

liberty
OF STYLE



Varietal wines
Key Figures



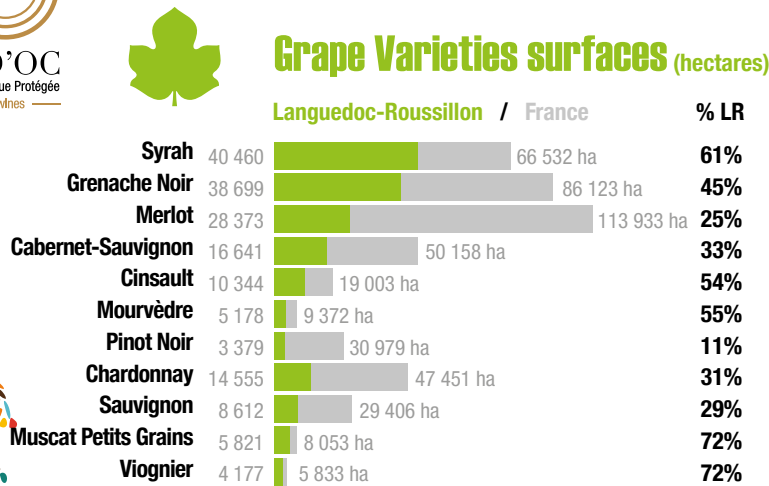


Pays d'OC IGP : Key figures

The Languedoc-Roussillon Vineyard

240 000 hectares in the Languedoc-Roussillon

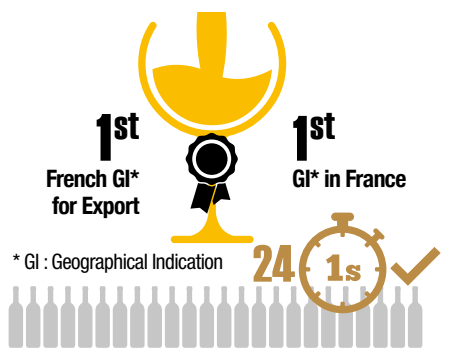
120 000 hectares producing PGI Vins Pays d'OC



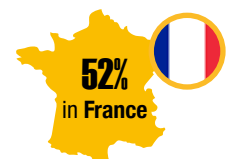
1 200 Independent Producers
175 Cooperative Cellars



for quality varietal wines



7



48% Exported (170 countries)



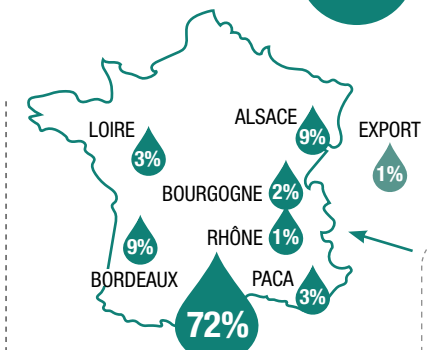
6

Brands & Wines



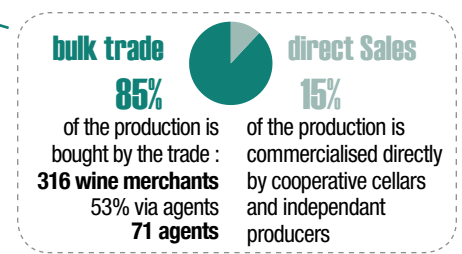
Wine merchants
Independent producers

5



LANGUEDOC-ROUSSILLON

- The regional trading buys **72%** of volumes
- French distributors use fully traced PGI Pays d'OC wines to create their varietal brands.



5 200 000 hl
690 million d'eq. bottles

800 000 hl
120 million eq. bottles

Pays d'OC IGP Production

red

54%

3,2 M. hl = 428 million

Merlot	1 340 688 hl
Cabernet-Sauvignon	861 151 hl
Syrah	433 109 hl
Générique Rouge	176 419 hl
Pinot Noir	113 460 hl
Grenache Noir	104 336 hl
Cabernet Franc	61 702 hl
Marselan	44 481 hl
Carignan Noir	22 912 hl
Malbec	21 544 hl
Alicante H.Bouschet	14 835 hl
Mourvèdre	6 669 hl
Petit Verdot	4 326 hl
Caladoc	3 067 hl
Tempranillo	1 884 hl
Cinsault	1 085 hl
Portan	530 hl
Carménère	433 hl
Nielluccio (Sangiovese)	82 hl

rosé

21%

1,2 M. hl = 165 million

1st French Rosé Producer
(23% market share)

