

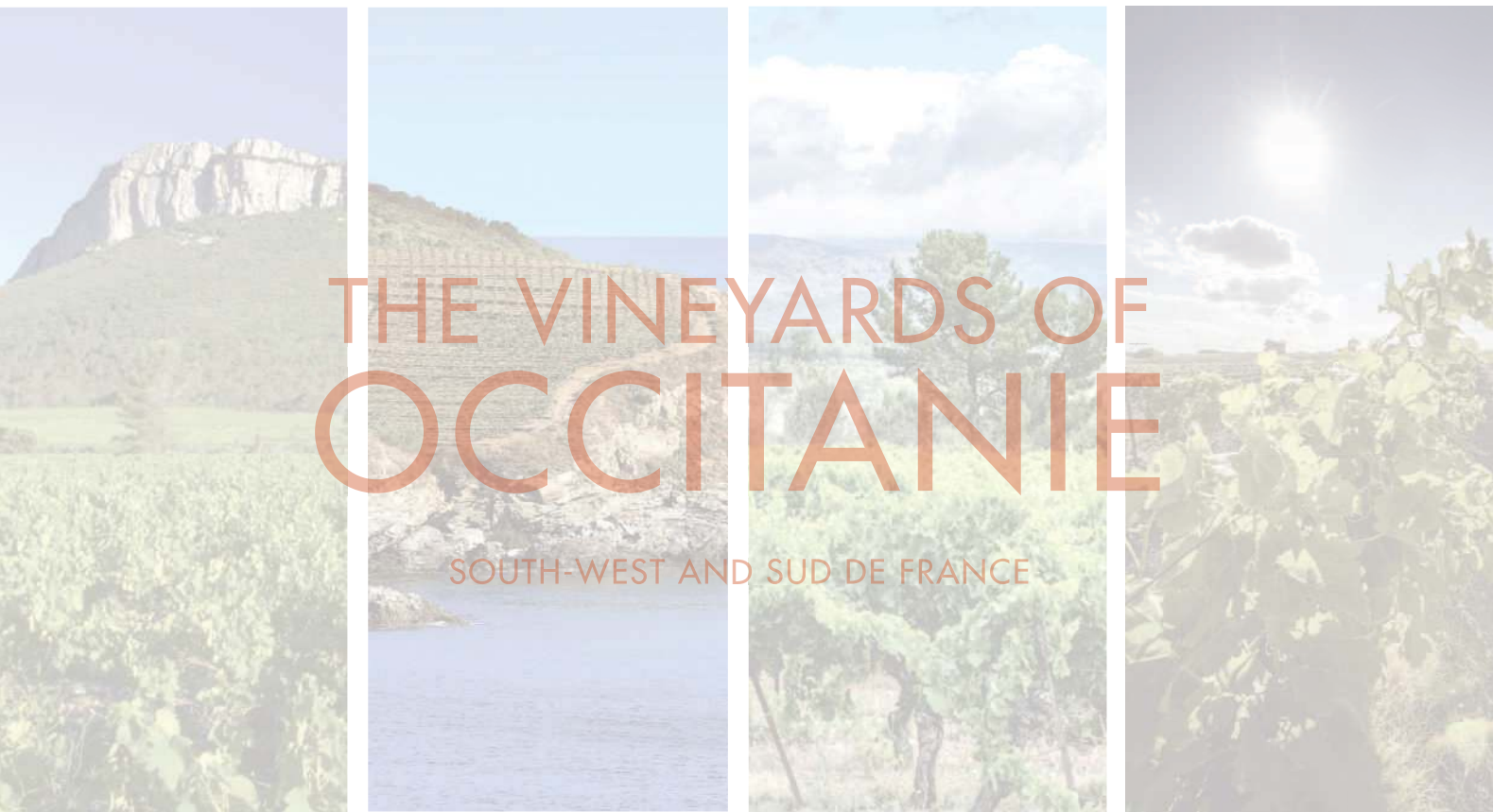
# THE VINEYARDS OF OCCITANIE

SOUTH-WEST AND SUD DE FRANCE



LANGUEDOC • ROUSSILLON •  
PAYS D'OC • SUD-OUEST





# THE VINEYARDS OF OCCITANIE

SOUTH-WEST AND SUD DE FRANCE

# the vineyards of *OCCITANIE*



## *EDITORIAL* by Carole Delga

Viticulture is a pillar of both our economy and regional agriculture. Wine forges our identity and our culture. It is closely linked to the destiny of our region: participating in our economy, culture, civilization, way of life, history and heritage. The Occitanie Region offers great diversity, with a panorama of wines in two main families: 'Sud de France' wine and the wine of the South-West.

Viticulture represents the leading sector for employment in our Region, with 100,000 jobs in Occitanie. We also have the world's biggest vineyard: 5% of total world wine production comes from Occitanie. We are the leading French region in terms of production.

Occitanie is the leading wine export region in France too, and the most dynamic in terms of growth. The export turnover of regional wines is 988 million Euros. We export around 26% of our production.

We are the world's number one vineyard for wines of origin. Appellations of origin are, more than ever, an appropriate response to challenges facing the wine industry today. It is a huge business asset, offering tremendous export opportunities.

The 'Sud de France' brand has also contributed to heightening international reputation and, since its creation, has brought extraordinary value to the export wine market.

Organic agriculture is also a major argument for promotion, and the Occitanie Region is betting strongly on this asset with already close to 1,800 organic vineyards in the region.

The Occitanie / Pyrénées-Méditerranée Region is deeply committed to sustainable, high-quality, innovative and export-oriented viticulture.

Our ambition is to be the 21st century's leading wine-producing region.



# the vineyards of *OCCITANIE*

## TWO HISTORICAL WINE-PRODUCING ZONES

**Sud de France** covers the vineyards of **Pays d'Oc, Roussillon and Languedoc**. Reputed to be one of the most beautiful vineyards in the world, Languedoc-Roussillon expresses the innate style of Mediterranean wine perfectly: the wines tell a story, reveal traditional know-how and express regional landscapes. Wine-lovers will enjoy surprising friends with Southern-scented discoveries.

Wine-experts will be seduced by the personality of these expressive wines. From varietal to more complex wines, the region offers an authentic, modern and creative selection to choose from.

**The South-West** is made up of several zones: Aveyron, Tarn, Garonne, the Lot valley, Gascony and finally the Pyrenean foothills.

The terroir is located between two mountain ranges, the Massif Central and the Pyrenees, but also between the Mediterranean and the Ocean. The vines are therefore under four different climate influences and the resulting wines have specific characteristics, all based on fresh fruit. Freshness and vivacity make the success of Gascony wines, while the easternmost continental influences give wines more of a ripe fruit touch.



## FRANCE'S NUMBER ONE WINE-PRODUCING REGION

The largest wine region in France, with a surface area of 263,000 hectares and a production volume of 14.8 million hectolitres\*, the vineyards of the Occitanie Region represent **1/3 of total French production and 5% of world production**.

