,878 hl — Rosé (38%) - 398,891 hl
White (9%) - 138,711 hl

Businesses in 2018

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

Sales in 2017

- **Breakdown of sales in France/export**
— Languedoc PDO: 802,376 hl, €345 million turnover
— PGI Sud de France, 1,068,743 hl, €222 million turnover
- **Breakdown of exports/country (in vol, hl/country):**
— Languedoc PDO: 495 500 hl, €205 million turnover
— PGI Sud de France: 304,257 hl, €63.5 million turnover
Languedoc Roussillon YTD - 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), PGI LR YTD - 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)

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PGI PAYS D'OC

Diversité Originalité Qualité Créativité !

The wine region in 2018

- Hectares in 2018 — 120,000 ha
- Geographical distribution
 - Region - Languedoc-Roussillon
 - Departments - IGard, Hérault, Aude and Pyrénées Orientales (as well as 6 localities in Lozère)

The wine

- Main grape varieties — 58 varieties including Merlot, Cabernet-Sauvignon, Syrah, Chardonnay, Sauvignon blanc, Grenache Noir and Cinsault
- Production by colour (hl in 2017)
 - White - 26% white
 - Red - 52%
 - Rosé - 22%

Businesses in 2018

- 1.200 Independent wine growers
- 175 co-operative wineries
- Over 300 trading companies

Sales in 2017

- Breakdown of sales in France/export (in number of bottles)
 - France - 420 million (53%)
 - Export - 367 million (47 %)
- Breakdown of exports/country (in vol, hl/country)
 - Germany (22%), Netherlands (14%), Belgium (12%), United Kingdom (9%), China (8%), United States (6%), Canada (5%), Switzerland (5%), Japan (3%), Sweden (3%)

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PROVENCE WINE

MARKETING BOARD

The wine region in 2018

- Appellations — 3 appellations and 4 site designation
- Hectares in 2018 — 27,000 ha
- Geographical distribution
 - Departments - Var - Bouches-du-Rhône - Alpes-Maritimes

The wine

- Main grape varieties — Grenache, Cinsault, Syrah, Mourvèdre, Tibouren, Cabernet-Sauvignon, Cunoise, Carignan (red) Clairette, Sémillon, Ugni blanc, Rolle, Grenache (white)
- Production by colour (hl in 2017)
 - Rosé - 89%
 - Red - 7%
 - White - 4%
- Total production — 1,165,389 hectolitres

Businesses in 2018

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

Sales in 2017

- Breakdown of sales in France/export
 - France (70%) - 916,000 hl (122 million bottles)
 - Export (30%) - 382,500 hl (51 million bottles) in 173 countries
- Breakdown of exports/country (in vol, hl/country)
 - USA (174,500hl), UK (54,500 hl), Belgium (29,700 hl)

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* Sud de France

ROUSSILLON WINES Infiniment Roussillon

The wine region in 2018

- Appellations — 14 PDOs and 2 PGIs
- Hectares in 2018 — 21,223 ha
- Geographical distribution
 - Region - Occitania
 - Departments - Pyrénées-Orientales and part of Aud

The wine

- Main grape varieties — 27 grape varieties including Grenache noir, blanc, gris, Muscat Petits Grains, Muscat d'Alexandrie, Macabeu, Carignan, Syrah
- Production by colour (in 2017)
 - Red - 58%
 - White - 15% white
 - Rosé - 28%

Businesses in 2018

- 2,200 winegrowers
- 30 trading companies
- 25 co-operative wineries

Sales in 2017

- Breakdown of sales in France/export
 - Dry wines - 74% France (40 million bottles eq. 75cl)
26% export (14 million bottles eq. 75cl)
 - Dessert wines - 97% France (21 million bottles eq. 75cl)
3% export (0.6 million bottles eq. 75cl)
- Breakdown of exports/country (in vol, hl/country)
 - China (10,717hl), Belgium (7,972hl), Germany (7,865hl), USA (6,140hl), Canada (4,386hl), Switzerland (3,086 hl), United Kingdom (2,766 hl), Netherlands (2,072 hl), Denmark (1,230 hl)

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WINES FROM SOUTH-WEST FRANCE

The wine region in 2018

- Appellations — 29 PDOs and 12 PGIs
- Hectares in 2018 — 45,000 ha
- Geographical distribution
 - Region - 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 wine

