



• VINS DE PAYS D'OC AT VINISUD

Vin de Pays d'Oc wines have always adapted their output to meet the demands of constantly shifting global markets. They occupy the position of undisputed market leader:

Quality wines that suit consumer tastes

The approval process for Vin de pays d'Oc wines meets rigorous criteria, guaranteeing quality and traceability. The Vin de pays d'Oc range offers a unique array of 33 vine varieties. Each one expresses itself through dense and complex aromatic notes, reflecting the contrasts of Languedoc-Roussillon – South of France. Their blending potential gives free rein to the creativity of the winemaker allowing for countless wine-and-food combinations from the simplest to the height of delicacy.

The 650 million bottles sold worldwide every year adapt to global trends for quality wines that need to be distributed in innovative modern packaging and marketed at the best possible quality-price ratios.

From London to Tokyo and from New York to Berlin, not forgetting Toronto and Moscow... Vin de pays d'Oc wines are seducing a new generation of young, urban wine drinkers as well as female customers.

Key figures:

- 70,000 hectares and 2,000 winegrowing and winemaking organisations
- 1/3 of Languedoc-Roussillon vineyards by area are involved in the production of VINS DE PAYS D'OC
- 1/10 of French vineyards by area are dedicated to the production of VINS DE PAYS D'OC
- Output of 4.5 million hectolitres in 2005/2006 - A potential of 600 million bottles
- Leading French Vin de Pays by volume, out of 153 wines
- 58% of French Vin de Pays wines are VINS DE PAYS D'OC
- 88% of Vin de Pays from French vine varieties are VINS DE PAYS D'OC
- 2.6 million hectolitres exported in 2006
- Leading French exporter by volume
- 4th highest global exporter of varietal wines by volume
- VINS DE PAYS D'OC wines were drunk in 149 countries in 2006
- 3% increase in exports by volume in 2006 (v. 2005)
- 17% growth in varietal sales by volume at French hypermarkets and supermarkets in 2006 (v. 2005)
- 1/3 of Vin de Pays wines sold in hypermarkets and supermarkets are VINS DE PAYS D'OC

Presence at VINISUD

- ↳ 52 estates, cooperative wineries and businesses in 2006
- ↳ 58 exhibitors in 2008
- ↳ 2008 location in hall n° 1

New attractions/ Events/ Activities /Tastings at VINISUD

1. New attractions

Establishment of the "Brands Club" focussing upon segmentation:

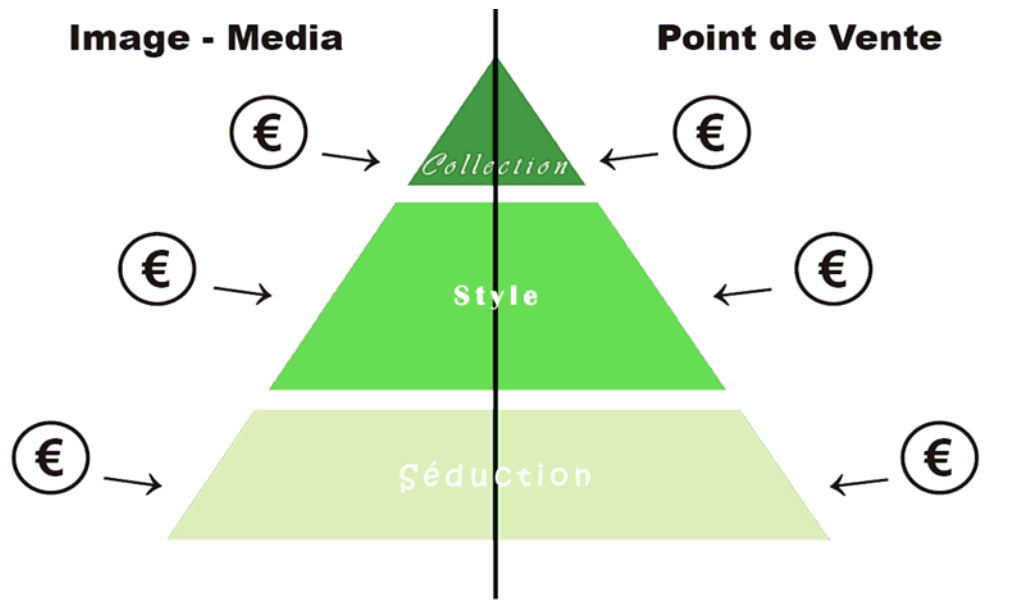
As a label, "Vin de pays d'Oc" guarantees you a product with particular qualitative characteristics for the vine variety concerned.

In 2006/2007, 5.4 million hectolitres of Vin de pays d'Oc wine, one of 151 French Vin de Pays wines, were produced in the Mediterranean region.

In order to ensure that this output continues to constitute an indisputable strength, it is now essential to:

- analyse the nature of this output,
- to structure it.

Objectives: To pursue and optimise promotion in markets (France & Export).



2. Events

Selection of Vins de pays d'Oc 2008 Collection on 18th February.

3. Activities

South of France food-and-wine combinations at the Syndicat des Producteurs de Vins de pays d'Oc ["Vins de pays d'Oc Producers' Association"] stand, in synergy with stands belonging to producers and businesses: presentation on the theme of "Gourmand'Oc" - daily from 12 noon to 1.30 p.m.

4. Tastings

Presentation and tasting of the "Seduction, Style and Collection" range at the Interprofessionnel Sud de France stand.

Presentation and tasting at the Syndicat des Producteurs de Vins de pays d'Oc stand

5. Evening events

18th February 2008: 1st "Brands Club" event attended by 16 subscribing firms, French and export buyers, national and international press, special guests and many high-profile figures.

Theme for the evening: "Using commercial brands to promote the collective Vin de pays d'Oc brand". Like Vin de pays d'Oc wine, the evening event will be staged in a setting simultaneously redolent of heritage, tradition, modernity and design.

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Syndicat des Producteurs de Vin de Pays d'Oc

Président : Jacques Gravegeal - Directeur : André Dochy

Interprofession des Vins de pays d'Oc : InterOc

Président : Jacques Gravegeal - Directeur : Florence Barthes