The vineyards of Occitanie are undoubtedly the richest in biodiversity with three main types of landscape:

- Mountains and highlands
- Foothills and intermediate slopes
- Coastal plains

Occitanie is the only French region with 4 climate influences: Mediterranean, Oceanic, Continental and Mountainous. The exceptional sunshine of our region naturally favours the ripening of grapes, while the four great winds (Mistral, Tramontane, Marine and Autan) play an essential role as a natural bulwark against disease.

With **51 PDOs and 36 PGIs in all 13 departments**, this is the leading vineyard in the world for quality labels. A strong regional identity, offering a wide range of wines in all three colours, unique aromatic diversity and excellent value for money.

Occitanie is also **France's leading organic wine-producer**, with 1,557 organic vineyards and 23,303 hectares of vines, representing one-third of all French organic vineyards.

The vineyards of Occitanie are also popular tourist destinations, offering an incredible diversity of vine and wine-related activities and services. One in three tourists visiting the region lists wine and gastronomy as the main reasons for a stay in Occitanie.

A key sector for the Occitanie destination, wine-tourism carries the values of lifestyle and the quest for meaning, sharing and experiencing, and is perfectly in tune with the expectations of today's tourists.

\*source agriscope 2018

# *Sud de France vineyards*

## *PAYS D'OC • ROUSSILLON • LANGUEDOC*

### PAYS D'OC

**120,000 hectares of vineyards** between sea and mountains. From the Camargue to the Pyrenees, the sunny roads of wine taken 26 centuries ago by the Greeks and Romans, are now those of **13,000 dynamic winemakers** spread over four departments (Hérault, Aude, Gard, Pyrénées-Orientales) and six municipalities of the Lozère. Since August 1st 2009, Pays d'Oc wines have carried an official quality label: **Protected Geographical Indication (PGI)**. This is a 100% guarantee of the origin of the wines produced under this denomination. For Pays d'Oc winemakers, this official recognition crowns thirty years of intense labour in the Pays d'Oc production area, and the new label incorporates the innovative concept of varietal wines into its specifications. This is the foundation of Pays d'Oc, with **58 authorized grape varieties and 100% of Pays d'Oc PGI wines are tasted and certified.**

### LANGUEDOC

**In a region flooded by the sun and swept by headwinds** (sea breezes and Tramontane winds), the strictly limited terroir of Languedoc AOPs benefit from Mediterranean influences, which diminish the further they are from the coast. Over the 40,000 hectares of vines, with **23 Languedoc appellations and 13 regional denominations**, no two wines are alike, except for one ancient, unerring common factor: the Mediterranean. The vineyards of the Languedoc appellation extend to the foot of the massifs of the Cevennes and Causses in the north, and to the Pyrenees in the south. The vineyards cover 4 departments, mainly Aude, Hérault, Gard, but also reach as far as the Pyrénées-Orientales, with the new regional AOP Languedoc appellation zone. The area is so large that there is a great diversity of terroir, each with their specific soils, climates and grape varieties. The harmonious combination of natural components makes for unique wines. **The Languedoc vineyard also has 3 Departmental PGIs and 16 Territorial PGIs**, representative of the cultural and natural components of the vineyard: sites and heritage, nature and also the wine-growers themselves, who have been working to produce quality wines for many generations.

### ROUSSILLON

**The Roussillon is a sea-facing amphitheatre**, dominated by hills, often difficult to cross, that separate it from neighbouring provinces. Geologically, Roussillon is a troubled area that underwent profound upheavals during the Tertiary and Quaternary eras. After the rise of the Pyrenees, the southern and northern parts of the Pyrénées-Orientales department experienced a very different evolution. As a direct result of the numerous upheavals, **the variety of soils and subsoils** allows for interesting geological trails, each main area itself divided into a multitude of terroirs, with distinct characteristics. **With 14 AOP / PDO and 2 PGIs**, mainly based on 25 different grape varieties, **Roussillon wines offer incredible diversity.**

## *vineyards of the* ***SOUTH - WEST***

The vineyards of South-West France range from the **Massif Central highlands to the foothills of the Pyrenees**, and from the banks of the Garonne river to the Atlantic beaches of the Basque Country. Composed of several subsets, the area is grouped into six parts: the Pyrenean foothills, Gascony, the Garonne, the Tarn, the Lot valley and the Aveyron. From river plains to gently sloping hillsides, mountain foothills to sandy moors, **the diversity of landscapes** here has favoured the emergence of vineyards, each with their own, individual character.

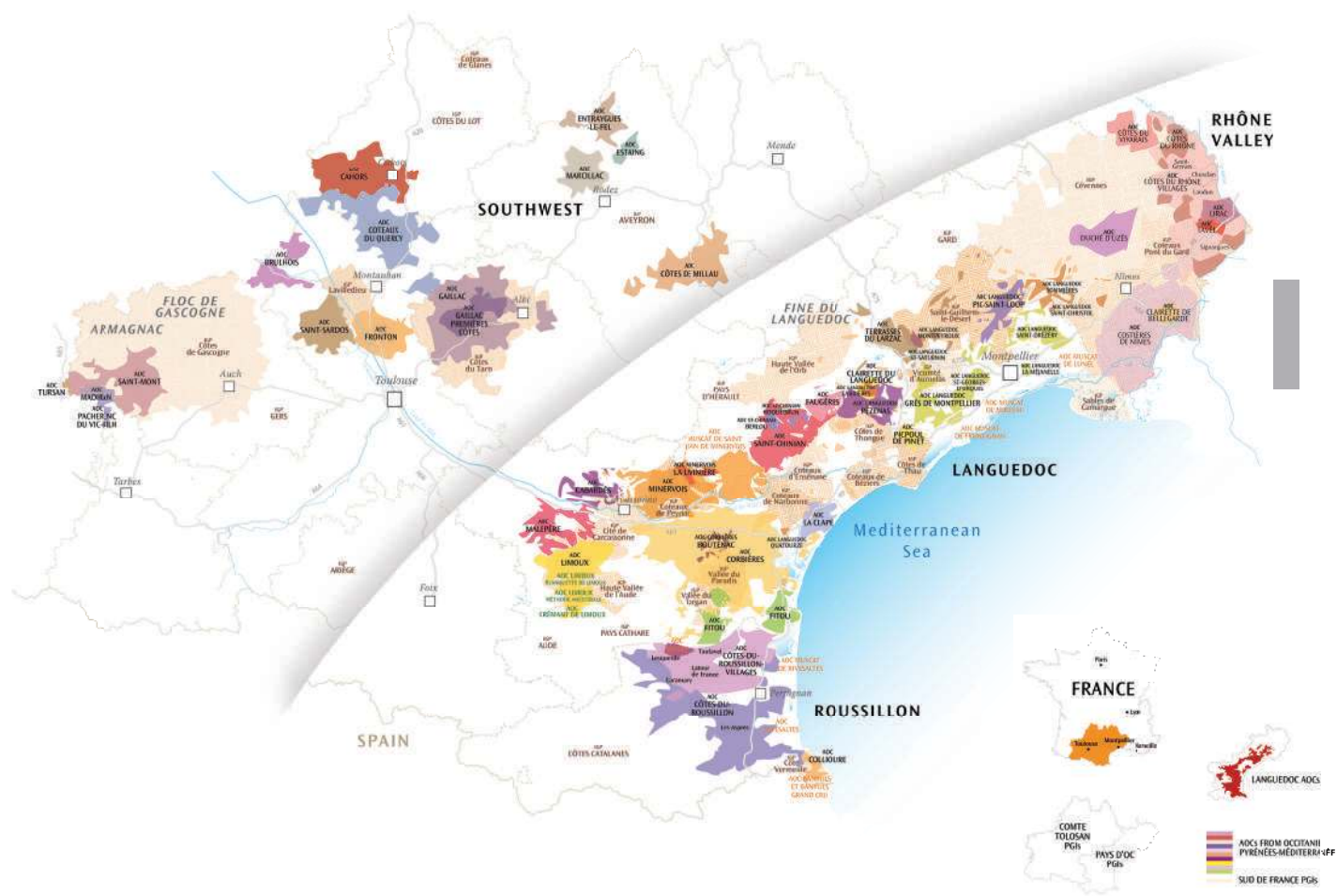
History and pedoclimatic constraints have combined **to produce a terroir with multiple, incredibly diverse scope.**