- Main grape varieties — 300 grape varieties including 120 native varieties
- Production by colour (hl in 2017)
 - Red - 786,000 hl
 - White - 1,187,000 hl
 - Rosé - 351,000 hl

Businesses in 2018

- 8,261 winegrowers

Sales in 2017

- Breakdown of sales in France/export
 - 71.5 million bottles sold in 144 countries
- Breakdown of exports/country (in vol, hl/country)
 - Netherlands (109,720 hl), Germany (96,781 hl), United Kingdom (86,546 hl), Belgium (52,467 hl), China (49,240 hl), Canada (28,300 hl), United States (27,681 hl), Sweden (12,235 hl), Japan (11,140 hl), Poland (11,012 hl), Ireland (7,284 hl), Switzerland (5,019 hl), Denmark (4,495 hl)

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INTER RHÔNE - THE AOC COTES DU RHONE AND RHÔNE VALLEY WINE MARKETING BOARD

The wine region in 2018

- Appellations — 27 PDOs
- Hectares in 2018 — 69,500 ha in 2017
- Geographical distribution
Departments - Rhône, Loire et Isère, Drôme, Ardèche, Vaucluse, Gard

The wine

- Main grape varieties — 28 varieties including Grenache, Syrah, Mourvèdre, Cinsault, Viognier, Marsanne, Roussanne
- Production by colour (hl in 2017)
Red - 80%
White- 7%
Rosé - 13%

Businesses in 2018

- 1,613 winegrowers
- 423 trading companies
- 93 co-operative wineries

Sales in 2017

- Breakdown of sales in France/export
France - 1 821 936 hl
Export - 960 255 hl
- Breakdown of exports/country (in vol, hl/country)
United Kingdom (159,761 hl), Belgium (153,728 hl), USA (151,474 hl), Germany (62,131 hl), Canada (56,529 hl), Netherlands (36,476 hl), Switzerland (38,012 hl), China (80,302 hl), Sweden (48,371 hl), Denmark (28,924 hl), Japan (15,700 hl), Other Europe (71,498 hl), Asia (14,445 hl), Other countries (42,904 hl)

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LOIRE VALLEY WINE MARKETING BOARD Tous les vins sont dans sa nature

The wine region in 2018

- Appellations — 50 PDO/PGI
- Hectares in 2018 — 43,000 hectares
- Geographical distribution
7 departments and 3 regions from Nantes to Blois:
Nantes, Anjou Saumur, Touraine

The wine

- Main grape varieties — 24 grape varieties, mainly Melon de Bourgogne, Chenin, Cabernet Franc and Sauvignon
- Production by colour (hl in 2017)
White - 41%
Rosé - 27%
Red - 19%
Quality sparkling wines - 13%

Businesses in 2018

- 2,700 winegrowers
- 300 trading companies
- 15 co-operative wineries

Sales in 2017

- Breakdown of sales in France/export
France - 80%
Export - 20%
- Breakdown of exports/country (in vol, hl/country)
USA (116,000hl), United Kingdom (93,000 hl), Germany (71,300 hl), Belgium (55,000 hl)

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Wine Paris, The programme

WINE PARIS « ON », official events at the show



Les dégustations
by Vinisud & VinoVision Paris
over 1,800 products




Les Masterclasses
Over 30 masterclasses curated by French and international experts




Le hub digital
Des workshops, pitches, start-ups en libre-accès. Ombrella du Village start-ups et de la Factory by So Wine




Le fil vert
for discovering organic and ethically-made wines



Les conférences
to gain a better understanding of distribution and markets



Les découvertes
by Wine Mosaic
Forgotten and unusual grape varieties take centre stage



La nouvelle vague
60 young producers, focusing on new releases



WINE PARIS, les dégustations by Vinisud

A free-pour tasting area to discover 1,300 wines at leisure and experience the huge array of Mediterranean-climate offerings. 4 major areas: red, rosé, white, sweet and sparkling wines.

1 focus on sustainable and ethically-produced wines: organic, biodynamic and other sustainable schemes.

1 area dedicated to boxed wine formats in conjunction with Vitisphere

WINE PARIS, les dégustations by VinoVision Paris

A free-pour tasting area to make the most of the extensive range of wines from Alsace, Beaujolais, Burgundy, Centre-Loire, Champagne and the Loire Valley, along with other cool climate wine regions.

Over 500 wines available for tasting

2 areas have been reserved and designed for promoting discovery and networking between producers and buyers: still wines and Champagne and sparkling.



