

An aerial photograph of the Loire Valley, showing a wide river winding through a lush green landscape. The river is surrounded by dense forests and vineyards. The sky is bright blue with scattered white clouds. The title text is overlaid on the upper half of the image.

THE LOIRE VALLEY VINEYARDS AND THEIR WINES

— 2023 EDITION —

THE LOIRE VALLEY VINEYARDS AND THEIR WINES

General Overview

History of the Vineyards

Soils, Climate and Grapes

AOP/IGP Wines

Key figures

GENERAL OVERVIEW

The Vineyards of France
The Vineyards of the Loire Valley

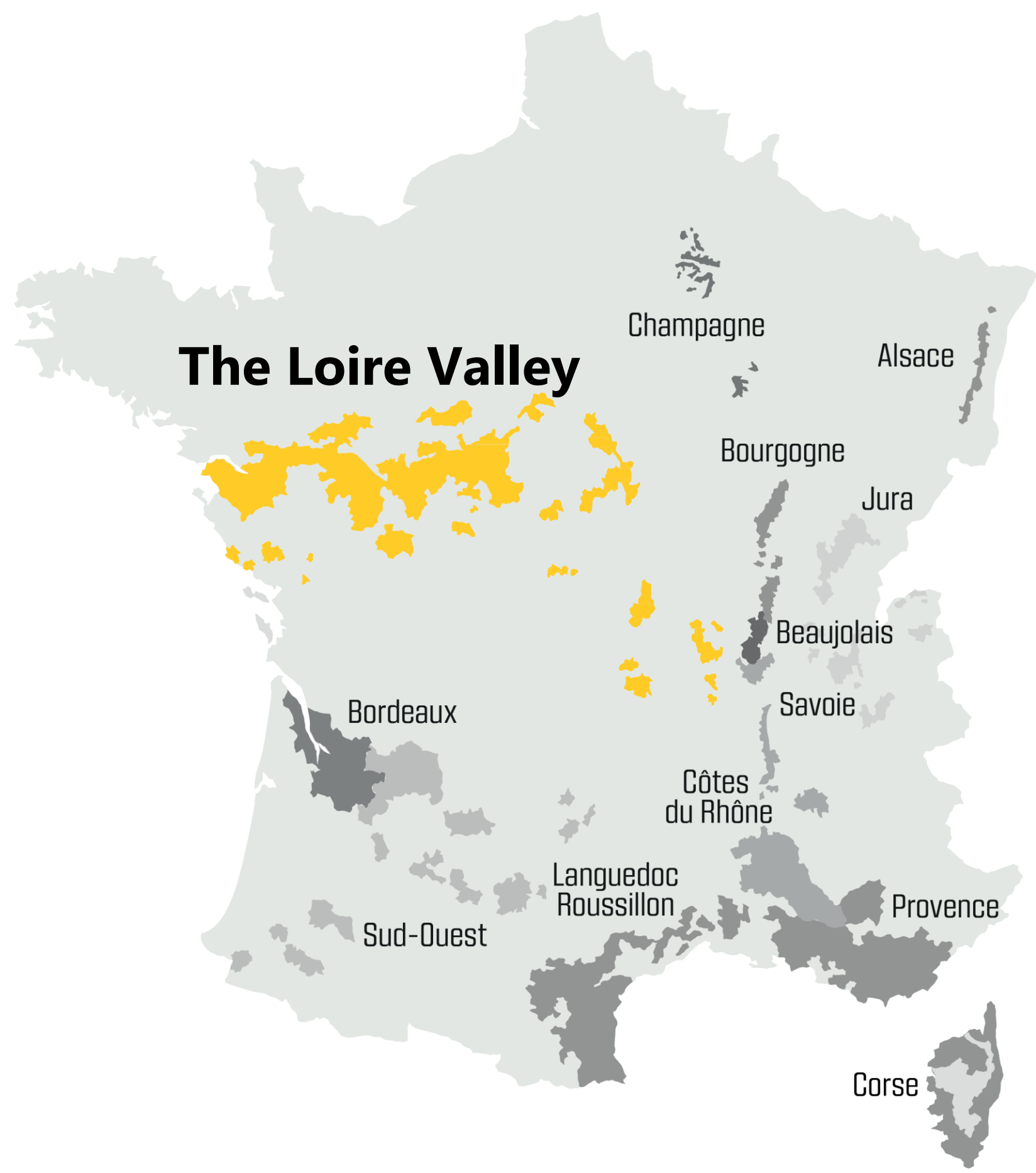


THE VINEYARDS OF FRANCE



The main winegrowing regions in France are:

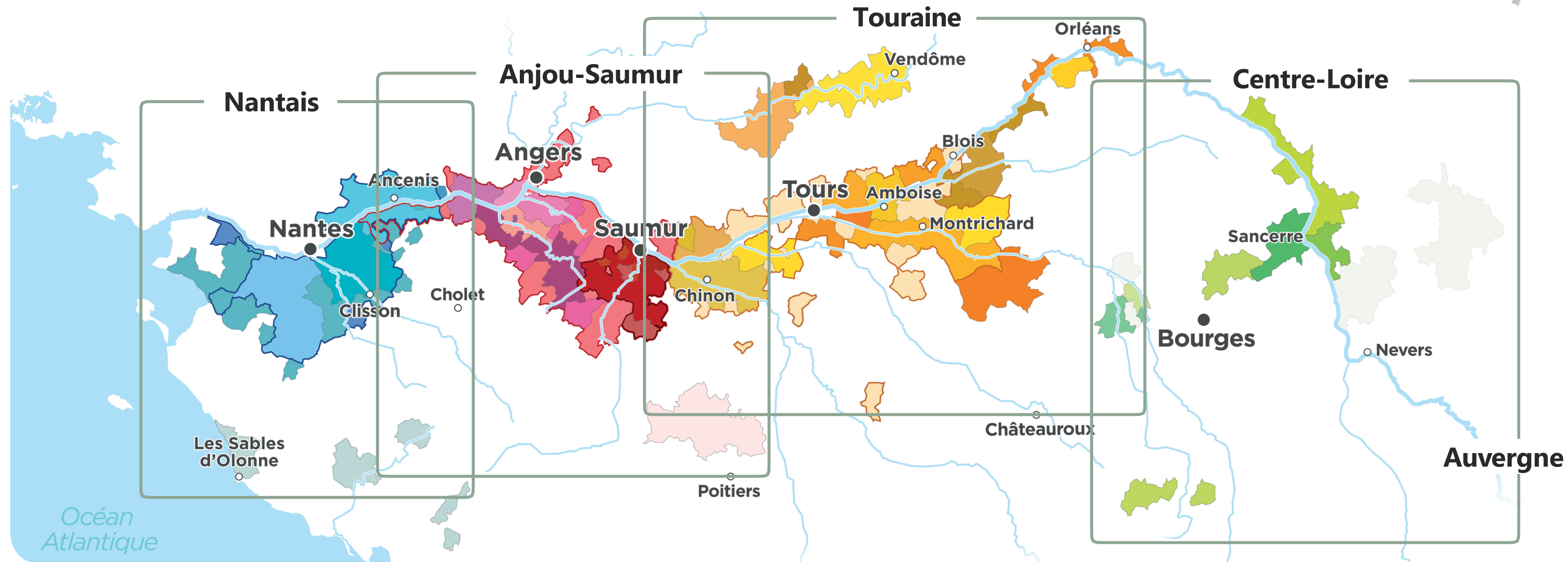
- Bordeaux
- The Rhône Valley
- Burgundy
- Champagne
- Alsace
- Languedoc