Grenache Noir	376 855 hl
Cinsault	302 656 hl
Syrah	256 241 hl
Générique Rosé	119 477 hl
Merlot	113 515 hl
Cabernet-Sauvignon	29 049 hl
Cabernet Franc	17 805 hl
Pinot Noir	14 349 hl
Grenache Gris	6 907 hl
Pinot Gris	1 050 hl
Sauvignon Gris	390 hl
Petit Verdot	343 hl
Mourvèdre	236 hl
Malbec	100 hl
Marselan	60 hl

white

25%

1,5 M. hl = 204 million

Chardonnay	743 383 hl
Sauvignon Blanc	432 683 hl
Viognier	126 842 hl
Générique Blanc	54 079 hl
Grenache blanc	39 286 hl
Muscat Petits grains	38 918 hl
Vermentino	25 195 hl
Colombard	22 989 hl
Terret blanc	9 069 hl
Marsanne	8 746 hl
Roussanne	5 460 hl
Gewurztraminer	4 672 hl
Chasan	4 659 hl
Muscat d'Alexandrie	2 989 hl
Pinot Gris	1 962 hl
Sauvignon Gris	1 761 hl
Chenin	1 757 hl
Mauzac	1 706 hl
Pinot Blanc	911 hl
Alvarinho	843 hl
Riesling	620 hl
Clairette	578 hl
Semillon	295 hl
Macabeu	241 hl
Grenache Gris	61 hl
Gros Manseng	29 hl
Petit Manseng	5 hl

