

9<sup>th</sup> edition  
**VINISUD.com**



**The International Exhibition of Mediterranean Wines and Spirit**

**22, 23, 24 February 2010 / Exhibition centre – Montpellier (France)**

## **SOUTH WEST AT VINISUD-**

### **Regional diversity...**

South West France offers a wide range of wines thanks to the region's diverse topography and soil types, including the Aveyron's patchwork of plateaus carved out by numerous rivers and streams, the Lot and Tarn valleys, the terraces of Fronton near Toulouse, the Albigeois plains of Gaillac, the Madiran, Saint-Mont and Pacherenc appellations nestled in the foothills of the Pyrenees, the terraced vineyards of Irouléguay, the Landes region's secret gardens and the lush green valleys of Côtes de Gascogne...

### **Distinct identities...**

The region's natural wealth is complemented by our 5,000 wine growers' firm belief in local values and identity, be they from the Landes, Basque Country, Gascony, Béarn or Aveyron. Their cultural diversity, personal values, pride in their work and passion for winemaking also contribute to the success of Vins du Sud-Ouest wines.

### **Local varieties...**

Wine growers in South West France are proud to preserve the region's biodiversity by cultivating local grape varieties, such as Tannat, Négrette, Duras, Malbec and Mansoi for red and rosé wines, or Colombard, Mauzac, Len de l'El, Petit and Gros Manseng for white wines.

### **Savour every moment with Vins du Sud-Ouest wines**

Our red, white, rosé and sparkling wines offer a wide range of unique flavours. Be they subtle, fullbodied, fruity or mellow they are a delight at any occasion, as an aperitif or the perfect accompaniment to mixed salads, roast meat, fish, cheese or dessert.

### **Key Figures ...**

5 000 Wine-producers

50,000 hectares of vines

Sales potential: 450 million bottles.

3,4 millions hl, 1,8 million in white, 1,6 million in red and rosé.

30 % AOP, 45% IGP, 25% without IG-

### **Discover...**

#### **18 Appellations d'Origine**

Brulhois

Cahors

Coteaux du Quercy

Côtes de Millau

Entraygues et Fel

Estaing

Floc de Gascogne

Fronton

Gaillac

Irouleguy

Jurançon

Lavilledieu

Madiran

Marcillac

Pacherenc du Vic-Bilh

Saint-Mont

Saint-Sardos

Tursan

## 19 Vins de Pays

Agenais  
Ariège  
Aveyron  
Bigorre  
Comté Tolosan  
Coteaux de Glanes  
Coteaux et Terrasses de Montauban  
Côtes de Gascogne  
Côtes du Condomois  
Côtes du Tarn

Gers  
Landes  
Lot  
Lot et Garonne  
Pyrénées Atlantique  
Tarn  
Tarn et Garonne  
Terroir Landais  
Thézac-Perricard

### ➔ Delegation at VINISUD

2010 forecasts: 130 exhibitors  
2010 location in **hall no. 12**

### ➔ Innovations/Events/Activities/Tastings at VINISUD 2010

The 1<sup>st</sup> inter-branch organisation in France to bring together PDOs (AOCs) and PGIs from a single winegrowing area, this year the South-West Wines Inter-Branch Organisation (IVSO) will present its **new marketing product**.

A new colour: To present a distinctive modern image



Logo in handwritten letters: To highlight the natural, human character of wines from the South-West.

The "F" in France: Provides a soft, gentle note.

Intertwined glasses: Like our united names, these offer an elegant quality

Wines to discover: Invites the consumer to come and seek out authentic wines.

The capital "O": Highlights the "West" element and serves to bring the denominations together.

A moving frame: Symbolises the dynamism of wines from the South-West.

The "t" in South-West going outside the frame: With their sturdy character, South-West Wines are moving forward

To sum up: From the Basque Country to the Aveyron, our South-West is asserting its highly distinctive identity.

### ➔ Events/tastings

For the 3 days of the exhibition, in the **free tasting area of the France SudOuest communal stand (hall 12)**, visitors will be able to discover a selection of the best wines from the South-West.

**A great evening event** for professionals has been scheduled to take place in Montpellier by the Winegrowers of the South-West so as to coincide with VINISUD.

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