



LANGUEDOC AOP WINES PRESS KIT

The Conseil Interprofessionnel des Vins du Languedoc (CIVL)

Languedoc AOP wines are an accessible discovery of value, quality and character for the US wine consumer and will be a welcome addition to store shelves and wine lists. Demonstrating tremendous growth over the last 5 years, this category continues to deliver and excite wine consumers, trade and press.

Some key successes and milestones for Languedoc: (data from UbiFrance)

- 189% growth by volume and 211% growth in value from 2009-2014*
- In 2014, imports of AOP Languedoc rouge/rosé wines grew more than any other French AOP red/rosé categories, with the exception of Provence (by volume)
- 2014 – Languedoc named to Wine Enthusiast's 10 Best Wine Travel Destinations
- 2013 – exceptional vintage where other French wine regions struggled



...I said it last year, and I'll say it again, now is a great time to taste the wines from this terrific region for yourself.

- Jeb Dunnuck, April 30, 2015



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 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.

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Campaign supported by the European Union.

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

