



PRESS EXECUTIVE SUMMARY



Only just established, and already tested and approved... The Languedoc AOC has made a strong statement about its contemporary outlook by organising a huge organoleptic survey of consumers, commissioned by its vine & wine trade body (CIVL) and conducted by Tragon Corporation.

This first-ever survey is a worthy companion for the launch of an AOC that is frank about its ambition: to become the leading appellation in the world's biggest wine region, Languedoc-Roussillon in Southern France.

300 American, British and French consumers were recruited to test and appraise the wines, and received a sneak preview of the tasting pleasure this new appellation will soon offer.

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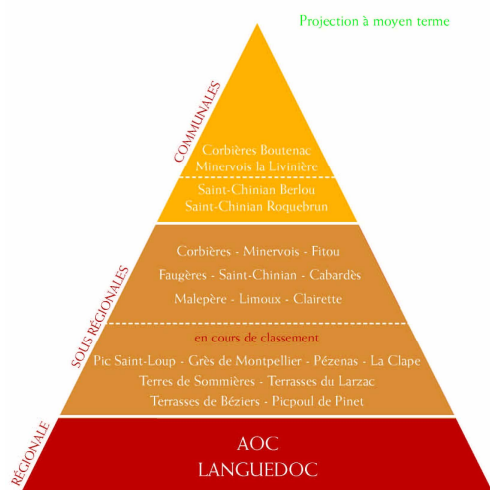
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1. The Languedoc AOC in its environment

In the Southern French wine movement, the AOCs of Languedoc are teaming up to market a segmented, graded product offering. The new-born Languedoc AOC stems from this new organisation, providing a foundation for all the Languedoc appellations and enabling the introduction of a pyramid classification.

A new-born appellation

A government decree dated 3 May 2007 gave the Languedoc AOC official status. It replaces the Coteaux de Languedoc AOC, and also encompasses the current Roussillon area. It becomes the foundation of all the Languedoc (and Roussillon) appellations, thus making them easier for consumers to navigate and enabling a pyramid segmentation.



Pyramid principle

The Languedoc AOC stretches along the Mediterranean coast from the Spanish border to Nîmes, and extends north to the foothills of the Montagne Noire and Cévennes areas. The diverse terroirs and typicity of the wines in the Languedoc AOC is embodied in a system comprising three grades: the Languedoc regional appellation; sub-regional appellations that correspond to specific soil/climate areas; and terroir names within the sub-regional appellations.

Points of reference

■ Plantations (main grape varieties)

- For red wines: Grenache, Syrah, Mourvèdre, Cinsault, Carignan

- For white wines: Grenache Blanc, Clairette, Bourboulenc, Viognier, Picpoul, Marsanne, Roussanne, Vermentino, Uni

■ Output within a 6-8 year timeframe

600,000 to 800,000 hl, compared to an average 400,000 hl for the Coteaux du Languedoc AOC.

■ Basic yield

50 hl/ha for reds and rosés; 60 hl/ha for whites.

2. The Languedoc AOC positioning and objectives

Driven by the ambition to become the leading appellation in the world's biggest wine region, the Languedoc AOC is posting a clearly-defined positioning strategy and objectives.

An economy-developing AOC

■ Seeking to position itself ultimately as the leading AOC in the world's biggest wine region, with annual output of 600,000 to 800,000 hl, the regional AOC should be able to guarantee commercialisers a substantial volume of wine from a single origin and of consistent quality. This will sustain long-term trading by providing bulk-market momentum and fostering the development of winemaker/negotiant partnerships.

■ Makers can look forward to generating greater profit by marketing a new product offering that potentially creates value added. The repositioning of the appellations also aims to achieve improved profitability across the Languedoc AOC range.

An AOC with a position

■ With "innovation" its mantra, the Languedoc AOC intends to capture leadership of the "core range" segment and position itself on the premium and super-premium segments.

■ The target consumer will be 30- to 45-year-olds with little wine knowledge who are mainly occasional drinkers in search of pleasant, easy-drinking wines.

■ This positioning will also push existing AOCs into more upmarket segments – and also, primarily, clarify the Languedoc appellations' offering. In the world of Southern French wines, the regional AOC will become the bridge between varietal *vins de pays* and the wines of the Languedoc sub-regional appellations.

With 80 to 100 million bottles being sold annually, our objective is to boost market penetration by Languedoc wines and to cater for evolutions and growth in the core-range and branded markets.

3. The Languedoc AOC tested and approved

For the first time, an appellation is deploying resources that match its ambition. To more intimately understand consumers' desires and how to sway them, the Languedoc AOC has subjected itself to a consumer trial conducted by American specialist Tragon Corporation.

Consumers at the heart of the project

- ➔ Define a precise organoleptic positioning (reflecting the typicality of Languedoc grape varieties and terroirs) that is differentiating, realistic and an element helping identify the Languedoc AOC as offering consistent quality.
 - ➔ Starting from this profile, pinpoint the nuances tailored to each market and market segment.
- ➔ Find out consumers' sensory expectations of Premium wines, and particularly their expectations of a new Southern French appellation.
 - ➔ Measure differences in perception of the same wine according to country and to consumer category.
- ➔ Give winemakers and commercialisers key data to understand consumer expectations and steer their new-product development.

A refined methodology

1. CIVL performs benchmarking and descriptive sensory analysis
2. CIVL identifies and designs four wine styles
3. Recruit consumers
4. Devise questionnaires
5. Tasting sessions
6. Gather oenological information
7. Analyse and interpret statistics; produce report.