THE LOIRE VALLEY VINEYARDS

FRANCE'S 3RD LARGEST AOP WINEGROWING AREA

The longest, most diverse vineyard area in France.
Stretches horizontally across the country, giving it a unique profile.
The Loire Valley vineyards are made up of several discrete vineyard areas.



THE HISTORY OF THE VINEYARDS

From the birth of the vineyards
in the 5th century to the present day



THE LOIRE VALLEY VINEYARDS

AN INTEGRAL PART OF FRENCH HISTORY

DATING BACK TO THE 4TH CENTURY

4th century: The birth of the Loire vineyards

From the Middle Ages to the 17th century: First the religious orders, then the Kings of France, played a major part in developing **the Loire Valley vineyards**.

The Loire: The river Loire is an inextricable part of the vineyard landscape, casting its unique light over the surroundings and creating a breathtaking panorama.

The Châteaux on the Loire: One of the most popular tourist destinations in France.

Home of writers and other notable personalities:

Including Joan of Arc, Leonardo da Vinci, Jules Verne, Balzac, Rabelais and George Sand.



Jeanne d'Arc



Léonard de Vinci



François Rabelais



Honoré de Balzac



The Loire Valley is the largest French region to be recognised as a UNESCO World Heritage Site.

THE LOIRE VALLEY VINEYARDS

THE 19th CENTURY:

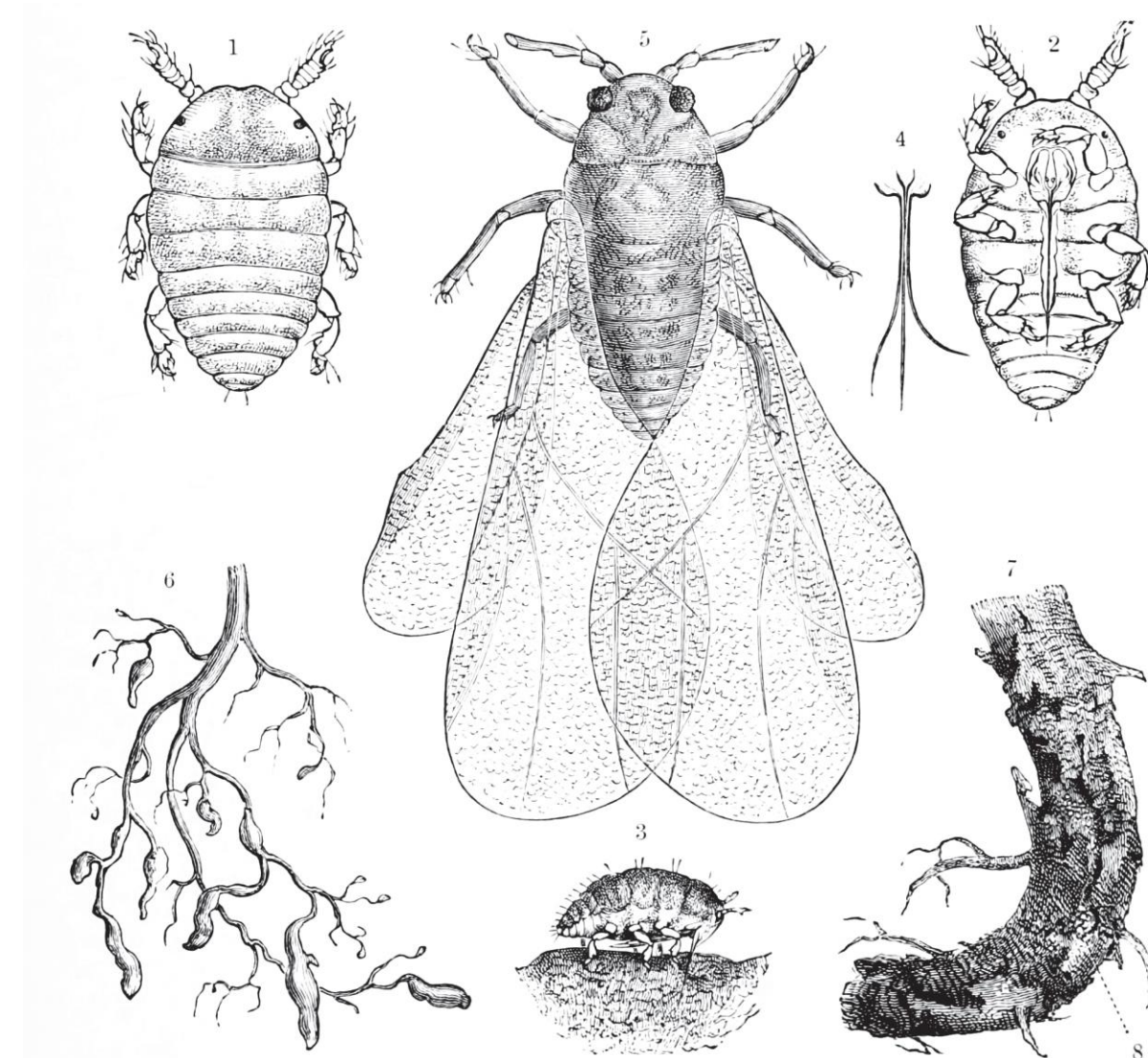
THE SCOURGE OF PHYLLOXERA

In the late 19th century, **the French vineyards were all but annihilated** by the tiny yellow phylloxera aphid from the United States.

In 1885, overall harvest yield in France dropped from 80 million hectolitres to 25 million.