• WINE PARIS, les découvertes by Wine Mosaic

Wine Paris has partnered with Wine Mosaic, which campaigns for ‘Vinodiversity’ and encourages the preservation and promotion of rare grape varieties.

The association will be presenting forgotten and unusual varieties such as Ardèche's Dureza, Piedmont's Brachetto, Languedoc's Arais Blanc, Bobal from Spain, Plavac Mali from Croatia, Loureiro from Portugal and many others on its collective pavilion.

. In all, 40 estates from 12 countries including Armenia, Romania, Lebanon, Hungary, Turkey, Bulgaria and Greece, will offer visitors a taste of their wines. Again in the interests of promotion, a ‘Grape Variety Bar’ will showcase around one hundred wines on a free-pour basis and more than 20 ‘Talk and Taste’ masterclasses will be organised on the same pavilion throughout the event.

• *The purpose of reviving grape varieties:* Is the greatness of tomorrow's wines to be found in yesterday's grape varieties? By Cécile Domergue and Jean-Luc Etievent, France

• *The island of Santorini, its Assyrtiko and its range of characters.*
By Sophia Polios, importer, France

• *Discover romanian wine made of local grapes.*
Par Diana Pavelescu, Ambassadrice des vins Roumains, Roumanie

• *A conservation centre for old Bordeaux grape varieties.*
By Frédéric Mallier, winegrower and producer of pre-phylloxera Bouchalès, France

• *Armenia is the sacred land of wine. Go back in time and discover the Areni and Voskehat grape varieties.*
By Benoit Salel, Ardèche winegrower, France

• *Ardèche heritage: An introduction to Dureza, Chatus and Raisaine.*
Par Benoit Salel, Vigneron Ardéchois, France



WINE PARIS, le hub digital

The nerve centre of Wine Paris' prospective ecosystem showcasing new communications trends, digital innovations and organisational transformations in two different areas:

La Factory by SOWINE

La Factory is designed as a think tank, addressing the concept of transformation applied to the wine industry through multiple formats of public speaking and debate, demonstration and education. Three different areas will maximise idea sharing and provide the best support for wine professionals faced with today's and tomorrow's challenges.

• *Striking and dynamic conference formats, led by experts in digital transformation and marketing innovation.*

La Factory will be joined by Robert Joseph, who will talk about the impact of major companies such as Amazon and Apple on online wine sales.

• *World Cafés every day at 2pm:* World Cafés are neither conferences nor training courses. They promote collective intelligence, allowing participants to share their experiences.

- How can you incorporate digital innovations into your marketing strategy?
- What are the best practices for growing your audience on social media?
- Online wine sales: what are the winning strategies and pitfalls to avoid?

• *Training sessions, marking the launch of the SOWINE ACADEMY:* marketing and communications training solutions geared to the needs of industry members.

The Start-Ups Village

The Village brings together 15 entrepreneurs contributing innovative and smart solutions to move the wine industry forward, including:

- *AGENCE DIRECTE / AUGMENTED REALITY* which has developed an application to scan bottles, bring labels to life and deliver information on the wine.
- *INVINEO*, a Belgian start-up offering wine service by the glass by pressing a pouch containing wine (hydraulic pressure extraction).
- *SAFETHING*, the creator of a pictogram for traceability and to combat counterfeiting. The system tags each individual bottle, like a QR code.
- *VINCENT VARNIER* creator of a portable machine to serve wine by the glass. The wine is removed by introducing nitrogen into the bottle. The invention does not require electricity, just gas. Pressure causes the wine to be released from the bottle.
- *VINO MUNDO*, which specialises in bespoke wine trips to South America.

Alongside members of the Wine Tech: *CAVEASY, GEOVINA, HAPIWINE, ENOTOURISME.COM, PLUGWINE, VINOSOFT, VINOVAE, VITAVINUM, VINX ET WINEFUNDING*



WINE PARIS, la nouvelle vague

This exhibition area will allow nearly 60 young producers to develop their businesses by finding a number of distribution networks in France and abroad. Wine Paris supports these wine entrepreneurs, and in doing so, offers buyers and visitors the opportunity to discover their as-yet unknown wines. Several wine regions will be represented: Alsace, Bordeaux, Burgundy, Champagne, the Rhone Valley, Provence, Languedoc, Roussillon, South-West, the Loire Valley but also foreign wines with Switzerland and Italy.