Identification of tested wines

The tested samples were of 150 French and non-French wines, among the bestsellers in the price segments targeted by the Languedoc AOC (and mainly based on grape varieties authorised by the AOC decree). Tasting gave rise to the identification of four red-wine styles.

Each sample was representative of one of the four styles:

→ **Languedoc AOC prototype 1**

Carignan 40%, Syrah 30%, Grenache 30%

Traditional vinification and Flash Détente vinification

Style: fruity, supple, fresh, "gluggable"

→ **Languedoc AOC prototype 2**

Syrah 70%, Grenache 30%

Traditional vinification

Style: fruity, garrigue, lively, mineral

→ **Languedoc AOC prototype 3**

Syrah 50%, Grenache 25%, Carignan 25%

Traditional vinification with pre-fermentation cold maceration and carbonic-maceration vinification

Style: black fruit, concentrated, well-structured

→ **Languedoc AOC prototype 4**

Syrah 60%, Grenache 40%

Traditional vinification with pre-fermentation cold maceration

Style: ripe fruit, toasty and grilled notes, well-structured, fat

Testers' profile

300 consumers were recruited: 100 in Chicago, 100 in London and 100 in Paris. They all sampled the same four prototypes.

■ Age:

25 to 45.

Sex:

40% men – 60% women

Socio-professional category:

- USA + UK: college/university graduates

- France: B & C

■ Wine consumption:

At least twice a month

■ Purchases:

At least once a month

UK + USA: at least one imported wine in the past three months

USA: at least 50% of purchases made off-premises

UK + France: at least 50% of purchases made in supermarkets

■ Purchase prices

France: 60% €2-4; 40% €4-8

UK: 60% £3.99-£5.99; 40% £5.99-£7.99

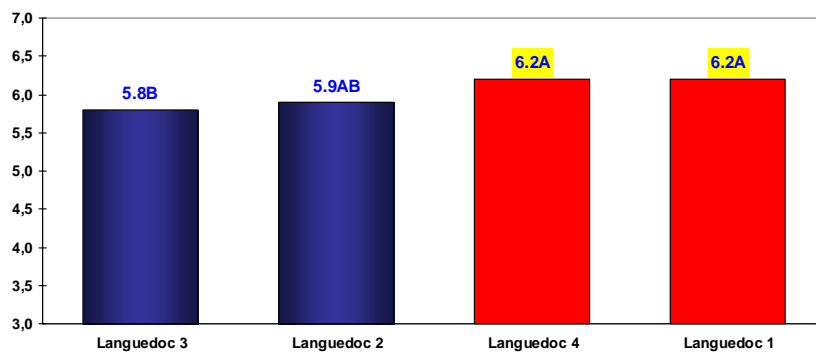
USA: 60% \$5.49-\$7.99; 40% \$7.99-\$9.99

4. Languedoc AOC Results and applications

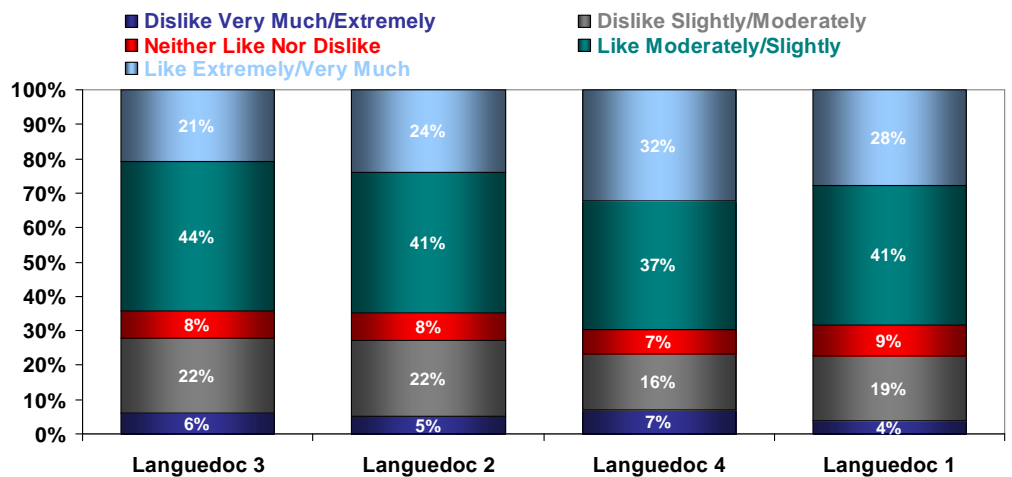
The survey results augur well for the future of the large regional appellation, with two of the four prototypes approved in their current design.

Tested and approved

■ Two of the four Languedoc AOC wine designs qualify first time round. The other two are very favourably positioned.



■ Overall, the organoleptic profile – the pillar of the Languedoc appellation – is accepted by consumers.



Prototype designs and specificities

■ The four prototypes provide solutions tailored to the specific needs of each market and market segment.

➔ **Languedoc AOC prototype 1**

all categories,
especially over-39s,
French and English women

➔ **Languedoc AOC prototype 2**

mainly France,
32- to 38-year-olds,
French women, English men

➔ **Languedoc AOC prototype 4**

all categories,
especially over-39s,
American and English men

➔ **Languedoc AOC prototype 3**

mainly 25- to 31-year-olds,
American and English men

■ These prototypes also permit an entire palette of intermediate solutions for regional-AOC wines. More than ever, these wines wish to make their mark with their rich variety of terroirs and grape varieties.

This precious tool will enable makers and negociants to fine-tune their own development of new Languedoc AOC products, starting with the 2007 vintage. A programme of information meetings for makers is scheduled to start in July 2007.