Committees for the Eradication of Phylloxera were formed at this time to help battle the vineyard pests; these were the forerunners of today's **Winegrowers' Syndicates**.

A solution was eventually found: to graft French varieties onto naturally resistant American rootstocks.



It was an arduous, costly job to restore the French vineyards, and was not completed until after the 14-18 war.

THE LOIRE VALLEY VINEYARDS AFTER PHYLLOXERA REBUILDING THE VINEYARDS

When the phylloxera crisis was over, the vineyards were replanted using varieties better suited to the Loire Valley's soils and climates:

- **Melon de Bourgogne in the Pays Nantais**
- **Cabernet Franc and Chenin Blanc in Anjou, Saumur and Touraine**
- **Sauvignon Blanc in Centre-Loire and Touraine**

In 1889, wine was defined by French law as 'the product of complete or partial fermentation of fresh grapes or fresh grape juice'.



This was the start of a boom in the cultivation of top-quality grapes, and the beginning of stricter quality controls for wines.



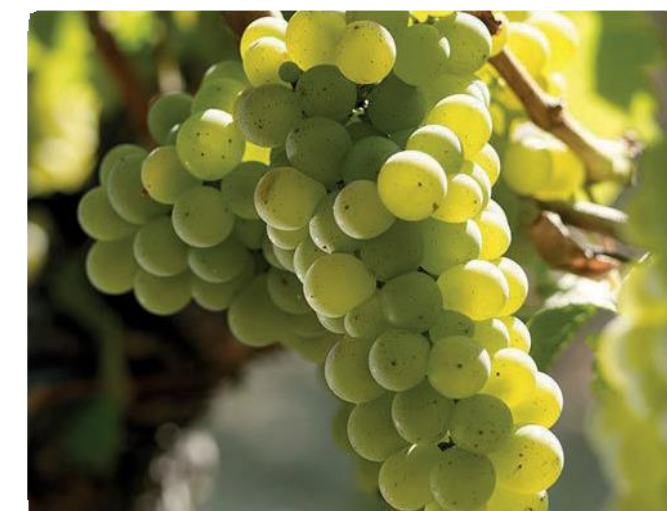
Melon de Bourgogne



Cabernet Franc



Chenin



Sauvignon

THE LOIRE VALLEY VINEYARDS

20TH CENTURY: THE BIRTH OF THE APPELLATION SYSTEM

1936 saw the birth of the French AOC (Appellations d'Origine Contrôlées) system, driving a move towards higher quality wines.

Quincy, Sancerre, Muscadet Sèvre et Maine, Muscadet Coteaux de la Loire, Cabernet d'Anjou, Rosé d'Anjou, Saumur and Vouvray were among the first vineyard areas to be awarded AOC status **in 1936**.



THE LOIRE VALLEY VINEYARDS

20TH CENTURY: THE CHALLENGES OF THE POST-WAR YEARS

The years following the Second World War brought the vineyards to crisis point, as young people left in their droves to work in factories.

Winegrowers in the Loire Valley took a number of bold commercial decisions to help ensure their future, including:

- Bottling their wine;
- Organising themselves into cooperative wineries;
- Selling their own wines in Paris.



THE LOIRE VALLEY VINEYARDS

20TH CENTURY:

THE 1970s THE DECADE OF TECHNOLOGY

Technological advances (including improved vineyard management and root-stock selection) and increasing mechanisation led to continued improvements in wine quality.

The introduction of pesticides helped ensure there was enough yield to support growth in new markets.



Mixed farming gave way to specialist viticulture.



THE LOIRE VALLEY VINEYARDS

20TH CENTURY: THE 1980s AND THE RISE OF OENOLOGY

The 1980s brought an astounding array of technological advancements in the winery, including:

- Pneumatic pressing;
- Integrated temperature controls;
- Tools to analyse and control fermentation.

Vinification became increasingly precise, monitoring juice quality, tannin extraction etc.



This period brought a marked improvement in the quality of the wines and more uniformity between vintages.



THE LOIRE VALLEY VINEYARDS

20TH CENTURY:

THE 1990s ALL ABOUT THE GRAPES

In 1991, the Loire Valley experienced widespread frosts, to devastating effect. The quality of 1992's harvests was average at best, and the Loire Valley lost a lot of ground in the marketplace.

But the disaster marked the start of a resurgence in quality for Loire Valley wines. New techniques were introduced to control yields, including fertiliser management plans, pruning, de-budding and green harvests.



With improvements both in the vineyard and the winery, winegrowers were free to focus on the grape, a key component of wine quality.



THE LOIRE VALLEY VINEYARDS

PRESENT DAY: THE SUSTAINABILITY REVOLUTION

Since the end of the 1990s, the Loire Valley winegrowing sector has been fully committed to **taking a more environmentally responsible approach to its winegrowing activities**, intervening only where strictly necessary.

In 2021, almost 65% of Loire Valley vineyards are either sustainably or organically farmed, and the figure is constantly increasing.



Today the Loire Valley are proud to acknowledge their close bonds with their terroir and the unrivalled quality of their wines.