“

“In April 2017, we took over a wine estate in Haute-Saône (Burgundy-Franche Comté) which was renamed Domaine de la Pâturie. The 17-hectare, single-block vineyard is nestled amongst the uplands of La Pâturie in Champlitte, the family’s historic village, on the borders of Champagne and Burgundy.

We show love and respect for our Pinot noir and Chardonnay as well as a small plot of Pinot gris.

We chose Wine Paris because it is THE essential meeting point for buyers and winegrowers. As a young winegrower, this is a great opportunity to take part in the ‘New Wave’. Being a part of this seminal event to promote our appellation seemed like the obvious choice!”

DOMAINE DE LA PÂTURIE

Julia Joyandet
70600 Champlitte



“

«We chose Wine Paris because we think it is the new must-attend event of the wine world. The New Wave exemplifies vitality and offers an opportunity for new wine players like us to get together and share our expertise.

Domaine de Maslauris produces fine organic wines from the Luberon. In the heart of this region, we grow 10 hectares of fully replanted vineyards, including some old grape varieties such as Serine, from which we are able to make an outstanding single varietal Serine red wine, that can be tasted on our stand.

The owners of Maslauris are passionate about wine and the region, and dreamt of such an exceptional location. Fine and distinguished wines are produced on the estate, with a deep-rooted sense of place, in sync with their environment, using winemaking methods that combine traditional and modern techniques, including natural concrete tanks for producing red wines”.

SÉBASTIEN GRANIER

Domaine MasLauris
84360 Lauris

“

«By taking over the family estate in 2013, we wanted to take the family vineyard down new avenues.

The generations that went before us were already passionate about wine growing. They chose to take their grapes to producer groups.

After taking other career paths, and spending two years in Burgundy which gave us a strong urge to make wine, we started to develop our own labels to finally reveal the different facets of our vineyard blocks.

The Wine Paris exhibition will allow us to meet the world of wine and to introduce our Champagnes to international trade members, in our beautiful capital city..

Our wines have been available since the end of 2015, so you will find us in the ‘New Wave’ area, reserved for young estates, where you will be able to discover the wines we craft with passion and precision.

So there is no long history here, but as the proverb says, “Valour does not await the passing of years!”

MARIE ET SIMON NORMAND

Domaine La Borderie
10110 Bar sur Seine

WINE PARIS, Les Masterclasses & Conférences



Expression of cool and southern climate identities,
by world-class experts

Is France still number one in the world of Sauvignon Blanc?

By Rebecca Gibb MW, UK

Malbec, the rediscovery of a popular grape variety

By Jean K Reilly MW, USA, educator, speaker, international speaker

Top northern and southern red wines: what do they reveal over time?

By the UDSF, with Philippe Faure-Brac, World's Best Sommelier, MOF Honoris Caus

White grape varieties, Atlantic influence versus Mediterranean influenc

By the UDSF, with the World's Best Sommeliers,
France's Best Sommeliers and The Best Craftsmen in France (MOF)

Does rosé still have the ability to surprise?

By Elizabeth Gabay MW, UK

A Celebration of Cabernet Franc

Roger Voss - European editor - Wine Enthusiast Magazine

Delving into the heart of the French wine regions

The Climats of the Bourgogne winegrowing region: The ultimate expression of terroir.

By the Bureau Interprofessionnel des Vins de Bourgogne (BIVB)

Bourgogne wines: Unique and unexpected

By the Bureau Interprofessionnel des Vins de Bourgogne (BIVB)

The future of Chenin blanc faced with the challenges of global winegrowing - environmental challenges and climatic, economic, societal and cultural aspects in the 21st century

Tasting /Debate by InterLoire

Muscadet growths: the 4 newcomers (Goulaine, Mouzillon-Tillères, Monnières Saint Fiacre, Château Thébaud)

By InterLoire

Meunier in Champagne, a closely guarded secret

By Geoffrey Orban - French Ambassador for Champagne 2006

Champagne and oak, successful combinations

By Geoffrey Orban - French Ambassador for Champagne 2006

Beaujolais and its comprehensive range of white, red and rosé wines

Fabrice Sommier - General Manager Groupe Georges Blanc - Inter Beaujolais

Moulin-à-Vent, Fine Terroir Wines

Gabrielle Vizzavona, Journalist & speaker et Morgane Chambriard - Ambassador of the Cru

