



• MOROCCO AT VINISUD

With its roots firmly embedded in an ancient history that forged its character, Moroccan wine, introduced by the Phoenicians and the Carthaginians more than 2000 years ago, was known as *vin médecin* ("tonic wine") for its high colour and alcohol content in the 1960s, the era during which its output peaked at up to 4 million hectolitres.

Today, Morocco has 12,000 ha of vineyards producing 400,000 hectolitres or 33 million bottles of wine, of which three-quarters are red wine, 20% rosé or pale rosé and the rest white.

For the past ten years, men and women have been reinventing quality wines in Morocco. Without exception, every wine producer from Castel to Thalvin, not forgetting Les Celliers de Meknès, has been promoting and demonstrating quality wine production.

Here, as elsewhere, people are drinking less but better wine.

For the past 4 to 5 years, the Moroccan vineyards have also seen the birth of smaller estates operating on a more human scale, such as Domaine Val d'Argan or the latest new arrival – born and raised in Morocco – VOLUBILIA.

Vinisud will offer you an opportunity to taste and get to know the "new" Moroccan landscape, a landscape open to quality and to the conviviality of the local lifestyle.

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