SOILS, CLIMATE AND GRAPES

The Loire River Basin and its Geology:
A basis for diversity

Climate:
Tidal influences and the Loire

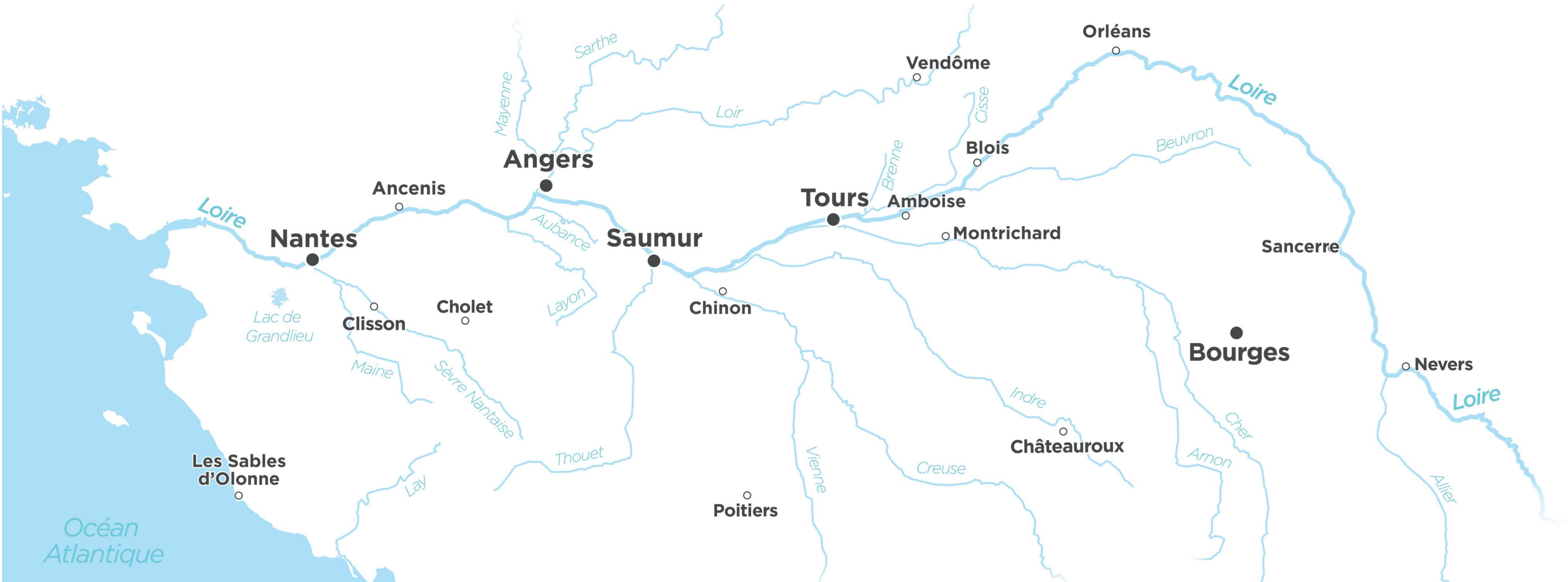
Grapes:
A wide range of different varieties



THE LOIRE VALLEY

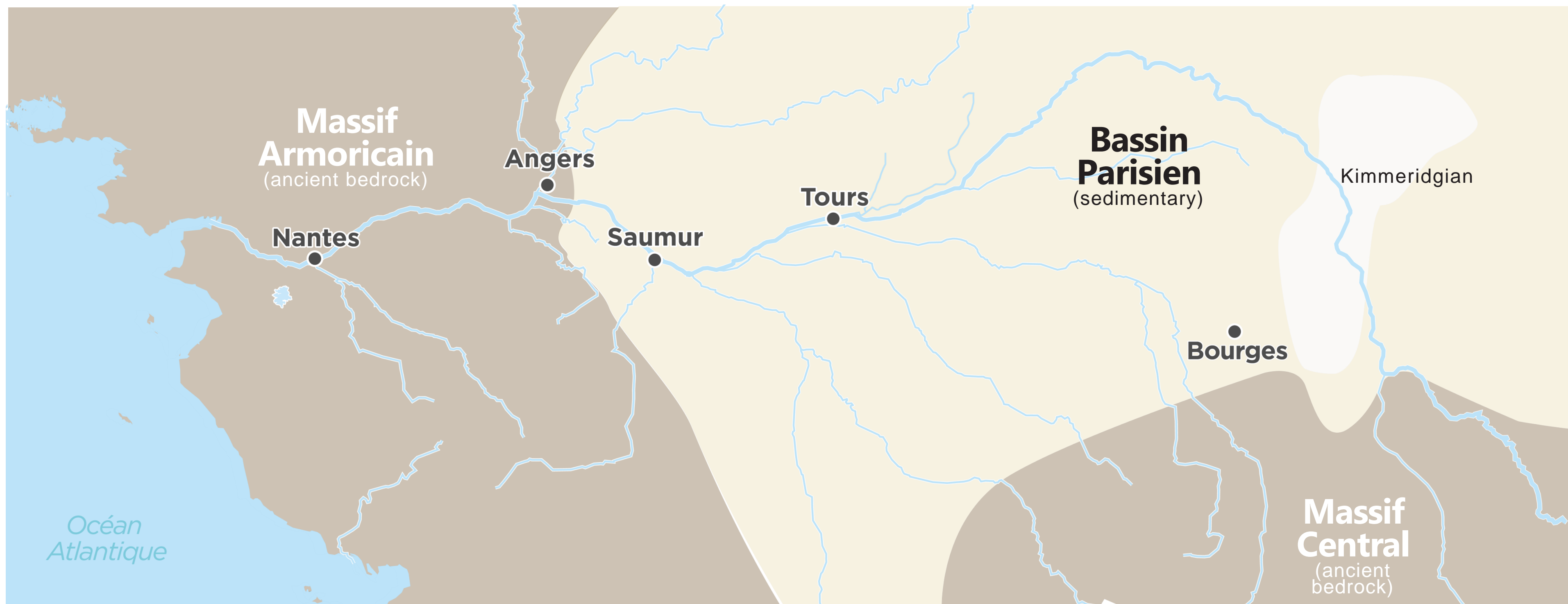
THE LOIRE RIVER BASIN

The Loire is the longest river in France, its hydrographic network covering a full one-fifth of the country. The Loire and its tributaries have an essential part to play in the identity and variety of Loire Valley wines.



THE LOIRE VALLEY

SUB SOILS: TWO ANCIENT MASSIFS FLANKING THE PARIS BASIN



THE LOIRE VINEYARDS

A WIDE VARIETY OF SOIL TYPES



Nantais
Igneous rock from the
Armorican Massif
(gneiss, mica,
greenstone rock and
granite).



Anjou
Schist and
sandstone (black
soils)



Saumur
Tuffeau (chalk)



Touraine
Tuffeau to the west, with siliceous
clay and siliceous sand to the
east, and calcareous clay slopes
and light gravel on the banks of the
Loire.