The Cremant of Alsace

By the Conseil Interprofessionnel des Vins d'Alsace

Riesling of Alsace: a story of men and terroirs

By the Conseil Interprofessionnel des Vins d'Alsace

Red wines in Centre-Loire: beetween style and aging potential

By the Bureau Interprofessionnel des Vins du Centre - BIVC

White wines in Centre-Loire: from terroirs to aging potential

By the Bureau Interprofessionnel des Vins du Centre - BIVC

Costières de Nîmes, the best of Rhône valley influenced by a maritime climate

By Olivier Borneuf, Bettane & Desseauve for AOC Costières de Nîmes

Discovering the diversity of Rosés d'Anjou: fruit, freshness and gourmet food potential

By Elizabeth Gabay MW, UK for the Fédération Viticole de l'Anjou et de Saumur (FVAS)

Exploring international wine regions

Wines of Castile and León: an incredible diversity along Douro and beyond

Instituto para la Competitividad empresarial de Castilla y León

The great native red varieties of Northern Italy

With Vinny Mazzara, Consultant sommelier

By ITA - Italian Trade Agency / ICE - Agence italienne pour le commerce extérieur

The great native red varieties of Northern Italy

With Vinny Mazzara, Consultant sommelier

By ITA - Italian Trade Agency / ICE - Agence italienne pour le commerce extérieur

Prosecco DOC between tradition and innovation

By Andrea Battistella, oenologist, Consorzio Tutela Prosecco Doc

Bordeaux, at the heart of Wine Paris

Grands Crus Classés of Bordeaux by Maison Ginestet: Vintage 2016

With the participation of : Château Branaire-Ducru, Château Brane-Cantenac, Château Chasse-Spleen, Château Citran, Château Ferrière, Château Giscours, Château Issan, Château Lagrange, Château Larrivet Haut Brion, Château Léoville Barton, Château Léoville Las Cases, Château Talbot, Château du Tertre, Château Smith Haut Laffite & Château Beauregard, Cos d’Estournel. Tasting - room Les Masterclasses – Bacchus

- Tuesday 12 February /11.30am

Grand Cercle des Vins de Bordeaux

Grand Cercle des Vins de Bordeaux - A major tasting of the 2015s and 2008s, along with some surprise vintages! A complete introduction to Bordeaux, from the right to the left bank!

Appellations presented: Castillon Côtes de Bordeaux, Cadillac Côtes de Bordeaux, Loupiac, Sainte-Croix du Mont, Fronsac, Canon-Fronsac, Pomerol, Lalande de Pomerol, Lussac Saint-Emilion, Saint-Emilion Grand Cru & Grand Cru Classé, Cérons, Graves, Pessac-Léognan, Margaux, Médoc.

- Tuesday 12 February – Room Europe

Taking a closer look at markets and consumers

Millions of online offers and searches across the world:

where do French wines stand?

Wine Searcher - Nicholas Oakes

New generations, new wine drinking occasions

NellyRodi - Pierre-Edouard Martial - Home & Services Director

Households buying alcoholic beverages in France: who are the customers of wine merchants and what do they expect from them?

IPSOS / Commission communication du SCP, Syndicat des Cavistes Professionnels

Wine Trade Monitor by Sopexa : Future trends to watch around the world by 2020

Sopexa - François Collache, Sales Director Drinks

International development and global issues for rosé wines

CIVP - Conseil Interprofessionnel des Vins de Provence - Brice Eymard - General Manager and Brice Amato - Head of Vineyard and Market Analysis Department

Supporting members of the wine trade in every aspect of their business

Southern-climate wines: new consumer trends and creative food and wine pairings

By Olivier Thiénot, Director, Ecole du Vin de France

Cool-climate wines: new consumer trends and creative food and wine pairings

By Olivier Thiénot, Director, Ecole du Vin de France

The history of French wine illustrated by 8 wines

By Bordeaux Wine Campus, Fanny Darrieussecq, Founder & Program Director

Introduction: Institute of Masters of Wine

By Olivier Chapman - Interim Executive Director and Head of Study Programme and Development

Everything wine companies need to know about new regulations and taxes in 2019

By Cabinet BSF and Cabinet Alliance-Mozaïk, Experts of the AGIRAGRI group

Round-table debate: Wine tourism’s cultural revolution

By André Deyrieux - Winetourisme.com

Vendanges Solidaires’, a collective project to support winegrowers in the face of climate change

Julien Fouin, Entrepreneur & Restaurateur, Groupe Vertigo, Aurélie Soubiran, Consulting and Communication in wine