The South-West wine-producing area covers almost the entire former Midi-Pyrénées region, including Pyrénées-Atlantiques, southern Landes and some other enclaves in Aquitaine. The South-West is a veritable reservoir for biodiversity with nearly **300 grape varieties, 120 of which are indigenous.**



# the vineyards of *OCCITANIE*



*Occitanie,  
France's number 1  
wine-producing region*

# Sud de France brand

## GIVING IMPETUS TO COMPANIES IN OCCITANIE / PYRÉNÉES-MÉDITERRANÉE

The goal of the brand, launched in 2006, is to act as an economic development tool for companies and producers in the Occitanie region. Sud de France brand membership is free and voluntary; the adhering company will become a part of an exceptional regional momentum, both in France and abroad.

In addition to local and national-level action, both in supermarkets and smaller networks, Sud de France has guided the long-term positioning of wines and other regional products on international markets. In northern and western Europe, the United States, Canada and China, regional wines and regional products are gradually becoming more and more popular on store shelves, restaurant menus and at the consumer's table. This is evidenced by the exceptional international performance of the region's wines since the creation of the brand.

The key to success? Quality products: with 24 specifications guaranteeing quality, know-how and origin, committed professionals and brand-specific dynamics, based on the regional economic development agency AD'OCC and the international representation of the Maisons de la Region.

Under a common banner, the Sud de France brand covers viticultural, agricultural and agri-food production from the Occitanie region. It is carried by more than 9,500 products, produced by 1,450 agricultural, wine-growing and agri-food businesses.

Supported by the regional umbrella brand Sud de France, the wines of Languedoc, Roussillon and PGI Pays d'Oc, have performed exceptionally on the export market. The outstanding performance is justified by a sound quality/price ratio, supported by the impetus of the Sud de France brand and the support of inter-professional institutions (CIVL, CIVR and INTEROC).



## ADVANTAGES

Collective, regional identification of wine, farm and agri-food products for professionals.

- Specific identification for brand segments for "Sud de France produced in Occitanie" for products meeting the brand's "classic" specifications, "Sud de France excellence of Occitanie" for products under the Official Sign of Quality and Origin (SIQO), or "Sud de France Bio Occitanie" for organic products.

- Pooling of resources, networks, markets, and even products, but also talents and skills, for greater economies of scale.

- Collective and impactful promotion ensured by the Occitanie / Pyrénées-Méditerranée Region throughout the territory, as well as national and international trade fairs.

- A set of communication tools dedicated to trade professionals and consumers (magazine, online platform, website, food trucks, etc.).

## TESTIMONIALS

### **"The Sud de France brand attracts visitors"**

Norbert Gaiola, Director of Saint-Chinian winery, Hérault: "I've been attending ProWein for almost five years now. I go there to meet my European customers. We have no choice, we must be there. It is an incredible wine fair, and you realize that just by crossing the halls that lead to the Sud de France stand. There are over 6,000 exhibitors at the fair! Fortunately, our Sud de France brand attracts visitors. In an international fair like this, the Sud de France brand allows us all to be much more visible."

### **"The actions of Sud de France bring us new business contacts"**

Olivier Coste, Sales Development Manager for Montrose estate, Pézenas, Hérault:

"We joined the brand at its launch in 2006. Sud de France makes sense, and speaks to everyone, including international markets. We wanted to be a part of its strong identity. We regularly participate in events such as the International Business Forum in Montpellier, and prospecting missions abroad. The different actions of Sud de France bring us new contacts, and are very well organized, with hand-picked buyers. We all gain from the dynamism of the brand."

# vineyards *of the Région Occitanie*

# *PAYS D'OC IGP*

## VINS PAYS D'OC PGI: 26 CENTURIES OF WINE-GROWING TRADITION

In the Pays d'Oc, Man and vine attest to one of the richest histories of wine-growing tradition. For 26 centuries, the Pays d'Oc has lived to the rhythm of trading and cultural exchange in the Mediterranean.

The Greeks, then the Romans, quickly felt the fabulous potential of the land and planted a vineyard that has been with us since the 1st century, as lauded by Pliny the Elder or Strabo. The ancient Roman road, the "Voie Domitienne", follows the Pays d'Oc vineyard for over 200km, testifying to the development of the vineyard and the spread of wine, throughout the Roman Empire. The Pont du Gard bridge, the Arena and Maison Carrée in Nîmes all contribute to strengthening the heritage of the Pays d'Oc.

Later, the Pilgrims of Santiago de Compostela crossed the Pays d'Oc on the road to Galicia, and built a network of abbeys, in which monks refined the winemaking processes still used today. The hospitality duties of monks led to the abbeys being renamed "Pater Vinearum", or "Fathers of the Vines".



Under the Ancient Regime, Pays d'Oc wines were served at the table of the Kings of France. The development of markets with Northern Europe boosted trading at the time. Under the reign of the Sun King Louis XIV, Paul Riquet built the Canal du Midi, connecting the Mediterranean to the Atlantic. Now a UNESCO World Heritage Site, the canal opened an important window for Languedoc and Roussillon wines towards the North Sea. Demand soared, and the vineyard quickly spread from the hillsides down to the plains.

In the 19th century, the vineyard quickly recovered from the ravages of a violent Phylloxera outbreak.

In the 70s and 80s, international markets opened, leading wine-growers to restructure their vineyards. The move

towards varietal wines in the Languedoc-Roussillon, driven by winemaker Jacques Gravegeal and dynamic entrepreneur Robert Skalli, reflects the successful relationship between production and trading.

In 1987, Languedoc winegrowing was awarded an innovative, international outlet with the creation of a new segment: the "Vin de Pays d'Oc" label, which then became "Pays d'Oc Protected Geographical Indication", in 2009.