Centre-Loire
Kimmeridgian limestone,
flint and gravel

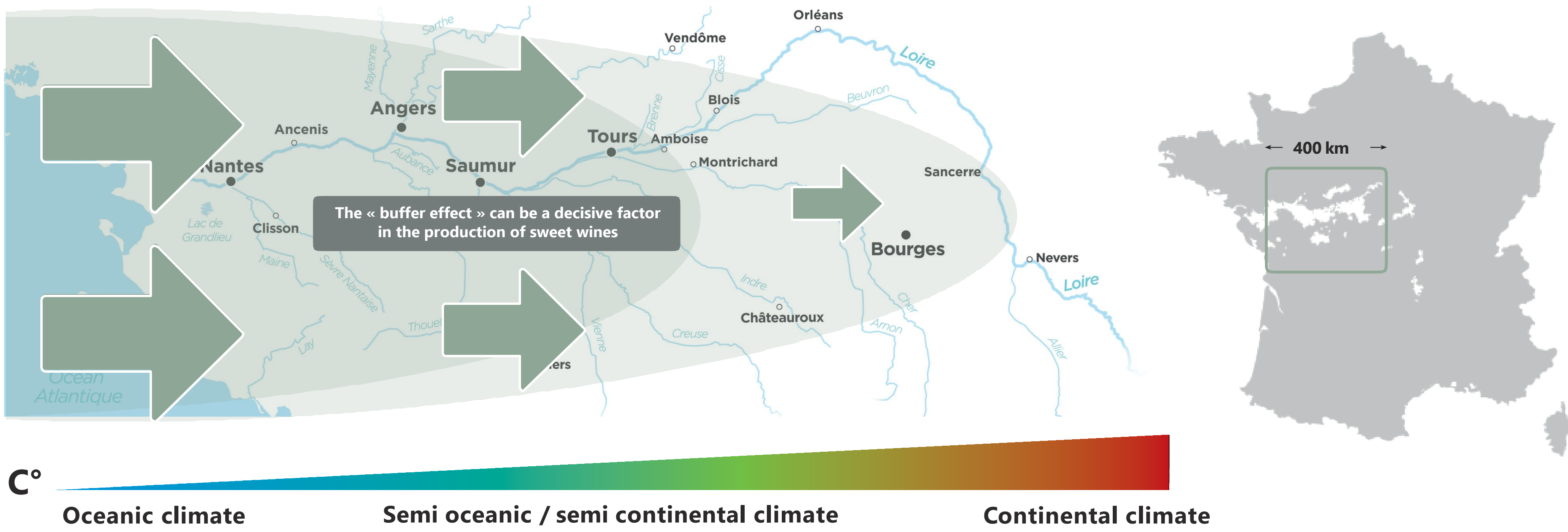


Auvergne
Mica schist,
sandstone and
granite

THE LOIRE VINEYARDS

CLIMATE: TIDAL INFLUENCES AND THE LOIRE

The Loire Valley microclimates change according to altitude and slope orientation. The prevailing westerly wind - and sometimes the north-easterly breeze - can have a greater or lesser impact on vineyard microclimate.



THE LOIRE VINEYARDS

CLIMATE: TIDAL INFLUENCES AND THE LOIRE

Overall, the Loire Valley enjoys a temperate climate, but each of its sub-regions is subject to a different set of influences.

The Nantais and Anjou enjoy an oceanic climate.

From the Saumur region to Touraine, the climate becomes progressively more continental in character as the hills provide a barrier to the ocean’s influence.

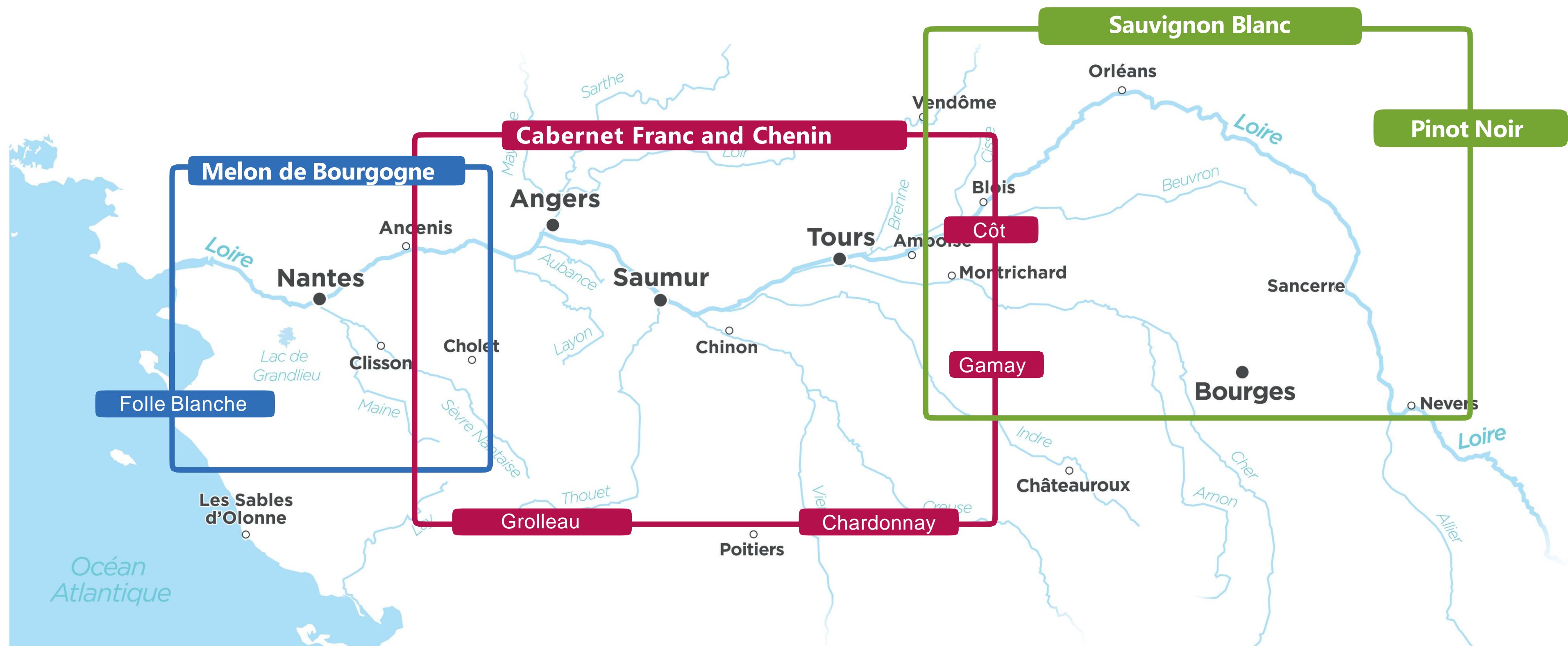
From Touraine to Centre-Loire, the climate is continental.

01/04 - 30/10	Nantais	Anjou-Saumur	Touraine	Centre-Loire
Insolation (hours)	1570	1386	1349	1345
T sum (in °C)	3071	3294	3278	3276
Precipitation (mm)	406	352	376	406
Annual Temperature (°C)	11,9	11,9	11,1	11

- The Nantais climate is distinctive for its **intense light** and tidal influences.
- Chenin enjoys low rainfall, **promoting late harvests**.
- The **cool, continental climate** is ideal for Sauvignon and Pinot Noir.

