

FOR IMMEDIATE RELEASE

Growth Accelerates for Languedoc AOP Wines in 2014

*13% volume growth, 22% value growth for Languedoc AOP wines;
Languedoc AOP rouge/rosé subcategory outperforms all French AOP wine categories*

New York – May 5, 2015 – The growth of Languedoc AOP wines accelerated significantly in 2014 due, in part, to an exceptional 2013 vintage. The Languedoc AOP category grew 13% by volume and 22% by value last year. Over the past five years, the category has grown 189% by volume and 211% by value.

Notable success was seen specifically for the Languedoc AOP rouge/rosé subcategory, which outperformed all other French AOP categories with volume growth of 43% and value growth of 80%. While Languedoc offers all wine styles, a large share of AOP production—about 80%—is red wine.

Additionally, the sparkling wines of Limoux remain the top imported AOP traditional method French sparkling wine after Champagne. More than 100,000 cases of sparkling Limoux wines were imported to the US in 2014, more than the volume imported by all other non-Champagne sparkling wine AOPs combined. Corbières, one of Languedoc’s largest AOPs by volume, also excelled with 9% volume growth and 7% value growth. (Data source: Douanes françaises, Ubifrance / Département Agro-Alimentaire)

Languedoc is home to 32% of the vineyard area in France, which allows it to meet market needs where others lack availability, especially in the popular rosé category. A steady climate is a hallmark of Languedoc viticulture and allows producers to craft quality wines every year. Reliable production levels also create stability for all markets and pricing. The AOP tier of wines represent just 10% of the region’s wines, and its three-level segmentation system (AOP Languedoc, Grands Vins, Crus) provides clarity to the wine buying consumer and has helped boost sales of medium- and high-end Languedoc wines.

The 2015 program for these wines in the US includes: L’Aventure Languedoc, an on/off premise promotion in Boston and Seattle this June; #LanguedocDay, a national twitter tasting on May 29; digital media, public relations and special events. Check LanguedocAdventure.com for updates on the L’Aventure Languedoc promotion and other activities.

About the CIVL

The Conseil Interprofessionnel des Vins du Languedoc (CIVL) is the joint trade council of wines of Languedoc, representing the entire AOP wine sector as well as IGP. Languedoc is France’s most dynamic wine region and its wines are an exciting and accessible discovery for US wine drinkers. Working with Benson Marketing Group, the integrated wine marketing agency, Languedoc AOP wines are broadening distribution and sales throughout the United States, and making the public aware of the quality, variety and incredible value the region has to offer. Campaign supported by the European Union.

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