## PAYS D'OC TERRITORY

The Pays d'Oc Vineyard extends over the 4 departments of the Languedoc-Roussillon wine area in greater Occitanie region: Pyrénées-Orientales, Aude, Hérault, Gard and 6 towns in the south of the Lozère. Located in an arc along the Mediterranean, it unfolds from the Spanish border to the Rhone delta.

Its 120,000 hectares offer great diversity of landscapes and contrasting climate conditions. Its topography, arranged in Mediterranean-facing terraces, is a harmonious blend of mountains and high plateaux, foothills and intermediate plateaux, and coastal plains.

The Pays d'Oc enjoys a Mediterranean climate and is subject to Atlantic influences to the west and continental influences to the east. Four strong winds blow in this region: the Mistral, Tramontane, Marin and Autan winds. The favourable climate conditions ensure healthy vines and natural ripening of grapes.

A mosaic of soil types gives Pays d'Oc PGI wines their distinctive character: clay-calcareous, limestone, gneiss, shale, low-lying hill pebbles...



## PRODUCT RANGE:

### PAYS D'OC PGI: THE REFERENCE IN QUALITY-CERTIFIED, FRENCH VARIETAL WINES

> 94% of the Pays d'Oc PGI range is devoted to single-varietal wines, that is to say, wines which are made with 100% of the same grape variety. Indeed, varietal wines, of which there are 58, are the DNA of the label. The spectrum is wide, with world famous grape varieties: Merlot, Cabernet Sauvignon, Chardonnay, Sauvignon, Viognier, etc. but also, some lesser-known grape varieties, some with a distinctly Mediterranean accent: Grenache, Vermentino, Syrah, Carignan, etc. The diversity of grape varieties brings infinite aromatic expression to the wine.

Pays d'Oc PGI production volume is constant and each vintage produces between 5.5 million and 6 million hectolitres, in three colours. Red wine predominates for 52% of production, followed by white at 25%, and rosé at 23%.

> On August 1st 2009, the European reform of the Common Market Organization laid out the guidelines for wine segmentation. This is how Pays d'Oc became a Protected Geographical Indication, reporting to the INAO (National Institute of Origin and Quality).

> Consistent sourcing coupled with consistent quality, is a result of the rigorous certification and traceability standards, imposed by the Pays d'Oc winemakers themselves. Stringent Specifications and Control Plans are a surefire guarantee of quality and traceability for the consumer.

The Pays d'Oc PGI Wine Producers' Union - a Defence and Management body - carries out **administrative and organoleptic controls** on 100% of all operators and wines with Pays d'Oc PGI certification.

Every year, 18,000 vats are sampled for inspection by Union agents. They are tasted anonymously by a Control Commission, with 350 tasters divided into 3 colleges: technicians (oenologists, brokers), operators (winemakers and traders), "users" (sommeliers, consumers, etc.).

Non-conformity of wine leads to loss of the Pays d'Oc PGI label. In case of conformity, the wine obtains a "passport", for marketing purposes, and only then can the wine be labelled "Pays d'Oc PGI".

The certification process is audited and guaranteed throughout the year by **Bureau Veritas Certification France**.



## KEY FIGURES

Today, with **production volume of 6 million hectolitres**, Pays d'Oc PGI represents over **50% of total wine production in the Languedoc-Roussillon**, as compared to 34% in 2006. Turnover generated by the bulk wine market (85% of production) has more than doubled since 2000, and sales are spread evenly between the national (52%) and export (48%) markets.

**1200** private wineries

**175** cooperative wineries with **12,000** wine-growers

**120,000** hectares of vineyards of 236,000 hectares farmed in the Languedoc-Roussillon wine-growing area

**58** authorized grape varieties in three colours

**73%** of Pays d'Oc PGI wines represent 73% of all PGI wines produced in France

**94%** of French PGI varietal wines are Pays d'Oc PGI, otherwise said, 9 out of 10 bottles.

**1.8** : in 2018, French retail sales of Pays d'Oc PGI wines represented 1.8 million hectolitres, or 240 million bottles

**1<sup>st</sup>** : Pays d'Oc PGI is the leading French exporter of still wine in volume.

**2.4** : in 2018, Pays d'Oc PGI exports exceeded 2.4 million hectolitres in 170 countries, the equivalent of 320 million bottles

**1<sup>st</sup>** world label of varietal wine with geographical indication (GI)

**1<sup>st</sup>** French GI producer of rosé in large quantities

**1<sup>st</sup>** French GI organic wines sold on the French retail market

**24** bottles of Pays d'Oc PGI wine sold somewhere in the world every second!

## IDENTITY

In 2009, measuring the need to preserve its wine-growing territory while respecting human beings, Pays d'Oc PGI initiated a program of **sustainable development and Corporate Social Responsibility (CSR)**: "Pays d'Oc Vineyard In Progress®". The CSR approach is based on action plans for volunteer companies and the development of dedicated reference tools. As part of the co-construction of a specific CSR framework for the wine sector, Pays d'Oc PGI has promoted and co-facilitated the adaptation of the ISO 26000 standard for the wine industry, under the aegis of AFNOR standardization.

> **Grape varieties resistant to fungal diseases** (Mildew, Oidium) is a promising avenue for sustainable viticulture. The idea deserves support as it corresponds to a farming system which reduces use of phytosanitary products, while respecting consumer expectations.

The INAO is currently studying a request by five resistant grape varieties for inclusion in the Pays d'Oc PGI specifications, as promulgated by the Ministerial Decree of April 19th 2017:

- Cabernet Cortis (red and rosé wine)
- White Cabernet, Muscaris, Soreli, Sauvignier Gris (white wine)

> **A Regional Wine Sector Plan**, signed in October 2018 by stakeholders and members of the Occitanie wine world, opens up perspectives for pooling environmental objectives. Organic viticulture, Terra Vitis and High Environmental Value are among the new challenges that the vineyard will have to meet so as to be part of a global CSR and Green approach, favoured by the exceptional pedoclimatic context.

As in the past, the wine-growing region of Languedoc-Roussillon is setting out once again to show the world its ability to innovate







# vineyards *of the Région Occitanie*

# ROUSSILLON AOP & IGP

## HISTORY OF THE VINEYARD

In the 7th and 8th centuries before the Christian era, Greek sailors were engaged in profitable coasting trade. With one of their cargo vessels, the Iron of the Pyrenees, they often came to anchor in the creeks of the Vermeille Coast. The Canigou, an easy landmark at an altitude of 2,800m, guided them, and became the highest mountain in their world.

During the temporary colonization, they settled in the vineyards. Pliny the Elder testifies to their presence at the foot of the Pyrenees, with an ode to the sweet wines of the area.

In the 13th century, Arnau de Vilanova, a doctor from the Kingdom of Mallorca, invented the miraculous marriage of "the liquor and eau-de-vie of grapes", thus discovering the secret of fortifying wine (mutage).