THE LOIRE VALLEY

WHICH VARIETAL GROWS WHERE



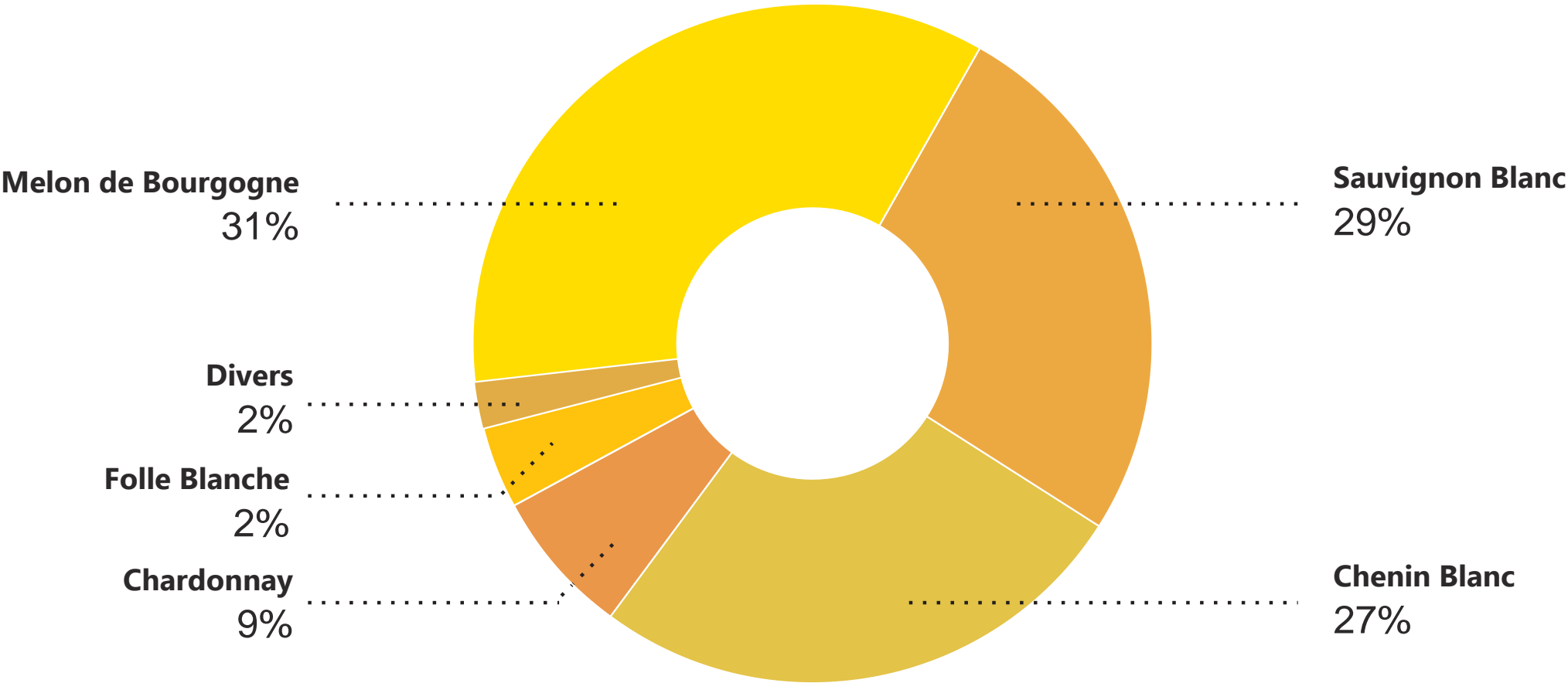
THE LOIRE VALLEY

LOIRE VALLEY WHITE VARIETALS

3 main varieties:
Melon de Bourgogne, Chenin blanc et Sauvignon blanc.

Other varieties include: Folle Blanche, Chardonnay, Chasselas, Romorantin Sauvignon Gris and Tressalier.

These are made into dry, semi-sweet, sweet and sparkling wines, mostly single-varietal.



LOIRE VALLEY WINES

VARIETALS FOR WHITE WINES

Melon de Bourgogne

- Muscadets
- Côtes de Tannay (IGP)

Folle Blanche

- Gros Plant du Pays Nantais

Chenin Blanc

- Savennières
- Coulée de Serrant
- Savennières Roche aux Moines
- Anjou
- Saumur
- Jasnières
- Coteaux du Loir
- Vouvray
- Montlouis-sur-Loire
- Touraine Amboise
- Touraine Azay-le-Rideau

Sauvignon

- Haut Poitou (Sauvignon Gris)
- Touraine
- Reuilly
- Quincy
- Menetou-Salon
- Sancerre
- Pouilly Fumé
- Coteaux du Giennois

Blends and single varietal

- Coteaux du Vendômois
- Cheverny
- Touraine Mesland
- Valençay
- Orléans
- Fiefs Vendéens
- Saint-Pourçain (Tressallier)
- Les IGP : Val de Loire, Calvados, Coteaux du Cher et de l'Arnon, Haute Vienne, Puy-de-Dôme (Sauvignon, Chardonnay...), Urfé

Chardonnay

- Côtes d'Auvergne
- Côtes de la Charité (IGP)

Romorantin

- Cour Cheverny

Chasselas

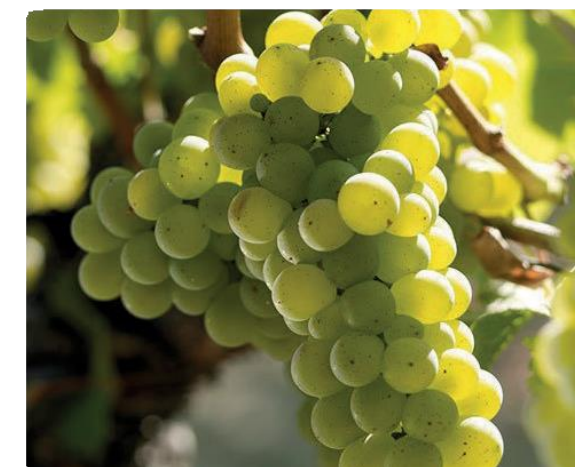
- Pouilly-sur-Loire



Melon de Bourgogne :
dans le Pays Nantais



Chenin :
Anjou Saumur et
Touraine



Sauvignon Blanc :
Centre Loire et
Touraine

LOIRE VALLEY WINES VARIETALS FOR SEMI-SWEET AND SWEET WHITE WINES

Chenin Blanc

- Anjou Coteaux de la Loire
- Coteaux de l'Aubance
- Coteaux du Layon et « Villages »
- Coteaux du Layon 1^{er} cru Chaume
- Quarts de Chaume Grand Cru
- Bonnezeaux
- Coteaux de Saumur
- Savennières
- Vouvray
- Montlouis-sur-Loire
- Jasnières
- Coteaux du Loir

Malvoisie (Pinot Gris)

- Coteaux d'Ancenis (demi-secs)



Chenin Blanc grapes with concentrated sugars, showing the start of botrytis cinerea.

