



Press Release, 2nd October 2007

THE 2007 GRAPE HARVEST IN PROVENCE:

(AOC Côtes de Provence, Côtes de Provence Fréjus, Côtes de Provence Sainte-Victoire, Coteaux d'Aix-en-Provence and Coteaux Varois en Provence)

END OF SEPTEMBER 2007 ESTIMATES

In Provence, the 2007 grape harvests are almost complete: the first fortnight of this month should see the last snips of the secateurs, due to take place in the Aix-en-Provence and Coteaux Varois en Provence region. On average, the 2007 grape harvests have taken place a week early.

As regards volume, initial estimates for total output confirm a fall, which should be between -10% and -15% overall. Yield per plot and yield in juice are both down.

However, this situation conceals sharp disparities that are essentially attributable to water supply.

Those areas that have done exceptionally well from summer storms and those that have been able to combat drought by means of well-planned irrigation are recording harvests on a par with the norm. In contrast, at vineyards that have had no rain and no irrigation, yields can reportedly be down by as much as 40%. Once more, we are seeing that Provence encompasses a wide variety of wine-growing areas.

The estimates lead us to anticipate a lower-volume harvest in Côtes de Provence, particularly in the Var. The Coteaux Varois en Provence and the Coteaux d'Aix-en-Provence should achieve an output at least equal to that recorded last year.

As regards quality, the crop has been particularly sound: the harvest has taken place under highly favourable weather conditions and has produced some beautiful bunches of grapes, even if the lack of water has very often led to a reduction in berry size. The water stress that has sometimes been encountered has not held back maturity and so it has not affected the quality of the harvest.

The Mistral, which has blown regularly throughout the summer, will remain an important and beneficial feature for the 2007 vintage. Day/night temperature ranges have been wide, which has stimulated a good development of polyphenols and flavours. In health terms, the grapes have been of a very high quality everywhere, with nights remaining cool, meaning that we can expect the extraction of aromatic potential to be very good.

Today, with the harvest almost complete, we can say that it has the potential to be of excellent quality: **Provence is anticipating a very high quality vintage.**

The CIVP [“Inter-professional Council for Provence Wines”] will issue a new harvest press release at the end of the month of November and a vintage press release in February 2008, timed to coincide with the release of the rosé wines.

N.B.: Press release drafted in late September 2007, based on a survey of experts conducted by the CIVP from among oenologists and technicians in the field and validated by organisations from the wine sector.

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