Training courses by SOWINE Academy on the Factory area of the Digital Hub

- Alcohol and law: good influence practices
- Social media and media purchases
- Press relations: good practices for effective communication with journalists
- Brand content and storytelling on social media
- The strategy of influencing social media



WINE'S SIGNIFICANCE IN HORECA CHANNELS A PROMINENT THEME

Supported by two major players in the sommelier industry and Horeca channels:

- The French Sommelier association, led by Philippe Faure-Brac, will host two masterclasses and a conference on Tuesday 12:

- **10:00 am:** White grape varieties, Atlantic versus Mediterranean influence
- **11:00 am:** What can a restaurant owner gain from having a sommelier?
- **4:00 pm:** Top northern and southern red wines: what do they reveal over time?

- France Boissons, a leading on-trade distributor,

will curate two themes high on its list of concerns on Monday 11 and Tuesday 12:

- **4:00 pm** - The Horeca workshops: # Consumers and wine lists: they tell us about their 'Ideal List'.
- **4:30 pm** - The Horeca workshops: # Environmental certifications for wine: better understanding leads to improved promotion



LE FIL VERT TO IDENTIFY AND PROMOTE ORGANIC AND ENVIRONMENTALLY-FRIENDLY INITIATIVES

The first Wine Paris is giving pride of place to **800 producers who are committed to organic, biodynamic and other environmentally-friendly schemes**. These are identified in the exhibition catalogue and the visit guide but also by dedicated signposting throughout the exhibition so that visitors can pick them out at a glance.

3 conferences will focus on the significance of organic and environmentally-friendly wines in the marketplace:

- **Monday - 11:30 am:** Ethical wines in supermarkets: an emerging trend? moderated by Sophie Labbé, Utopies, alongside Thomas Lemasle – PinotBleu; Brian Cuddy, The Organic Cellar; Jase Bennett, The Internet Liquor.
- **Monday – 5:30 pm:** (Press conference) The surge in organic wines, moderated by Florent Guhl, director of Agence Bio.
- **Tuesday - 5:30 pm:** Wine industry: matching a CSR narrative to a purchasing decision. With input from Laurence Le Marchand, director of quality and sustainability at Nicolas; Isabelle Chanot, director of quality and sustainability at Maison Johanès Boubée; and Benoît Ab-Der-Halden, chairman of Terra Vitis Rhône Méditerranée.

The round table debate 'Climate change and impacts on French vineyards; possible adaptations' hosted on Tuesday 12 at 9:45 am by Hervé Hannin (Montpellier SupAgro/IHEV, UMR Moisa) and Jean-Marc Touzard (INRA Montp., UMR Innovation) will show the diversity and results of promising initiatives as revealed through three testimonials at farm (Domaine Caillots in Touraine / Dominique Girault), co-operative (Les Vignerons de Buzet in South-West France/Pierre Philippe) and regional AOC level (AOC Languedoc/Bruno Loquet).

