



U.S. Imports of Languedoc AOP Wines Jump 29% in 2016, Outpacing Nearly All French AOP Categories

AOP Languedoc Rouge/Rosé Lead Growth

New York, NY – Imports of Languedoc AOP wines to the American market have seen astonishing growth over the last seven years. Since 2009 imports of these wines into the US have grown +280% by volume and +403% by value. The 2016 import figures* show +29% volume growth and +43% value growth, 2016 over 2015, outpacing every major French AOP category except Provence.

Leading the way, imports of AOP Languedoc Rouge/Rosé wines are up +62% by volume and +86% by value YOY and are a key driver of this growth for the category. “The rise of imports of rosé wines from the South of France is increasingly significant to our producers”, says Christine Molines, Marketing Director for the Conseil Interprofessionnel des Vins du Languedoc. She points to Languedoc wines’ diversity of styles on offer as a key driver, as well as their ability to deliver exceptional quality for approachable pricing. “Our Crus du Languedoc appellations offer the best values for French Crus wines on the market.”

The CIVL continues their investment in the US market in 2017 with a full schedule of retail promotion partnerships, trade education initiatives, public relations and digital media support. Benson Marketing Group has been retained for an additional two years as agency of record, building on work begun in the U.S. market by the CIVL and Benson starting in late 2008.

Visit languedocadventure.com for updates on activities and enjoy Languedoc wines on May 26 – international #LanguedocDay.

About the CIVL

The Conseil Interprofessionnel des Vins du Languedoc (CIVL) is the trade council representing the entire AOP wine sector of Languedoc, as well as the IGP sector. It is responsible for organizing the promotion of Languedoc AOPs within France and in all export markets. The CIVL seeks to broaden the exposure of Languedoc wines in the United States to make the public aware of the quality, variety and incredible value they have to offer.

*Source: Douanes françaises, UbiFrance/Département Agro-Alimentaire