



Languedoc AOP Wines Register 8th Year of Considerable Import Growth Jump +26%/36% in 2017, Continue to Outpace Other French AOPs

New York, NY – April 4, 2018 – Imports of Languedoc AOP wines to the American market have seen astonishing growth over the last eight years. Since 2009 imports of these wines into the U.S. have grown over 300% by volume and 500% by value. The 2017 import figures* show +26% volume growth and +36% value growth YOY, outpacing every major French AOP category except Provence. Perhaps most remarkably, over the course of the eight year U.S. campaign, import volume has increased by a factor of 5 (from 155k 9L cases to 733k) and value by a factor of 8 (approx. \$6.8m to \$52.8m). Additionally the average ex-cellar cost per case has increased from \$44 to \$72.

Drilling down, imports of AOP Languedoc Rouge/Rosé wines are leading the way and are a key driver of growth for this category; these wines are up +46% by volume and +57% by value YOY. Languedoc wines strength lies in the diversity of styles on offer and, to this end, import of Languedoc Blanc wines also show impressive increases of 25% and 18%, respectively.

“Languedoc wines are delivering on all levels for the U.S. wine consumer: diversity, discovery, authenticity and sustainability,” says Christine Molines, Marketing Director for the Conseil Interprofessionnel des Vins du Languedoc. “30% of all of France’s organic viticulture comes from Languedoc.” She also notes that the “Crus du Languedoc appellations offer the best values for French Crus wines on the market.”

The CIVL continues their investment in the U.S. market in 2018 with a full schedule of retail promotion partnerships, trade education initiatives, public relations and digital media support. Benson Marketing Group continues work on this campaign, begun in the U.S. market by the CIVL and Benson in late 2008.

Visit languedocadventure.com for updates on activities and enjoy Languedoc wines on May 25 – international #LanguedocDay. Follow [@LanguedocWines](https://twitter.com/LanguedocWines) and [@vinsdulanguedoc](https://twitter.com/vinsdulanguedoc).

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

Media Contact: Thea Schlendorf, Benson Marketing Group
schlendorf@bensonmarketing.com | 917.633.6002 ext 1