



## • THE SOUTH-WEST AT VINISUD

■ **The wines of the South-West have cultivated their own distinctiveness.** The South-West is France's most diversified vineyard region. This vast mosaic of vines, stretching from the Béarn region to the foothills of the Aubrac, is characterised by originality, the authenticity of its wines and a legendary culinary expertise which has inspired many of its wine growers. Here, vines often sit side by side with fruit and cereal production, as well as the rearing of cattle, geese and ducks. In any case, wine and cooking have long since been elevated to the status of an art form here.

At a time when standardisation and homogenisation of tastes is threatening diversity of flavour, the wine growers of the South-West have proudly retained their **local grape varieties**, which answer to the mellifluous names of **Mauzac, l'En-de-l'El, Petit Manseng, Cot, Malbec, Tannat, Braucol and Fer-Servadou...** carefully cultivated grape varieties that give the wines of the South-West all their character and authenticity.

However, our main advantage remains that of quality. From the small parcels nestling among the sunny coombs of the Pyrenees to the undulating, vine-covered hills of the Gers and Marcillac regions, the vineyards of the South-West have experienced a genuine quality revolution. For the last fifteen years, a new generation – aware of the potential of its *terroirs* – has been involved in renewing our appellations through applied, regular work. These growers have been wise enough to limit yields, take the necessary risks for harvesting at a point of excellent maturity and mature the finest wines in barrels.

Courageous and ambitious, the growers of the South-West also have a cultivated distinctiveness, producing wines which are subtle, refined, supple or more structured to increase enjoyment when paired with fine food. After all, whether red, rosé, white, sweet or lightly sparkling, the wines of the South-West are made for the table!

The South-West may initially have earned its reputation through its gastronomy; but nowadays, it is pouring its talents into its wines – to the delight of wine-lovers in particular and everyone in general!

### ■ A new joint-trade association for wines and eau de vie in the South-West: the *Association Interprofessionnelle des Vins et Eaux de Vie du Sud-Ouest*

The new joint-trade association for the **South-West** encompasses the various designated origin wines from **11 départements** (8 départements from the Midi-Pyrénées region, the Landes, Pyrénées-Atlantiques and a part of Lot et Garonne) and naturally covers the **Vin de Pays du Comté Tolosan production area**. **It is this area that equates to the "SOUTH-WEST FRANCE Production Area"**.

**The following wines all come under the banner of the *Association Interprofessionnelle des Vins et Eaux de Vie du Sud-Ouest*:**

- **appellations d'origine from** Cahors, Coteaux du Quercy, Saint-Sardos, Côtes du Brulhois, Lavilledieu, Gaillac, Fronton, Madiran, Pacherenc du Vic-Bilh, Côtes de St Mont, Tursan, Irouléguy, Béarn, Jurançon; and, further east, the Aveyron vineyards of Marcillac, Côtes de Millau, Entraygues and Fel, Estaing
- **as well as Vins de Pays** from Côtes du Tarn, Côtes de Gascogne, Comté Tolosan, Lot, the Agen and Condom regions, Les Landes & Terroirs Landais, and Gers...(in total 22 *Vins de Pays*).
- **without forgetting the** Floc de Gascogne and Armagnac du Pays de Cocagne **AOCs**.

### Key figures for the South-West France area

5,000 Vineyards

#### Area

50,000 ha of vines

Divided 50-50 between independent winegrowers and cooperative winegrowers.

#### Employment

3,200 employees at vineyards.

500 employees at 25 cooperative wineries and 50 export merchants.

#### Output (2006 harvest)

**450 million Bottles**

Comprising 242 million bottles of white wine

and 208 million bottles of red and rosé wine

30% Appellation d'Origine wines, 45% Vins de Pays and 25% table wines

#### Value of output

A significant contribution to the wealth

of the Midi-Pyrénées and Aquitaine regions

**The value of the output of South-West wines amounts to: 1 billion Euros**

#### **Presence at VINISUD**

Total number of exhibitors in 2006: 115 exhibitors

Exhibitors in 2008: 135 in total

2008 location in hall n°7

#### **New attractions / Events/Activities/Tastings at VINISUD**

##### • **New attractions**

The new South-West inter-branch association will be presented at VINISUD under the "SOUTH-WEST FRANCE" banner. The primary objective is to create and to develop an identifiable South-West France product line.

In order to achieve that objective, a three-year strategy (2008-2010) is pending completion. Initially, this will take the form of buyer-oriented activities, operations to raise awareness among professionals and opinion formers and commercial development initiatives.

Joint promotional work is focussing upon France, the United Kingdom, Germany, Canada and the Vinisud exhibition.

##### • **Activities/tastings**

For 3 days at the exhibition, visitors will be able to sample a selection of the best vintages from the South-West region in the South-West France tasting area (room 8, hall 7, free entry).

##### • **Evening events**

18<sup>th</sup> February 2008 at Montpellier Corum - 7.30 pm

#### **Contacts**

**Information about South-West wines - [www.vins-du-sud-ouest.com](http://www.vins-du-sud-ouest.com)**

**Association Interprofessionnelle des Vins et Eaux de Vie du Sud-Ouest**

Président – Michel DEFRANCES - BP 92123 - 31 321 Castanet - Tolosan Cedex

Tel + 33 (0)5 61 73 87 06 - Fax : + 33 (0)5 61 75 64 39 - E-mail : [contact@vins-du-sud-ouest.com](mailto:contact@vins-du-sud-ouest.com)

#### **■ Wines from the Bergerac Region at Vinisud**

Thanks to the differentiation of its *terroirs* and the determination of its growers to advance the appellation's requirements, the Bergerac wine region can now offer precise segmentation of its appellations.

↳ **The regional appellations:** red Bergerac, dry Bergerac, white Côtes de Bergerac and Bergerac rosé, representing the heart of the market,

↳ **The *terroir* appellations:** the dessert wines of Monbazillac and Saussignac, the great red wines of Côtes de Bergerac, Montravel and Pécharmant, Montravel and the great Bergeracs for the dry wines; and lastly, Côtes de Montravel, Haut-Montravel and Rosette for the sweet wines.

The Vignerons de Bergerac growers started by setting themselves exacting quality goals, then enshrined them in their appellation's formal requirements.

This has meant that the very structure of the vineyards has changed in marked fashion in favour of densities greater than 5,000 vines/ha. This work in the vineyards has been accompanied by professional monitoring of production conditions; 2006 will be the scheme's third year of operation.

Work at the *terroir* level remains the Bergerac wine region's absolute priority; this takes the form of matching varieties, rootstocks and *terroirs* and also developing more appropriate cultivation techniques.

Lastly, the quality of this work is monitored using a more restrictive approval procedure and an expanded Downstream Quality Monitoring system.

### **Contacts**

**Comité Interprofessionnel des Vins de la Région de Bergerac – CIVRB - [www.vins-bergerac.fr](http://www.vins-bergerac.fr)**

1, rue des récollets – 24100 BERGERAC

Director : Vincent BERGEON - President : Paul-André BARRIAT

Press office: Marie-Pierre TAMAGNON

Tel : +33 (0)5.53.63.57.57 - Fax : +33 (0)5.53.63.01.30 - E mail : [contact@vins-bergerac.fr](mailto:contact@vins-bergerac.fr)