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8ème Salon International des Vins & Spiritueux Méditerranéens

## **• LANGUEDOC-ROUSSILLON VINS DE PAYS AT VINISUD**

### **The origin of the *vins de pays***

*Vins de pays* are produced under different geographical descriptions:

- At a regional level: for Languedoc-Roussillon, this is *vin de pays d'Oc*.
- At a départemental level: for example, *vin de pays de l'Hérault, de l'Aude, du Gard and du Roussillon*. These wines must originate exclusively from the département whose name they bear.
- From a small, specified area, such as: *vin de pays du Val de Montferrand, vins de pays des Coteaux du Libron, de la Vallée du Paradis, des Cévennes, etc.*

These must originate from an area which is strictly defined (by decree), but may be large or small. Some restricted-area *vins de pays* cover restricted areas which may include villages, valleys or named places.

In addition, all *vins de pays* can use a grape variety name (e.g. Chardonnay, Sauvignon, Merlot, etc.), and are obliged to be 100% produced from the stated grape.

### **A *vin de pays* is first and foremost an entire wine linked to specific geographical origins and associated with a local area.**

Regular award winners at the top wine shows, they constitute a particular segment of the wine range. Their unarguable success is proof of the uncompromising pursuit of quality which underlies their production. Each *vin de pays* bears the character of the geographical area in which it was produced.

### **Key figures for 2005/2006**

Overall, the *Vins de Pays* of Languedoc-Roussillon account for more than 7 millions hl, of which each tank or vat is sampled prior to approval.

At marketing time, in addition to the varietal wines (most of which are Vins du Pays d'Oc), the *Vins de Pays de Département*, 2.2 Mhl have been sold – a growth of more than 16%, particularly among the rosé wines. These requests were made by 2,500 producers, (including 300 co-operatives, representing 40,000 growers).

In addition, 400,000 hl of *Vins de Pays de Zone*, known more specifically as "*vins de territoire*", have been sold in bulk, to which we must add 200,000 hl sold by producers directly at the winery or through specific channels (in bottles or BIBs, essentially).

### **Contacts**

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