LOIRE VALLEY WINES

VARIETALS FOR SPARKLING WINES

Chenin Blanc

- Vouvray
- Montlouis-sur-Loire

Blends

- Anjou
- Saumur
- Touraine
- Crémant de Loire



Chenin et Chardonnay :
Anjou Saumur et Touraine

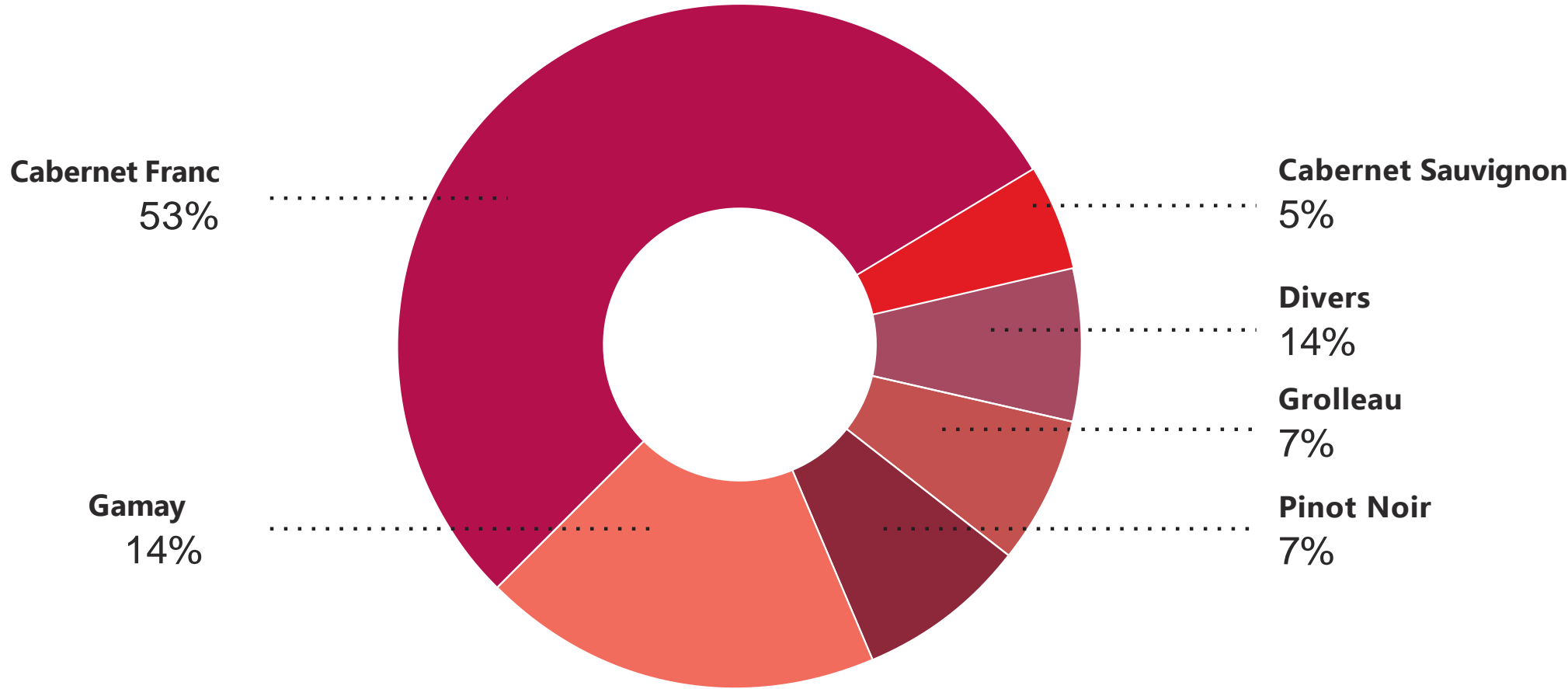
LOIRE VALLEY

LOIRE VALLEY RED VARIETALS

The 3 main varieties are
Cabernet Franc, Gamay and Pinot Noir

Other varieties include: Grolleau, Cabernet Sauvignon, Pineau d'Aunis, Côt and Négrette.

Used to make reds, rosés and sparkling wines, mostly as single varieties.



LOIRE VALLEY WINES

VARIETALS FOR RED WINES

Cabernet Franc

- Anjou
- Anjou-Villages
- Anjou Brissac
- Saumur
- Saumur Champigny
- Saumur Puy Notre Dame
- Bourgueil
- Saint Nicolas de Bourgueil
- Chinon
- Orléans-Clery

Gamay

- Coteaux d'Ancenis
- Anjou Gamay
- Touraine Gamay
- Côtes du Forez
- Côte Roannaise

Pinot Noir

- Sancerre
- Reuilly
- Menetou salon
- Côtes de la Charité (IGP)

Blends and single varietal

- Fiefs Vendéens (Négrette)
- Côtes d'Auvergne
- Haut Poitou
- Touraine Mesland
- Touraine Amboise (Côt)
- Coteaux du Loir (Pineau d'Aunis)
- Coteaux du Vendômois (Pineau d'Aunis)
- Valençay
- Cheverny
- Touraine
- Orléans
- Coteaux du Giennois
- Châteaumeillant
- St Pourçain
- Les IGP : Val de Loire, Calvados, Coteaux du Cher et de l'Arnon, Haute Vienne, Puy-de-Dôme (Gamay, Cabernet Franc, Pinot Noir...), Urfé



Cabernet Franc



Gamay



Pinot Noir

LOIRE VALLEY WINES

VARIETALS FOR ROSÉ WINES

Cabernet Franc Cabernet Sauvignon

- Cabernet d'Anjou (tendre)
- Chinon
- Saint-Nicolas-de-Bourgueil
- Bourgueil

Pinot Noir

- Sancerre
- Menetou-Salon

Pinot Gris

- Reuilly

Pineau d'Aunis

- Coteaux du Vendômois

Gamay

- Saint Pourçain
- Côtes du Forez
- Côte Roannaise

Blends and single varietal

- Rosé d'Anjou (tendre)
- Rosé de Loire
- Haut Poitou
- Touraine
- Touraine Amboise
- Touraine Mesland
- Touraine Noble-Joué
- Touraine Azay-le-Rideau
- Valençay
- Cheverny
- Orléans
- Coteaux du Giennois
- Châteaumeillant
- Côtes d'Auvergne
- Coteaux du Loir
- Les IGP : Val de Loire, Calvados, Coteaux du Cher et de l'Arnon, Haute Vienne, Puy-de-Dôme (Gamay, Cabernet Franc, Pinot Noir...), Urfé