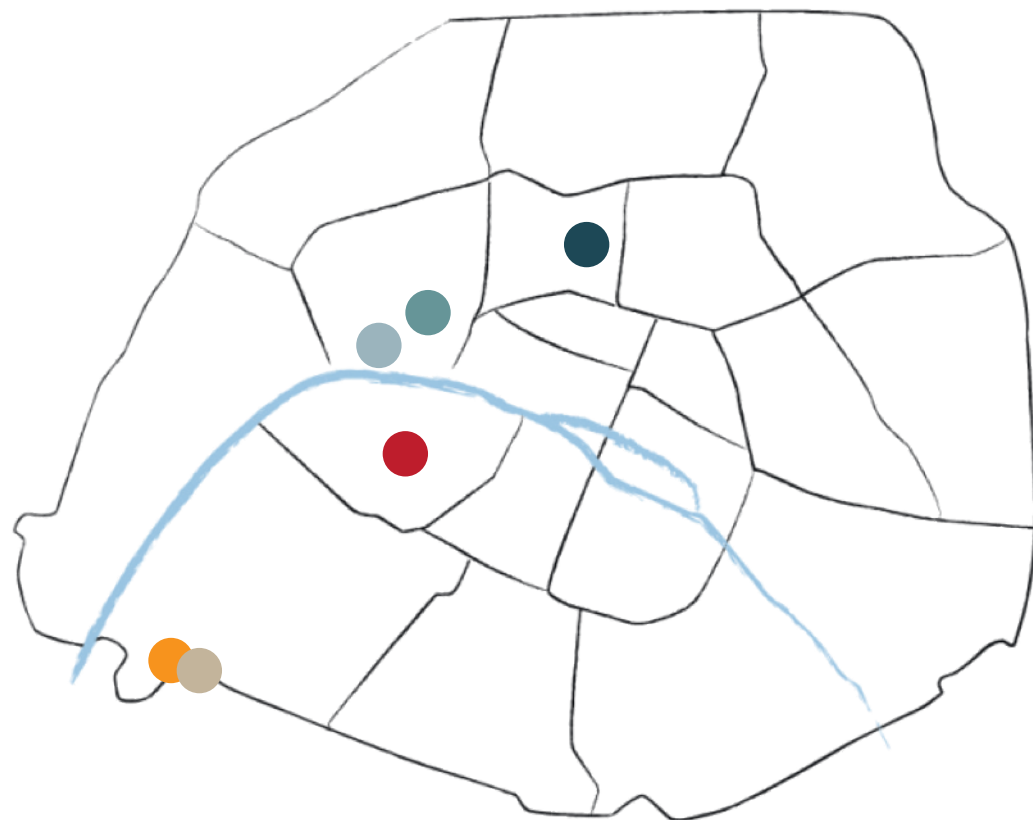
Additionally, Wine Paris is committed to supporting the industry in its transition towards ethical and sustainable production and management methods.

- **Sorting and tracking of the main waste:** glass bottles, corks and boxes will be collected, sorted and sent for recycling to specialist service providers. Various storage areas will be available for exhibitors and collections will be arranged.
- **The reuse of materials:** Wine Paris, with its partner Co-Recyclage, is offering to **give furniture and materials used for the design and decoration of stands a second lease of life**. This innovative initiative offers exhibitors an opportunity to limit waste and give these resources to other structures (associations, artists' collectives, social and community-based firms etc.) via a reuse platform accessible to all exhibitors.

THE OFF-SITE EVENTS PROGRAMME: WHEN WINE PARIS TAKES THE CAPITAL BY STORM

Concurrently with the exhibition, Wine Paris is co-ordinating a programme of evening fringe events to provide even more immersive experiences and additional business and networking opportunities for attendees.

Registration required



Ahead of Wine Paris :

Paris 8 : WWM World Wine Meetings GLOBAL

From 7 to 10 February at Hôtel du Collectionneur
51-57 rue de Courcelles

A BtoB event involving pre-scheduled meetings between producers and selected, major international buyers from 3 continents.

Paris 7 : A private red and white party by two flagship Languedoc appellations

February 10 at Yannick Alléno's Allénothèque
53-57 rue de Grenelle

AOC Fitou and AOC Picpoul de Pinet intend to make a splash, with attendance by growers from both appellations.

Paris 15 : The annual tasting of the 'Femmes de vin' group

On February 11, at Paris Expo Porte de Versailles, Espace Europe from 5:00 pm to 10:00 pm

Set in the very heart of Wine Paris, this tasting will span the French wine regions, with over 150 wines based on a themed route.

Paris 15 : L'innovation coule dans nos vins

Innovation runs in our wines, on February 11 at Paris Expo Porte de Versailles, Océanie du Pavillon 4 room from 6:30 pm to 9:00 pm.

The entire team at Domaines Auriol is inviting you to a festive evening party at Wine Paris, which will revolve around innovation and ecological transition.

Paris 9 : Major Pomerol tasting

On February 11 at the Paris Le Grand Intercontinental hotel from 6:00 pm to 9:00 pm.

Designed by Terre de Vins, this is a great opportunity to taste and discover 28 estates in the Pomerol appellation.

Paris 8 : Happy Hours with Loire Valley wines

February 12, along the beautiful Paris avenue, the Seine, from 7:00 pm to 10:00 pm.

Loire Valley wines are hosting a memorable tasting experience on a cruise along the Seine.