ORGANIC

3%

500 000 hl = 67 million



56%



27%



17%



1st French PGI

in Supermarket / Hypermarket distribution in France

25% market shares

sparkling wines

0,05%

3 000 hl = 400 000



95%



5%

2 800 hl = 370 000

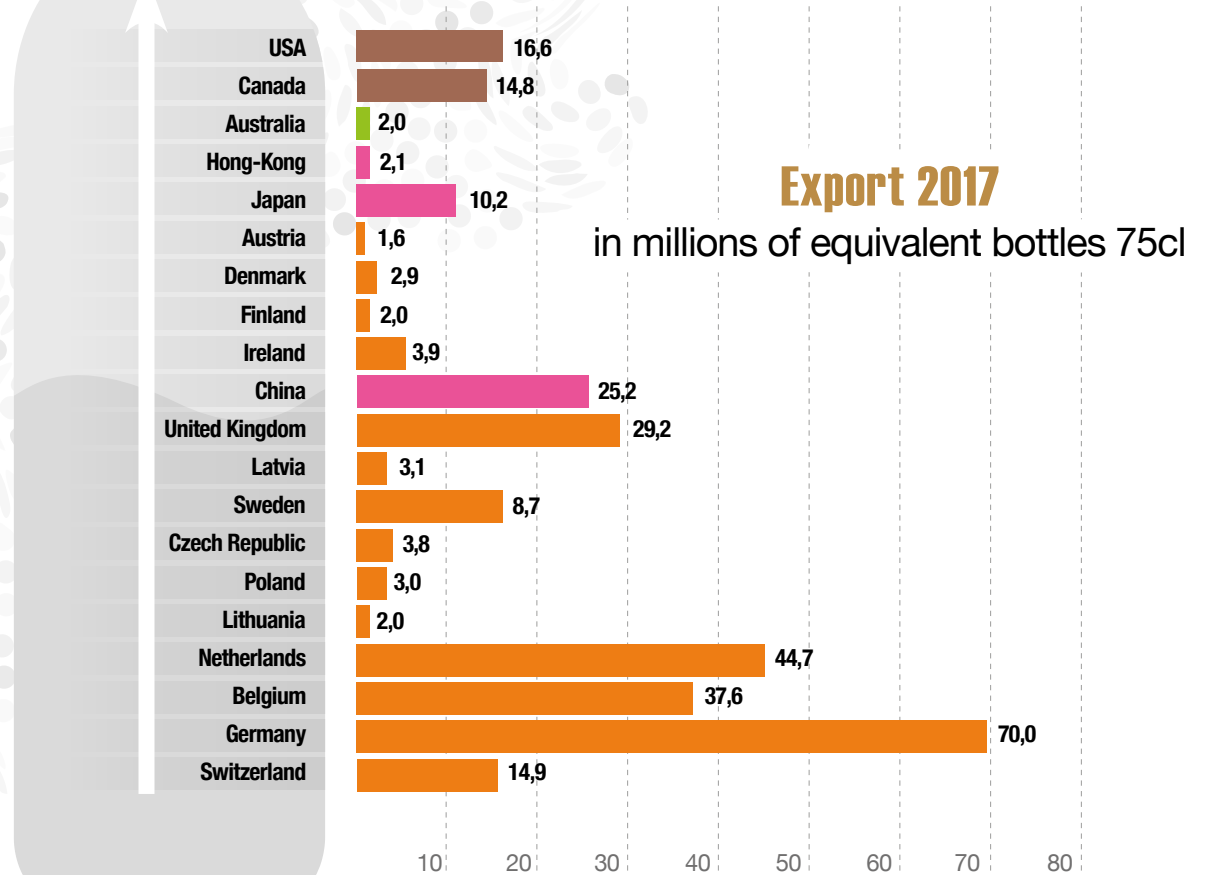
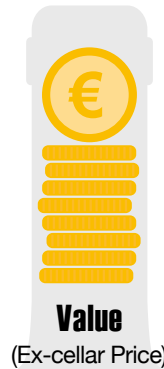
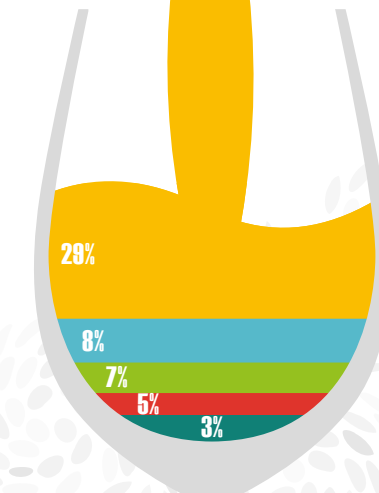
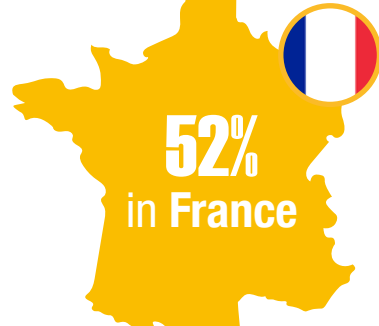
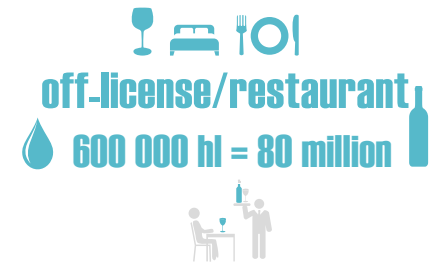
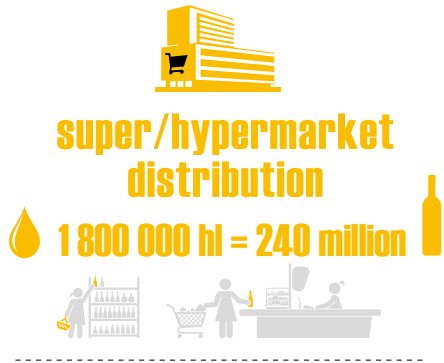
79% Muscat
20% Chardonnay
1% Sauvignon