From 1936, Roussillon Natural Sweet Wines (VDN) were the first to benefit from the Appellation of Controlled Origin regime.



## GEOGRAPHICAL LOCATION

Mediterranean par excellence, the climate of Roussillon is characterized by hot summers, mild autumns and winters, and rainfall concentrated during the autumn and spring months. With more than 2,500 hours of sunshine a year, and ideal temperature variations... every other day, the vineyard is swept by the Tramontane, a dry northerly wind, bringing exceptional sanitary conditions in its wake.

France's southernmost vineyard, located in the Pyrénées-Orientales at the gateway to Spain, Roussillon

represents a natural amphitheatre, nestling between the Mediterranean and the mountains.

From Maury schists in the heart of the Agly valley, to the vineyards of Collioure and Banyuls with their sea-facing terraces, through the stony, clay soils of Aspres, each terroir offers its very best in order that the grapes express their full potential and character.

The Roussillon undoubtedly has some of the oldest vines in the world.



## THE RANGE OF ROUSSILLON WINES

The wines of Roussillon come mainly from 25 different grape varieties with some flagship names: Grenache Noir, Blanc and Gris, Lladoner Pelut, Carignan Noir, Blanc and Gris, Syrah, Mourvèdre, Macabeu, Malvoisie, Muscat Petit Grains, Muscat d'Alexandrie.

This multiplicity offers a wide range of **dry wines** (9 AOP and 2 PGI) in perfect harmony with the organoleptic trends between 2010-2020, for identifiable wines with soft tannins, Mediterranean generosity, and a fresh finish for optimal drinkability.

AOP Collioure: facing the Mediterranean Sea, the appellation is located on hillside schist terraces. It offers a trilogy of colourful wines, both powerful and generous.

AOP Côtes du Roussillon: sunshine, freshness of the terroirs of altitude, Mediterranean influences, garrigue ... the Côtes du Roussillon white, rosé and red wines, symbolize the wealth and diversity of the Roussillon.

AOP Côtes du Roussillon Villages: vinified exclusively in red, these wines with strong character open onto a veritable whirlwind of flavour.

AOP Côtes du Roussillon Villages (Caramany, Latour de France, Les Aspres, Lesquerde, Tautavel): here the five complementary geographical denominations pool their expertise to promote recognition of the expression of their terroir. Wines are powerful, with character which becomes more refined after a few years of maturing.

AOP Maury sec: located at over 200m of altitude, Grenache Noir rules the appellation, producing red wines in which fruitiness, structure and texture blend harmoniously.

Côtes Catalanes PGI: single-varietal or blends of Mediterranean and/or oceanic grape varieties. The PGI boasts an iconic and confidential wine: Rancio sec.

Côte Vermeille PGI: located on the vertiginous slopes of the Côte Vermeille, the PGI remains confidential. However, we love to discover or rediscover the Rancio sec.

The 5 AOP **Sweet Natural Wines**, Banyuls, Banyuls Grand cru, Maury, Rivesaltes and Muscat de Rivesaltes, are produced from only the most noble grape varieties: Grenache, Macabeu, Malvoisie, Muscat Petit Grains and Muscat d'Alexandrie.

#### Le vignoble du Roussillon AOP Vins Doux Naturels

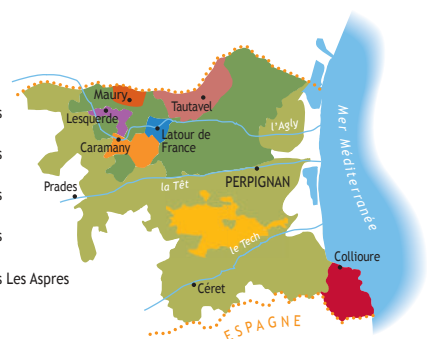
- AOP Maury Doux
- AOP Banyuls et Banyuls Grand Cru
- AOP Rivesaltes et Muscat de Rivesaltes

NB : L'aire du Muscat de Rivesaltes couvre également l'aire de Banyuls & Banyuls Grand Cru et celle de Maury.



#### Le vignoble du Roussillon AOP Vins Secs

- AOP Collioure
- AOP Côtes du Roussillon
- AOP Côtes du Roussillon / Côtes du Roussillon Villages
- AOP Côtes du Roussillon Villages Latour de France
- AOP Côtes du Roussillon Villages Lesquerde
- AOP Côtes du Roussillon Villages Caramany
- AOP Côtes du Roussillon Villages Tautavel
- AOP Côtes du Roussillon Villages Les Aspres
- AOP Maury Sec



NB : Les IGP Côte Vermeille couvrent l'aire de l'AOP Collioure. Les IGP Côtes Catalanes couvrent le reste du département.



## IDENTITY

Roussillon wine-growers proudly carry on the Mediterranean tradition of Sweet and Natural Wines. Wine here is vinified according to the principle of mutage, consisting of adding alcohol of vinous origin, neutral and at 96% volume, to the must during alcoholic fermentation, in a proportion of 5 to 10% of the volume of the fermenting must. The process stops yeast in its tracks, before it turns the sugar into alcohol. In this way, Natural Sweet Wines retain some of the natural sweetness of the grapes.

Muscat de Rivesaltes, Rivesaltes Grenat, Maury Grenat and Banyuls Rimage are protected from oxidation so as to preserve their freshness and fresh-fruit aromas.

The wine-making process for other Natural Sweet Wines, is carried out using the oxidative technique in vats, barrels or demi-muids, by draw-off, or on a smaller-scale, in barrels or glass bottles placed outside, where they are exposed to direct sunlight and all-weather conditions, providing a unique method of ageing.

Old vintage Natural Sweet Wines, very mature or Rancio, are oenological exceptions, and are magnified after very long ageing periods. True treasures of time, some of which are still in the cellar since the end of the 19th century, have developed aromas of incredible subtlety and complexity.

Amidst the Côtes Catalanes and Côte Vermeille PGIs, there is the reputed Rancio sec, which is a typical, ancestral wine, matured in an oxidative environment for at least 5 years. White or red at first, with time the wine becomes dark amber, sometimes walnut brown, with a characteristic golden hue.





## Key figures

(FIGURES FROM THE 2017-2018 SEASON)

**2 200** wine-producers:

- over 360 private wineries
- 29 cooperative wineries
- 102 wine merchants

**21 000 ha** of vineyards with:

- 8,500 ha of AOP dry wines
- 6,300 ha of AOP Natural Sweet Wines
- 5,500 ha of PGI dry wines

**690 000 hl** produced:

- 280,000 hl of AOP dry wines
- 140,000 hl of AOP Natural Sweet Wines
- 220,000 hl of PGI dry wines

**78 %** produced in dry wines

**22 %** produced in Natural Sweet Wines

Average yield: **33 hl/ha**

The Roussillon produces **80 %** of the total national production of Natural Sweet Wines

### SALES

**75** million bottles sold, of which 71% dry wines.

AOP dry wine sales breakdown:

- Retail and wholesale: 43%
- Direct sales: 32%
- Restaurant and catering: 13%
- Wine cellars: 12%

### EXPORT (FIGURES FOR 2017)

**7,1** million bottles in AOP - **20 %** of dry wine volumes

Top 3 export markets for dry wines:

- China: 17%
- USA: 15%
- Belgium: 14%









# vineyards *of the Région Occitanie*

# LANGUEDOC

## HISTORY OF THE VINEYARD

The history of the Languedoc vineyards with the Greeks, in the distant past, and continued under the impetus of the Romans. The construction of the Canal du Midi during the 17th century, kick-started vineyard production. In 1938, the INAO recognized AOP Blanquette de Limoux, but it was only after 1945 that the vineyard and its extraordinary terroir, were officially recognized by the national authorities.