Practical information

Opening times

Monday 11 February | 9:30 am to 6:30 pm
Tuesday 12 February | 9:30 am to 6:30 pm
Wednesday 13 February | 9:30 am to 5:00 pm

Address

Paris Expo Porte de Versailles
HALLS 4 ET 7.1

1, Place de la Porte de Versailles - 75015 Paris

Access (by various means of transport)

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

Tramway — T2 et T3 - Porte de Versailles stop

Bus — Lignes 39 et 80 - Porte de Versailles stop

Car — Car Park F - Access Rue Marcel Yoi 92 170 Vanves

Admission fees

Online tickets — €20 incl. VAT

Tickets at the door — €40 incl. VAT

Contact information - Event organisers

Anaïs EGRE

Marketing & Communications Director

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Find us on the internet

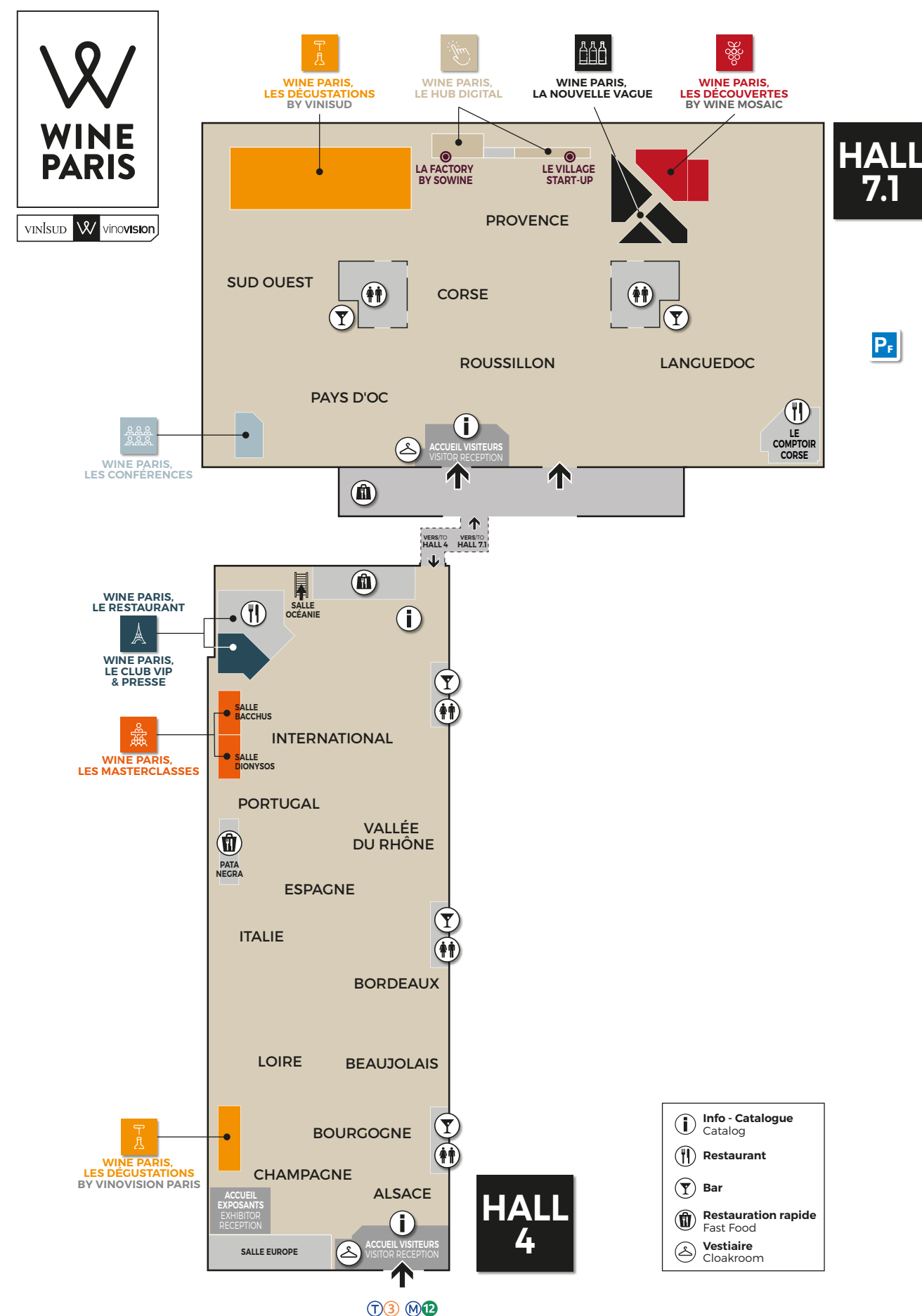
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Floor plan of WINE PARIS



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WINE PARIS 2020
will take place from February 10 to 12, 2020
at Paris Expo Porte de Versailles