200 hl = 27 000

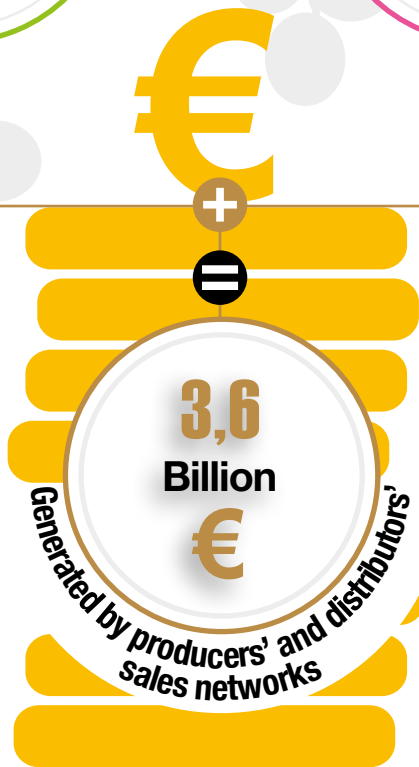
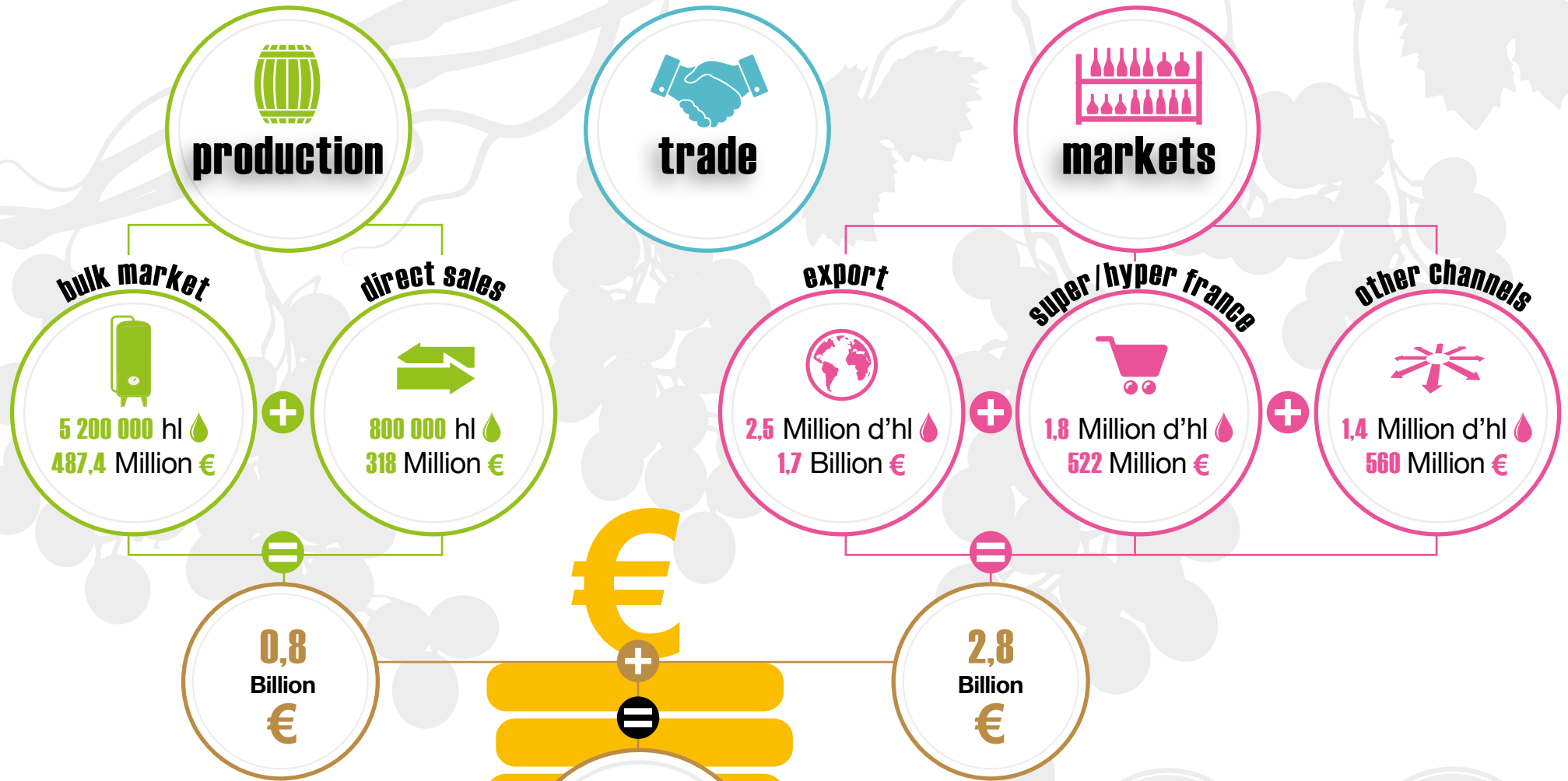
87% Pinot
13% Blend



