



● PROVENCE AT VINISUD

The wine regions of Provence – the world's leading producer of high-quality rosé wines – include **9 appellations d'origine contrôlée:**

Côtes de Provence, Bandol, Bellet, Cassis, Coteaux Varois en Provence, Coteaux d'Aix-en-Provence, Baux de Provence, Coteaux de Pierrevert and Palette.

■ The Conseil Interprofessionnel des Vins de Provence - CIVP

Representing the three major appellations of Provence (Côtes de Provence, Coteaux d'Aix-en-Provence and Coteaux Varois en Provence) as well as the regional trade federation, this joint trade association for Provence wines is launching a new publicity campaign on behalf of rosé.

The Provence strategy is to strengthen its position as market leader and to establish a full programme of activities so as to lead the way in the rosé sector: international rosé festivals, the *Mondial du Rosé* wine show, a project to create a rosé tasting glass, historical research into rosé etc.

The Provence wine industry will then speak about rosé with a single voice and, like a nod of recognition, its "Vins de Provence" trademark will have a touch of pink.

Thus, in 2007, the joint trade association is basing its PR upon:

- The pink colour with which both its wines and its landscapes are imbued.
- Provence's long history as a rosé region, one that was already home to the cultivation of vines and the making of clear or even "rosé" wines by 600 B.C.
- All the ingredients: *terroirs*, climate, vines and expertise that go to make the inimitable rosés of Provence.

Key data:

- Provence is the leading AOC rosé-producing region in France (141 million bottles).
- Taking all types and colours of wine together, Provence accounts for 6% of total French output.
- The CIVP represents 95% of AOC de Provence wines.
- Number of wine undertakings that are members of the CIVP: 651.
- Area covered: 27,300 ha divided between 3 *départements* ["counties"] (Var, Bouches-du-Rhône and Alpes Maritimes).
- Rosé accounts for: 87% of AOC Côtes de Provence wines, 80% of AOC Coteaux Varois en Provence wines and 70% of AOC Coteaux d'Aix-en-Provence wines .

Presence at VINISUD

- ↳ 116 exhibitors in 2006
- ↳ 158 in 2008, including 52 exhibitors grouped together by the CIVP
- ↳ 2008 location in hall no. 5

New attractions/ Events/Activities/Tastings at VINISUD

For the 8th edition of the Vinisud exhibition, Provence is highlighting change.

Stands with a contemporary look are being modernised so as to even encompass a **petanque pitch**, the symbol of the Provençal lifestyle.

A new lounge and snug area fully dedicated to wine tasting will allow visitors to sample the wines of Provence in an ideal setting. Hall 5 stand 5C39)

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- *AOC Côtes de Provence Sainte-Victoire*

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- *AOC Côtes de Provence Fréjus*

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- *AOC Coteaux Varois en Provence*

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- *Coteaux d'Aix-en-Provence :*

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- *Fédération Régionale du Négoce*

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■ The "Les Vins de Bandol" Association

Covering an area of **1,514 ha**, the Appellation's *terroir* is concentrated on **8 communes in the Var region**: Bandol, Le Beausset, Le Castellet, La Cadière, Saint-Cyr-sur-mer, Sainte-Anne d'Evenos, Sanary and Ollioules.

Bandol's No.1 grape, Mourvèdre, has found its ideal *terroir* here in the region, providing the local red and rosé wines with all their typical character. Two complementary varieties: Grenache and Cinsault.

For the white wines, there are three main varieties: Bourboulenc, Clairette, Ugni Blanc, and a secondary variety: Sauvignon.

Key figures

With a **yield restricted to 40hl/ha by decree**, and an effective yield of 35hl/ha, the appellation's production in 2005 amounted to **56,310.55hl**, with the following breakdown by colour:

- 15,485.99hl of red (27% of production)
- 38,692.69hl of rosé (69% of production)
- 2,131.87hl of white (4% of production)

The AOC decree requires a minimum ageing period of **18 months in the cask** for the red wines.

The wine is produced by **50 estates and châteaux and 4 co-operatives**, totalling **nearly 400 producers**.

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