

# The Conseil Interprofessionnel des Vins du Languedoc (CIVL)

Languedoc AOC 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 8 years, this category continues to deliver and excite wine consumers, trade and press.

## *Some key successes and milestones for Languedoc:*

- +300% growth by volume and +500% growth in value from 2009-2017\*
- Growth is outpacing nearly every other French AOC category; region has experienced average growth of +23% by volume and +28% by value every year since 2009
- Crus du Languedoc are new French Cru wines from the South

The Conseil Interprofessionnel des Vins du Languedoc (CIVL) is the trade council representing the entire AOC wine sector of Languedoc, as well as the IGP sector. It is responsible for organizing the promotion of Languedoc AOCs 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.

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




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*The Languedoc is a diamond in the rough and continues to be an incredible source of quality wines, as well as terrific values.*

– JEB DUNNUCK,  
WINE ADVOCATE, ISSUE 230, APRIL 2017

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**L'AVENTURE LANGUEDOC**