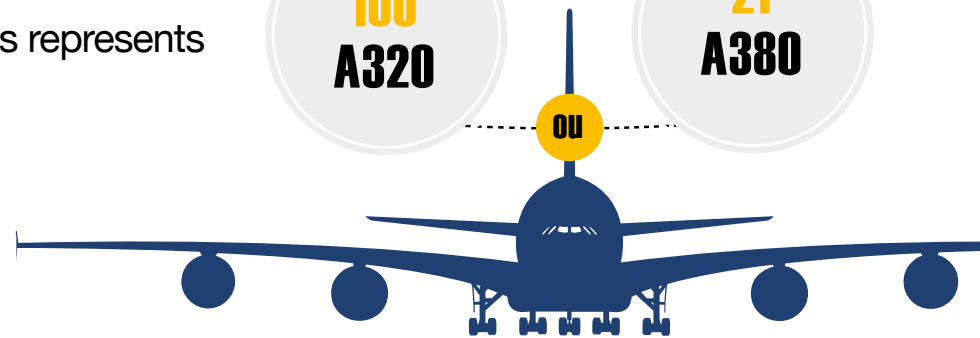
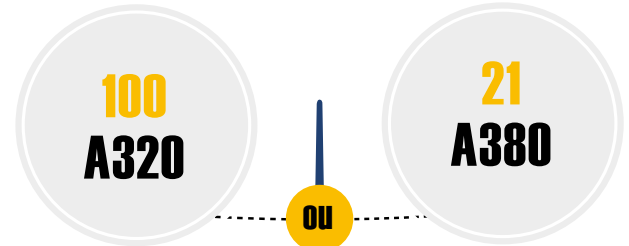
Pays d'OC IGP Varietal Wines: markets



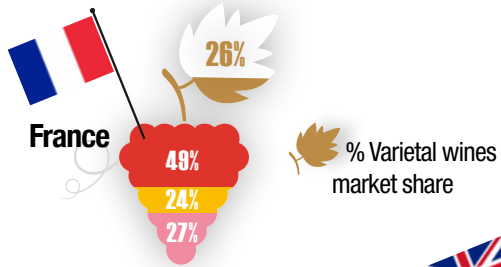
Pays d'OC IGP Sales figures



This represents



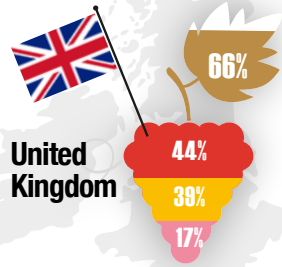
Grape variety: a key reference for consumers



- Merlot
- Cabernet-Sauvignon
- Pinot Noir
- Syrah / Shiraz
- Malbec
- Sangiovese
- Pinotage
- Tempranillo
- Grenache / Garnacha
- Carménère
- Gamay

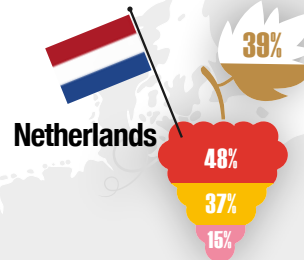
- Bi-cépages
- Cinsault
- Cabernet d'Anjou
- Merlot
- Grenache / Garnacha
- Syrah / Shiraz

- Sauvignon blanc
- Chardonnay
- Riesling
- Gewurztraminer
- Aligoté
- Pinot Gris / Pinot Grigio
- Edelzwicker
- Pinot Blanc
- Viognier
- Muscat / Moscato
- Grenache / Garnacha



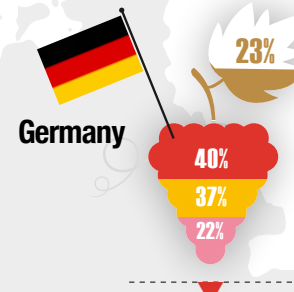
- Merlot
- Cabernet-Sauvignon
- Syrah / Shiraz
- Pinot Noir
- Malbec
- Tempranillo
- Zinfandel
- Pinotage
- Grenache / Garnacha
- Sangiovese
- Gamay
- Carménère

- Sauvignon blanc
- Pinot Gris / Pinot Grigio
- Chardonnay
- Pinot blanc
- Chenin blanc
- Riesling
- Sémillon
- Muscat / Moscato
- Viognier
- Colombard
- Gewurztraminer



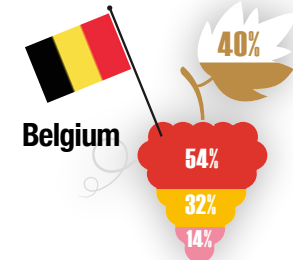
- Merlot
- Cabernet-Sauvignon
- Pinot Noir
- Syrah / Shiraz
- Tempranillo
- Pinotage
- Malbec
- Zinfandel
- Grenache / Garnacha
- Sangiovese

