

## Loire Valley Wine Exports Wine promotion gets a makeover!

**As Loire Valley Wines enjoy increasing success year after year, the Wine Council, InterLoire, boosts the momentum in its top priority export markets - Canada, Australia, Belgium, the USA and the UK. Loire Valley Wines are entering a new era in publicity with a creative expression common to all their exports. The *Bloom Up* concept is a proclamation of Loire Valley Wines' authentic, full-bodied personality.**

*"Thanks to the work done by the entire Loire wine sector, our vineyards are experiencing growing success in exports. We wanted to heighten this momentum by launching a new promotional offensive in our export markets. Through the rollout of this new campaign, we are putting forward an original expression of our values as a perfect fit with the aspirations of new generations of consumers,"* says Pierre Jean Sauvion, Chairman of the InterLoire Communications Committee.

### Loire Valley Wines goes on the offensive in support of exports

Whilst international wine markets are tending to stagnate or even decline in several countries, Loire Valley Wines are enjoying strong momentum in many markets, thanks to a diverse range of wines, the predominance of tremendously popular grape varieties and a modern positioning. In 2021, the volume of Loire Valley Wines exported reached record levels, growing by 13.9%.

The pandemic led to profound worldwide disruption in expectations and behaviour, which had to be taken fully into account in the development strategy for Loire Valley Wines. So, InterLoire rethought its communications approach to support the vineyards' solid momentum.

Observers are noting a significant move by consumers towards values related to simplicity, authenticity and goodwill. Young adults, in particular, are proclaiming their quest for well-being and fulfilment. Loire Valley Wines are in a stronger position than ever to meet these new social and societal aspirations!

### "Bloom Up" a unique creative concept for all target markets

Working with the Sopexa agency, Loire Valley Wines are, for the first time, rolling out an overarching concept in all target markets: Canada, Australia, Belgium, USA and UK over the next 5 years. A single and unifying identity to convey messages with greater impact.

***Bloom Up* is a veiled reference to Loire Valley Wines' fruity, floral notes as well as to consumers' personal fulfilment and the responsible development of wines in the target markets.**

This concept is aimed both at well-informed consumers and at young adults seeking greater simplicity and accessibility. **It's a concept that uses gentleness, generosity and authenticity to express the distinctive, accessible personality of Loire Valley Wines. In short, fresh, floral, fruity and fair wines.**



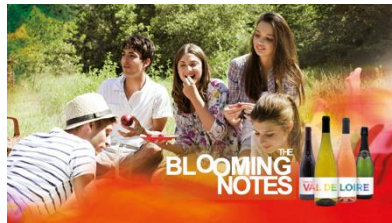
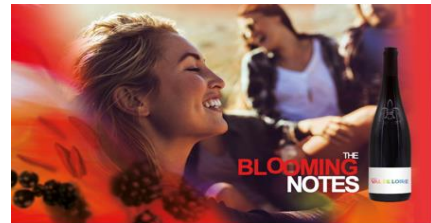
### "The Blooming Notes", an original creative expression deployed in Belgium, Canada and Australia

The creative expression "**The Blooming Notes**", which results from the Bloom Up concept, is applied in 3 of the 5 target markets: Belgium, Canada and Australia.

These are intrinsically linked markets, with cosmopolitan consumers whose needs and expectations are in line with each other, and in which Loire Valley wines have already established a solid reputation. Indeed, Belgium Canada and Australia are respectively the 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> largest importers of Loire Valley wine.

*The Blooming Notes* is an illustration of the soft and inclusive concept, which aims to strengthen market share by capitalising on the existing one and by targeting mainly Millennials.

*The Blooming Notes* depicts **simple and authentic shared moments in life**, which reflect young consumers' underlying expectations. The foreground provides a gentle reminder of the distinctive aromatic characteristics of Loire Valley Wines, bringing to mind different fruity notes through a subtle flow that is suggestive of red and black fruit or citrus fruit and flowers.



***The Blooming Notes:***  
graphic extension intended for Belgium,  
Canada and Australia

**ABOUT INTERLOIRE:** InterLoire, the Loire Valley Wines Council, brings together 3,000 winegrowers, merchants and cooperatives from France's third largest appellation wine region, accounting for some 80% of the Loire Valley's total wine production by volume. InterLoire encompasses the Nantais, Anjou-Saumur and Touraine appellations and denominations, as well as the Val de Loire PGI, representing vineyards totalling some 42,000 hectares of vines, covering 14 departments of France from the Vendée to Puy-de-Dôme. InterLoire's key tasks relate to economic steering and strategic foresight for the sector, research and experimentation, the safeguarding and joint promotion of Loire Valley Wines, and leading and coordinating players in the Loire Valley sector.



***Press contact:***

Emma FONTAINE - Australia, United States,  
Canada, +33 6 18 15 41 92

Hélène KERMORVANT - Germany, Belgium,  
United Kingdom, +33 6 16 55 57 24

Sopexa Communications Agency  
Telephone: +33 (0)1 41 34 20 00