



LANGUEDOC PDOs À VINISUD

Languedoc: a winegrowing region rich in contrasts

Here some vineyards back onto the Cévennes foothills, others nestle beneath the Pyrenees, cling to the Corbières massifs or coil neatly around the amphitheatre of the Black Mountain. Among the 18 Languedoc appellations, no one wine is like another, except in an influence that they have shared since ancient times: the Mediterranean. In a region bathed by sunlight and swept by the wild North wind, the lands of Languedoc enjoy maritime influences that contrast with the coolness of lands at altitude.

Today, the AOCs of Languedoc cover 18 appellations, of which 11 are for still wines, 4 naturally sweet wines and 3 sparkling wines, spread across 4 French counties: l'Aude, l'Hérault, le Gard and les Pyrénées-Orientales.

AOC Languedoc and its new hierarchical structure

The Languedoc Wines Inter-Branch Council (CIVL) has launched an in-depth review, focussing upon a new hierarchical structure that has been beginning to bear fruit since 2008, at least in how it is depicted and the acceptance that it has earned among producers. The new hierarchical structure has the advantage of placing the other appellations around the Languedoc AOC, while allowing them to express their added values and special qualities. More specifically, it is a case of building value and offering a coherent product range in a difficult economic climate in which international competition is becoming more intense.

A certain number of terroirs or labels are in the process of becoming vintage wines in their own right: this is the case with Le Pic Saint Loup and La Clape. Over the medium to long-term, other terroirs should follow the same path. This applies to Pézenas, Terrasses du Larzac, Grès de Montpellier, Picpoul de Pinet, Terrasses de Béziers and Terres de Sommières.

Contacts

Conseil Interprofessionnel des Vins du Languedoc (C.I.V.L.)

6 place des Jacobins, 11 100 NARBONNE
Tel: 04 68 90 38 30 Fax: 04 68 32 38 00

President: Frédéric JEANJEAN

Chief Representative: Jérôme VILLARET

Communications Manager France: France VILLENEUVE

Export Communications Manager: Christine MOLINES



Press Relations: Agence CLAIR DE LUNE

Tel.: +33 (0)4 72 07 31 90 /Fax: +33 (0)4 72 07 31 91

Email: info@clairdelune.fr

PAYS D'OC PGI: true ambitions

➔ Pays d'Oc PGI delegation at VINISUD

↳ 1100 m² - Hall 1

↳ Pays d'Oc official stand - Languedoc 150m² – Hall 1

↳ 57 estates, wine cooperatives and businesses

Pays d'Oc PGI:

This 9th edition of the Vinisud exhibition will see Pays d'Oc wines achieve PGI status. After more than 20 years as a Vin de Pays ["Local Wine"], the new Common Organisation of the Wine Market is giving Pays d'Oc wine-growers and businesses a fresh impetus. The new European measure relies upon the concept of a wine's place of origin: as of 1st August 2009, the leading European designation for varietal wines will change from *Vin de Pays d'Oc* to *Vin de Cépages à Indication Géographique Protégée Pays d'Oc* ["Pays d'Oc Varietal Wine, Protected Geographical Indication"].

This European backing, endorsing a process modernised and reinforced by the "Pays d'Oc Varietal Wine Producers' Association" (set to become a management board), is a true asset for those producing wines and putting them on the market:

- Guaranteed quality consolidated through certification
- The reinforcement of a distinctively local product
- Improved traceability and food safety

Lastly, the European PGI logo is recognisable, memorable and comprehensible throughout all the countries of the European Union, giving it true force on a European and global scale.

➔ **Event around Pays d'Oc PGI varietal wines– Official stand, Hall 1:**

- 22nd February: Focus on cellar masters with information about Pays d'Oc PGI and Spring in Languedoc
- 23rd February at 2.30pm: Sustainable Development lecture
- 23rd February at 4.30pm: Tasting of "*sustainable*" wines
- 24th February: Rosé Day

➔ **Ranges with commentary at Vinisud – Official stand, Hall 1**

- Vin de Pays d'Oc Collection 2009
- Pays d'Oc PGI organic wines
- The creativity and originality of Pays d'Oc PGI wines

➔ **Free tasting of Pays d'Oc PGI wines – Official stand, Hall 1**

Spotlight on the 2009 Ambassadors

This Vinisud exhibition will present the Vins de Pays d'Oc Collection® 2009.

The Collection encompasses top-of-the-range Pays d'Oc wines. Every year, from the "Collection" category, a panel of professionals selects and rewards Ambassadors and their "Vin de Pays d'Oc Collection®".

"Vins de Pays d'Oc Collection 2009"® wines champion the quality and heritage of the Pays d'Oc through refined and sophisticated wines that must have been bottled in the region in which they were produced. They boast 100% Pays d'Oc origins and are identified by a medal.

The "Collection" is targeted at a clientele of wine lovers and connoisseurs who enjoy distinguished, structured wines. It is a **special moment to share for all wine lovers.**

Pays d'Oc makes a commitment to sustainable development

Together with the Montpellier 2 University, the Pays d'Oc Wines Joint Trade Council is investing in a sustainable development research project. 6 Pays d'Oc businesses that are leading the way in sustainable development are also involved in the project. The initiatives adopted by those businesses and the initial consumer research findings will be presented at Vinisud 2010.

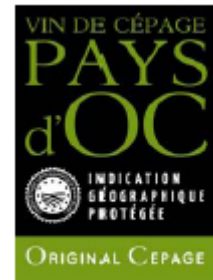
- ➔ Lecture: "Sustainable development and wine businesses", 23rd February, 2.30pm;
"From socially aware management to consumer benefits", followed by a tasting of "*sustainable*" wines, official stand, Hall 1, 4.30pm
- ➔ Presentation of a range of "*sustainable*" wines
- ➔ Showcase for sustainable initiatives

Contacts:

Linda Filone: Tel. 04 67 13 84 30; linda-filone@interoc.fr

Vins du Pays d'Oc PGI Inter-Branch Organisation (Inter Oc)

President: Olivier Simonou - Manager: Florence Barthes



The great family reunion

➔ **Joint CIVL and Inter Oc Stand**

150m² – Hall 1

Tasting events

Press conferences

Information updates

➔ **The Languedoc-Roussillon line**

The new CMO reform is having a positive impact upon the winegrowing landscape in Languedoc-Roussillon. At last the family has been reunited! Henceforth jointly classified as geographical indication (GI) wines, PGI wines (formerly Vins de Pays) and PDI wines (formerly AOC wines) are going to be able to put all their weight behind claiming their position as France's greatest "GI" region. With immediate effect, their consumer range has expanded, has been segmented and, above all, has become more coherent. These new organisational arrangements are going to revolutionise the supermarket wine shelves.

In June, at Vinexpo, the CIVL and Inter Oc had presented the findings of a consumer survey on the future potential of this joint line (handled by the Segments company). At Vinisud, they will be re-examining the findings of that research and its practical application by company brands.

→ **Option for meetings at joint stand**

Languedoc Night

22nd February at Château de Pouget, Vérargues

Château de Pouget is to become the backdrop for the "family spirit" of the wines of Languedoc-Roussillon.

The creativity of Pays d'Oc PGI varietal wines and the distinctive character of the Languedoc PDO terroirs give expression to the richness of a great winegrowing region.

In a warm and elegant atmosphere, our guests (buyers, journalists and partners) will savour this very special bond in an exceptional setting.