- Chardonnay
- Sauvignon blanc
- Pinot Gris / Pinot Grigio
- Riesling
- Muscat / Moscato
- Chenin blanc
- Gewurztraminer
- Grüner Veltliner
- Verdejo



- Merlot
- Dornfelder
- Cabernet-Sauvignon
- Pinot Noir
- Syrah / Shiraz
- Tempranillo
- Zinfandel
- Sangiovese
- Pinotage
- Grenache / Garnacha
- Malbec

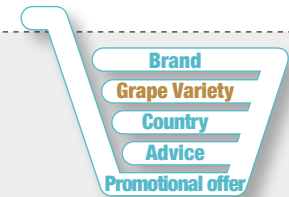
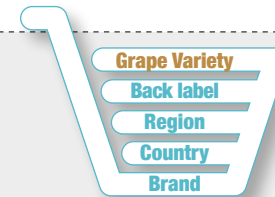
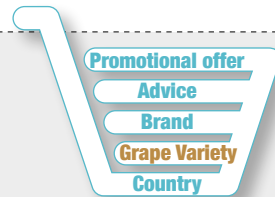
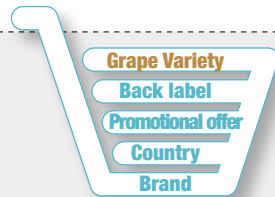
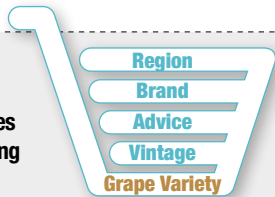
- Riesling
- Chardonnay
- Müller-Thurgau
- Pinot Gris / Pinot Grigio
- Sauvignon Blanc
- Grüner Veltliner
- Gewurztraminer
- Muscat / Moscato
- Chenin blanc
- Semillon



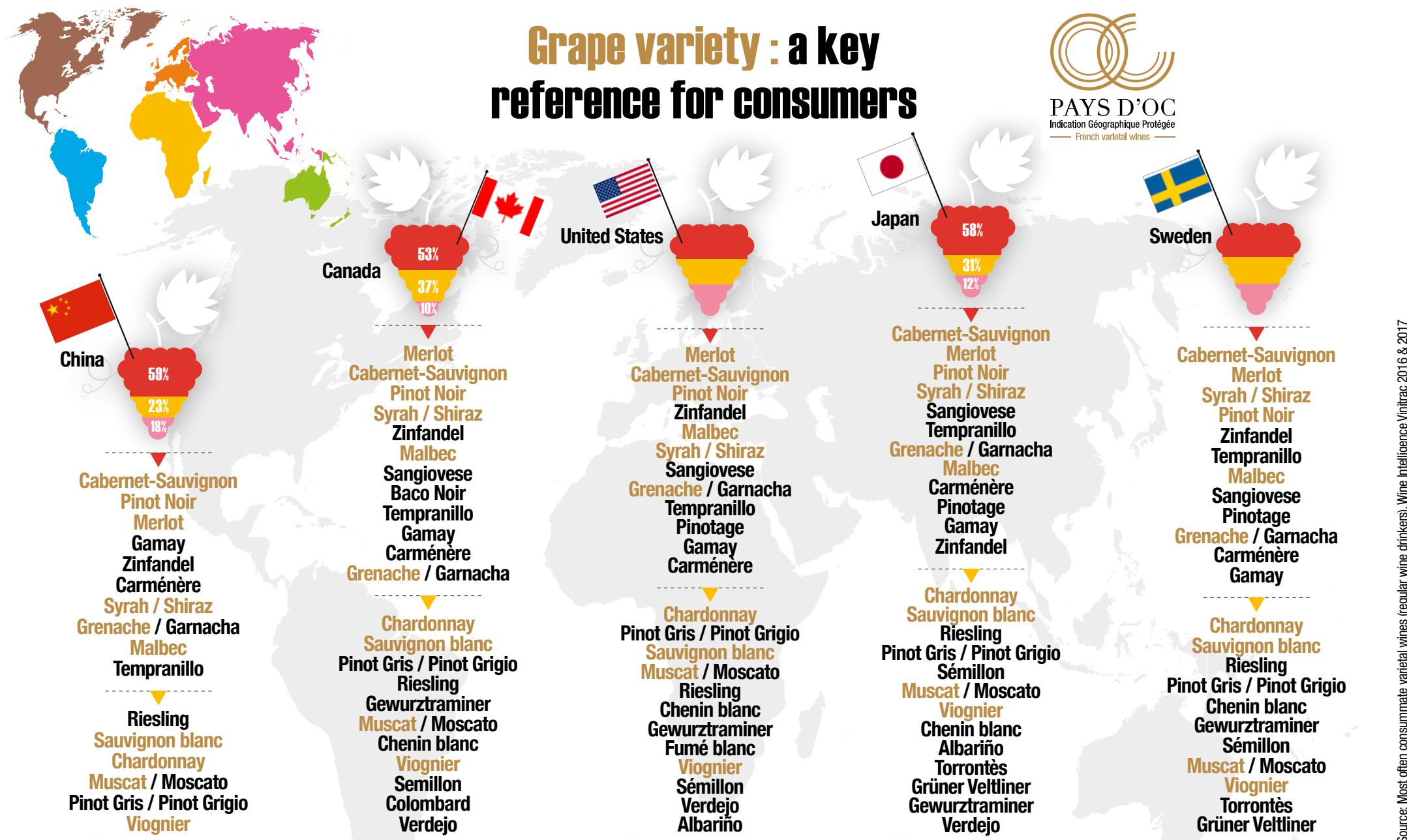
- Cabernet-Sauvignon
- Merlot
- Pinot Noir
- Syrah / Shiraz
- Grenache / Garnacha
- Gamay
- Malbec
- Tempranillo
- Sangiovese
- Pinotage