Selection and research into the characterization of terroir, new methods of vineyard management, control of yield and modernization of wineries and winemaking, have all led to an extraordinary leap in quality.

The strategy has resulted in the classification of Languedoc vineyard production under various Appellations of Controlled Origin, guaranteeing the quality and authenticity of wines. AOP Languedoc, the regional appellation, led to the birth of 17 “Great wines of Languedoc” and 5 “Terroirs of Ambition” appellations, paying witness to the unequalled quality momentum of the Languedoc appellations.

PGIs (Protected Geographical Indications) are structured around the three departmental PGIs: Aude, Hérault and Gard, with 16 Oc and Territorial PGIs. The territories cover larger areas than the AOP, and the specifications are more flexible, allowing for alternatives and innovation: original blends, new grape varieties (e.g. Marselan or Caladoc).

## GEOGRAPHICAL LOCATION

The vineyards of AOP Languedoc and PGI Sud de France: ideal natural conditions for vines.

**An amphitheatre of gentle mountains** from the shores of the Mediterranean to the foothills of the Massif Central and Pyrenees. These hillside terroirs are home to the appellation vineyards.

**More than 320 days of sunshine per year:** for optimal, natural maturity of grapes and great regularity of vintages.

**Very little rain,** especially during the growing season (April to October), means healthier grapes. Major underground water reserves (Cévennes, Causses, Black Mountain and Pyrenees) keep the vines refreshed naturally.

**Complementary winds:** the Tramontane, Cers or Mistral (a dry, northerly wind) winds, keep the vines dry and disease-free. Sea breezes (moist winds from the sea) promote the ripening of the grapes.

**Great diversity of soils:** clay-limestone soils generally produce structured, full-bodied wines, shale provides minerality and elegance, sandstone accentuates the roundness of fruit, and stony soils (rolled pebbles and gravel) act as natural regulators for day-time heat and night-time freshness.



## PRODUCT RANGE

Languedoc Appellations are built around the Regional appellation:

**AOP LANGUEDOC: white, rosé, red, with 11 denominations:**

AOP Languedoc Cabrières: rosé and red; AOP Languedoc Grès de Montpellier: red; AOP Languedoc La Méjanelle: rosé and red; AOP Languedoc Montpeyroux: rosé and red; AOP Languedoc Pézenas: red; AOP Languedoc Quatourze: rosé and red; AOP Languedoc Saint Christol: rosé and red; AOP Languedoc Saint Drézery: rosé and red; AOP Languedoc Saint Georges d'Orques: red; AOP Languedoc Saint Saturnin: rosé and red; AOP Languedoc Sommières: red

**Sub-regional appellations: GREAT WINES OF THE LANGUEDOC:**

AOP CABARDES: rosé and red; AOP CLAIRETTE DU LANGUEDOC: white; AOP CORBIERES: white, rosé, red and the denomination: AOP Corbières Durban: red; AOP LIMOUX: white and red; AOP MALEPERE: rosé and red; AOP MINERVOIS: white, rosé, red; AOP PIC SAINT LOUP: rosé and red; AOP PICPOUL DE PINET: white; AOP SAINT CHINIAN: white, rosé, red and the denomination AOP Saint Chinian Berlou: red and AOP Saint Chinian Roquebrun: red ; AOP TERRASSES DU LARZAC: red.

**Communal appellations:**

AOP CORBIERES BOUTENAC: red ; AOP FAUGERES:



white, rosé, red; AOP FITOU: red; AOP LA CLAPE: white and red; AOP MINERVOIS LA LIVINIÈRE: red.

The appellations of Corbières-Boutenac, La Clape, Pic Saint Loup, Minervois La Livinière, Terrasses du Larzac, Collioure and Maury make up the group **TERROIRS OF AMBITION**.

**Appellations for sparkling wines:** AOP BLANQUETTE DE LIMOUX: white; AOP CREMANT DE LIMOUX: white and rosé; AOP LIMOUX METHODE ANCESTRALE: white

**Appellations for Natural Sweet Wines:** AOP MUSCAT DE FRONTIGAN: white; AOP MUSCAT DE LUNEL: white; AOP MUSCAT DE MIREVAL: white; AOP SAINT JEAN DE MINERVOIS: white

The Protected Geographical Indications of the vineyards of the Languedoc, are organized as follows:

**Territorial PGIs:**

**Sites and Heritage:** CITE DE CARCASSONNE; COTEAUX DE BEZIERS; COTEAUX D'ENSERUNE; COTEAUX DE NARBONNE; COTEAUX DU PONT DU GARD; SAINT GUILHEM LE DESERT, with an extra mention for Cité d'Aniane.

**Natural areas:** CEVENNES; COTES DE THAU, with an extra mention for Cap d'Agde; HAUTE VALLEE DE L'AUDE; HAUTE VALLEE DE L'ORB; VALLEE DU TORGAN; VALLEE DU PARADIS

**History of Man:** COTEAUX DE PEYRIAC, with extra

mention for Hauts de Badens; COTES DE THONGUE; LE PAYS CATHARE; VICOMTE D'AUMELAS, with an extra mention for Vallée Dorée.

**Departmental PGIs:** AUDE; HERAULT; GARD with 25 extra mentions.

**Typical grape varieties adapted to each terroir:**

**Red and rosé wines:** Syrah, Grenache, Mourvèdre, Carignan, Cinsault only, for many Appellations, along with Atlantic or northern varieties, Cabernet sauvignon and Franc, Merlot, Malbec, Marselan, Pinot.... for the PGIs and some appellations.

**White wines:** Grenache blanc, Clairette blanche, Bourboulenc, Viognier, Piquepoul, Marsanne, Roussanne and Vermentino, mainly for the AOP, along with Sauvignon, Chardonnay, etc. for the PGIs.

**Sparkling wines (Limoux):** Mauzac, Chenin, Chardonnay, Pinot noir.

**Natural Sweet Wines (Muscats du Languedoc):** Muscats à petits grains.



## Languedoc and Roussillon vineyard





## IDENTITY

### SUSTAINABLE DEVELOPMENT:

The Languedoc offers a wide diversity of terroirs, which are remarkably conducive to wine-growing. The climate here is also ideal for the production of wines with High Environmental Value (organic, biodynamic, sustainable agriculture, or other eco-friendly labels).