- Chardonnay
- Pinot Gris / Pinot Grigio
- Sauvignon blanc
- Riesling
- Gewurztraminer
- Muscat / Moscato
- Chenin blanc
- Viognier
- Semillon

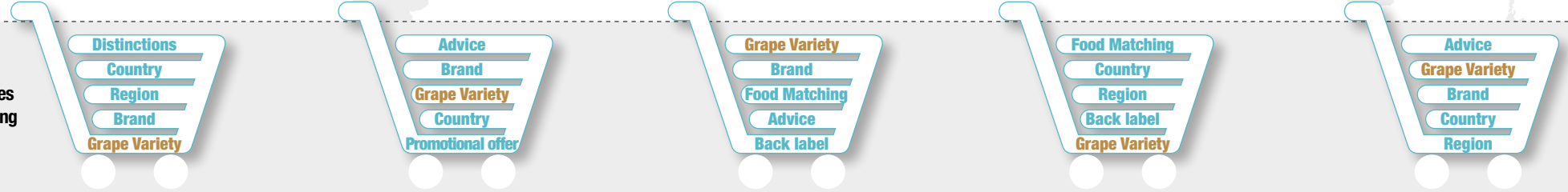
TOP 5 choice cues when buying wine



Grape variety : a key reference for consumers



TOP 5 choice cues when buying wine



Source: Most often consummate varietal wines (regular wine drinkers), Wine Intelligence Vinitrac 2016 & 2017

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Viognier

Pinot Noir

Carignan

Muscat

Cabernet-Sauvignon

Petit Verdot

Sauvignon Blanc

Syrah

Grenache Noir

Chasan

Alicante

Grenache Blanc

Marsanne

Grenache Gris

Cabernet Franc

Mourvèdre

Terret blanc

Pinot Blanc

Vermentino

Petit Manseng

Gewurztraminer

Chardonnay

Chenin blanc

Sangiovese

Colombard

Merlot

Malbec

Portan

Bourboulenc

Roussanne

Macabeu

Pinot Gris

Mauzac

Cinsault

Carmenère

Gros Manseng

Semillon

Alvarinho

Tempranillo

Riesling

Marselan

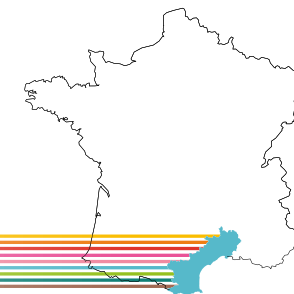
Caladoc




PAYS D'OC


Indication Géographique Protégée


— French varietal wines —





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Interprofession des Vins Pays d'Oc IGP
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