The Languedoc is a natural, protected, wild environment, where biodiversity is an incomparable advantage and asset. The Languedoc vineyards are pioneers and leaders in sustainable development and the maintenance of biodiversity. Many initiatives are emerging here: reforestation of hedgerows, introduction of predatory species to pests, etc. Research into resistant grape varieties (natural resistance to fungal diseases of the vine) is progressing fast. The protection of water resources (use of shades in the vineyards, deployment of ancient grape varieties deemed more drought-resistant, etc.) is also a major challenge.

The CIVL operates an online platform listing sustainable development initiatives: <https://dvpt-durable-languedoc.com/projects> also accessible from the website homepage: [languedoc-wines.com](https://languedoc-wines.com)

### ROSÉ WINE

For both PGI Sud de France and AOP Languedoc, rosé wine has been a top seller in recent years.

In France now, more than a third of all rosé wines sold comes from Languedoc-Roussillon, and the Export sector is a major outlet for AOP Languedoc and PGI Sud de France.



## Key figures

### THE VINEYARD IN 2018

Number of AOP and PGI: **23** AOP Languedoc and **20** PGI Sud de France

AOP vineyards: **38,900 ha**  
PGI vineyards: **24,000 ha**

Breakdown in colours:

For AOP Languedoc:	Pour les IGP :
<b>66%</b> red	<b>53%</b> red
<b>16%</b> rosé	<b>38%</b> rosé
<b>18%</b> white	<b>9%</b> white

### COMPANIES IN 2018

**20 000** wine-production sites, of which **3,000** private wineries, **500** traders and **200** cooperative wineries.

The vineyards of the Languedoc represent **78%** of organic vineyards in the Occitanie region: **22,243 ha** in production and **5,829 ha** in conversion.

**37%** of French organic production comes from the vineyards of Occitanie.

### SALES

> French sales of AOP Languedoc wine: **802 376 hl, 107 million** bottles

Of which:

**62%** retail trade  
**27%** traditional channels, wine specialist stores and catering  
**11%** direct sales from the estate

> Export sales of AOP Languedoc wine: **470,800 hl, 63 million** bottles

> Domestic sales of PGI Sud de France wine: **1,068,743 hl, 143 million** bottles

> Export sales of PGI Sud de France wine: **351,500 hl, 77 million** bottles







# vineyards *of the Région Occitanie*

## SOUTH-WEST



### THE SOUTH-WEST HAS A STUNNINGLY RICH SPECTRUM OF UNIQUE VINEYARDS

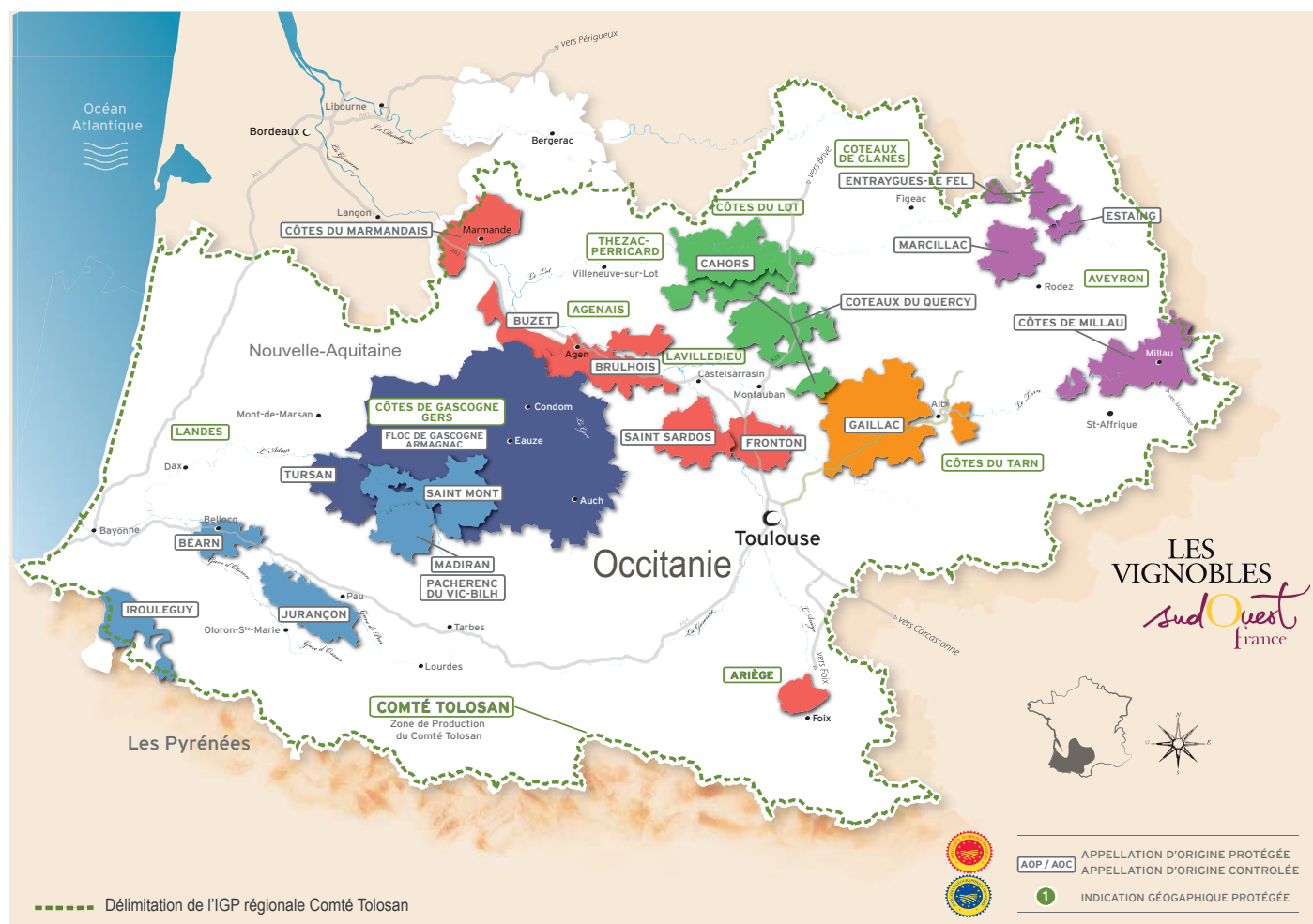
300 grape varieties are referenced in the South-West, 120 of which are indigenous.

These ancient varieties...Negrette, Duras, Tannat, Malbec, Cabernet Franc, Fer Servadou and Abouriou...offer original flavours, which are the stamp of the personality of the Southwest's red wines. Colombard, Mauzac, Petit and Grand Manseng, Petit Corbu, Ondenc and Len de l'el, are behind the region's charming dry, sweet white wines and liqueurs.

The indigenous grape varieties of the South-West also represent a reservoir of biodiversity, guaranteeing optimal adaptation to climate change.

In partnership with several scientific organizations (INRA and IFV - V'innopôle South-West), the IVSO is also involved in the search for grape varieties which are resistant to vine disease and drought conditions. Such grape varieties will help to reduce - for the benefit of consumers and growers - use of phytosanitary products.

### MAP



Le bassin viticole Sud-ouest est historiquement sur deux régions l'Occitanie majoritairement et la Nouvelle Aquitaine.



# WINE PRODUCTION AREAS

## THE AVEYRON

The Aveyron unveils breathtaking landscapes, with an incredible wealth of culture and architecture, as well as a deep-rooted tradition of local gastronomy. At the crossroads of three climate influences - oceanic, Mediterranean and continental - the area offers original wines, from unusual grape varieties, including Mansoi. The vineyards are mainly located on the steep slopes of hillsides, or on terraces at up to 600m altitude.

## THE TARN

Located to the North-east of Toulouse, on the banks of the river Tarn, the vineyard is subject to oceanic and Mediterranean influences, and produces a wide diversity of wines. Gaillac surprises wine-lovers by its wide spectrum of flavour: dry or sweet red, rosé and white wines, as well as sparkling wines produced from grape varieties such as Braucon, Duras, Prunelart, Mauzac, Loin de l'oeil and Ondenc ... all mainly indigenous. The Côtes-du-Tarn is loved for its dry or sweet wines, and new wines, offering the perfect partner to pair with each tasting experience.

## THE LOT VALLEY

Located in the heart of the Lot, on the chalky plateaux of Quercy, Cahors produces a red wine whose main grape variety is Malbec. Cahors wine offers complex aromas of black fruit and spices. Between Castelnau-Montratier and Rocamadour, the Côtes-du-Lot is a free spirit, with pleasant, fruity, easy-to-drink wines. The whites are amazing, and the Malbec-based rosés are gaining momentum fast!

## THE GARONNE

The Garonne river irrigates many vineyards along its route, from the Ariège to the Atlantic, spanning the Fronton vineyards of Saint-Sardos, Agenais, Brulhois or Marmandais. The river has shaped the terroirs in the hillsides and stony terraces. The proximity of certain vineyards, at the gateway to regional metropolis, Toulouse, gives the pink city its title of wine capital of the South-West.

## GASCONY

Located between the Garonne river in the north, the Landes forests in the west and the Pyrenean mountains in the south, cradled by an oceanic and temperate climate, the eastern part of Gascony offers colourful wines. The western part of Gascony, backed by the Pyrenean foothills, benefits fully from a magical blend of oceanic and Mediterranean influences.

The Côtes-de-Gascogne produces seductive, white wines, which are fresh and fruity, with a delicate and exotic bouquet. Reds and rosés are not left out, with such



emblematic grape varieties as Tannat, Merlot, Cabernet Franc and Sauvignon. While Tursan wines, thanks to their indigenous grape varieties, boast a unique character of their own.

## THE PYRENEAN FOOTHILLS

At the heart of preserved, natural landscapes in the foothills of the Pyrenees, several appellations have proudly clung to their strong identity. Anxious to preserve their heritage, Saint-Mont winemakers work to protect their identity, through a combination of native grape varieties and unique terroir. A rare and original grape variety, Tannat gives Madiran the qualities of a great red wine with optimal maturing capacity; try the Pacherenc du Vic-Bilh which, thanks to Manseng grapes, offers fresh, original, and highly aromatic white wines, or intense, harmonious sweet whites. Where the Pyrenees meet the Atlantic, the vineyard of Irouléguy may be one of the smallest PDOs in France, but it has a big personality.

## THE COMTÉ TOLOSAN

The largest of the South-West appellations covers a wide variety of terroir and grape varieties. It reflects the wealth of the region's grape varieties, both indigenous and well-known, with oceanic varieties at the forefront. White wine predominates on the left bank of the Garonne river, with red and rosé on the other side.



# AN AMPELOGRAPHIC CRADLE ON THE ROAD TO COMPOSTELLA

## WHEN NATURE AND CULTURE BOND...

In 1189, Papal consecration of the Santiago de Compostela road soon had streams of believers using the road as a pilgrimage route. The South-West was a prime passing point for pilgrims between the North of Europe and Spain, and abbeys flourished here, accompanied by a surge in vineyard development. The pilgrims' way also facilitated diffusion of grape varieties, by exporting indigenous varieties, and importing others, including Cabernet, Merlot and Sauvignon.

At the same time, due to the predominance of the port of Bordeaux, the South-West stayed off the wine trade radar for a long time, helping to protect its specific characteristics.

At the end of the 19th century, an outbreak of phylloxera brought the wine industry to a halt; it was to rise again, thanks to state aid and the tenacity of new generations of winemakers, bringing in its wake a significant improvement in the quality of wine.

Today, with 22 AOPs and 12 PGIs, the wines of the South-West are proving their quality and diversity throughout the world.

## A UNIQUE VINEYARD

Each vineyard is unique. One just has to take the time to listen to a winegrower talk about his/her wine, vineyard and terroir, to understand what makes it one of a kind.

The specific character of the South-Western vineyards is born of the many and varied terroirs that compose it: with fragmented vineyards, dispersed over a vast area, the spectrum of terroirs is as rich and diverse as it could be.

A diversity of landscapes and soils, between river plains, sunny slopes and hillsides at altitude, is the South-West vineyard's key asset.

A varied climate too: at the crossroads of mountain and maritime influences, between the Atlantic and the Mediterranean, some vineyards enjoy very dry summers, others mild autumns, and others, the coolness of headwinds, such as the Autan.

On each unique terroir, Man has chosen to develop the most adapted grape varieties, bringing out the very best of their intrinsic nature. Everywhere, the wine's personality reflects that of the landscapes and wine-growers which shaped them.

The vineyards of South-West are composed of a multitude of secret gardens and are an ode to discovery.

## DIVERSITY AND VARIETY OF INDIGENOUS GRAPE VARIETIES

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The ancient varieties, Negrette, Duras, Tannat, Malbec, Cabernet Franc, Fer Servadou and Abouriou, offer original flavours, which are the trademark of the personality of the red wines of the Southwest. Colombard, Mauzac,



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## Key figures

**130** indigenous grape varieties; the cradle of international oceanic grape varieties

**22 AOP** and **12 PGI**  
in 11 départements

**34,000 ha** (50% independent wine-growers and 50% cooperative wine-growers)

**2,6 million hl**  
produced in 2017, of which 2.1 AOP and PGI

**279 million** bottles sold in 2017/2018:

- 109 million bottles of red wine (39%)
- 131 million bottles of white wine (47%)
- 39 million bottles of rosé wine (14%)
- 0.6 million bottles of sparkling wine (0.2%)

**44 million** Euros turnover

**13,300** jobs in **8,260** specialized wine-growing sites

**143** countries throughout the world drank South-West wines in 2017





## NOTES



## NOTES

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# THE VINEYARDS OF OCCITANIE

SOUTH-WEST AND SUD DE FRANCE

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