Cabernet Franc



Gamay

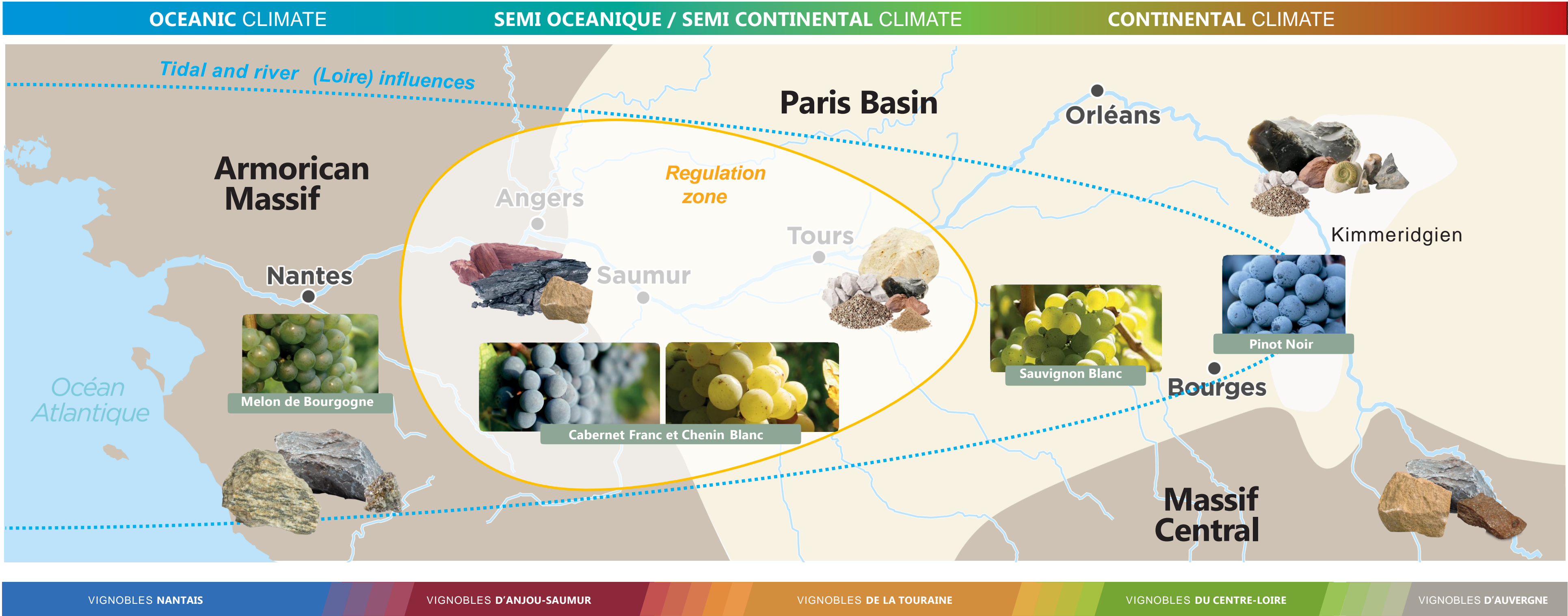


Pinot Noir



The only region in the world to 'rosés tendre'.

THE COMBINATION OF SOILS CLIMATES AND VARIETALS EXPRESS THE WIDE DIVERSITY OF LOIRE VALLEY WINES



The Loire Valley comprises 53 AOPs and Loire Valley IGP produced across 14 departments.

AOP/IGP WINES

The Nantais Region

The Anjou-Saumur Region

The Touraine Region

The Centre-Loire Region

The Auvergne Region



53 AOP appellations and Loire Valley IGP.

5 winegrowing regions across 14 departments.

The map illustrates the Loire Valley wine regions, categorized into five main winegrowing regions across 14 departments. The regions are color-coded: Anjou (red), Saumur (dark red), Chinon (yellow), Touraine (orange), and Sancerre (green). The map shows the Loire River and its tributaries, including the Mayenne, Sarthe, Loir, Vienne, Indre, Cher, and Aisne. Major cities like Nantes, Angers, Saumur, Tours, Amboise, Blois, Orléans, Bourges, and Nevers are marked. The map also shows the Atlantic Ocean (Océan Atlantique) to the west and the Paris Basin to the east. The map includes labels for various AOP appellations and IGPs, such as Anjou, Saumur, Chinon, Touraine, Sancerre, and others. The map also shows the Loire Valley's proximity to the Atlantic Ocean and the Paris Basin.

VIGNOBLES D'AUVERGNE

THE NANTAIS REGION: THE OCEANIC AREA WINES

AOP :

- Gros Plant du Pays Nantais ●
- Coteaux d'Ancenis ● ● ●
- Muscadet ●
- Muscadet Sèvre et Maine ●
+ crus communaux : Gorges, Clisson, le Pallet, Château-Thébaud, Goulaine, Monnières-Saint-Fiacre, Mouzillon-Tillières, La Haye-Fouassière, Vallet, Champtoceaux
- Muscadet Coteaux de la Loire ●
- Muscadet Côtes de Grandlieu ●
- Fiefs Vendéens ● ● ●
Brem, Chantonay, Mareuil, Pissote, Vix

Loire Valley IGP ● ● ●



"Sur Lie" is a unique method of making wine. The Muscadets and Gros Plants du Pays Nantais "sur lies" spend the winter ageing on lees, and are bottled between 1st March and 31st December in the year following harvest.

Production :

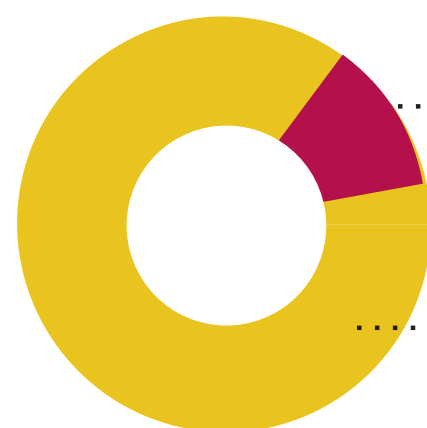
425 000 hl soit 17 % of total Loire Valley production

Surface :

12 500 ha, soit 14 % of total Loire Valley vineyard area

78 %

of wines are classified AOP

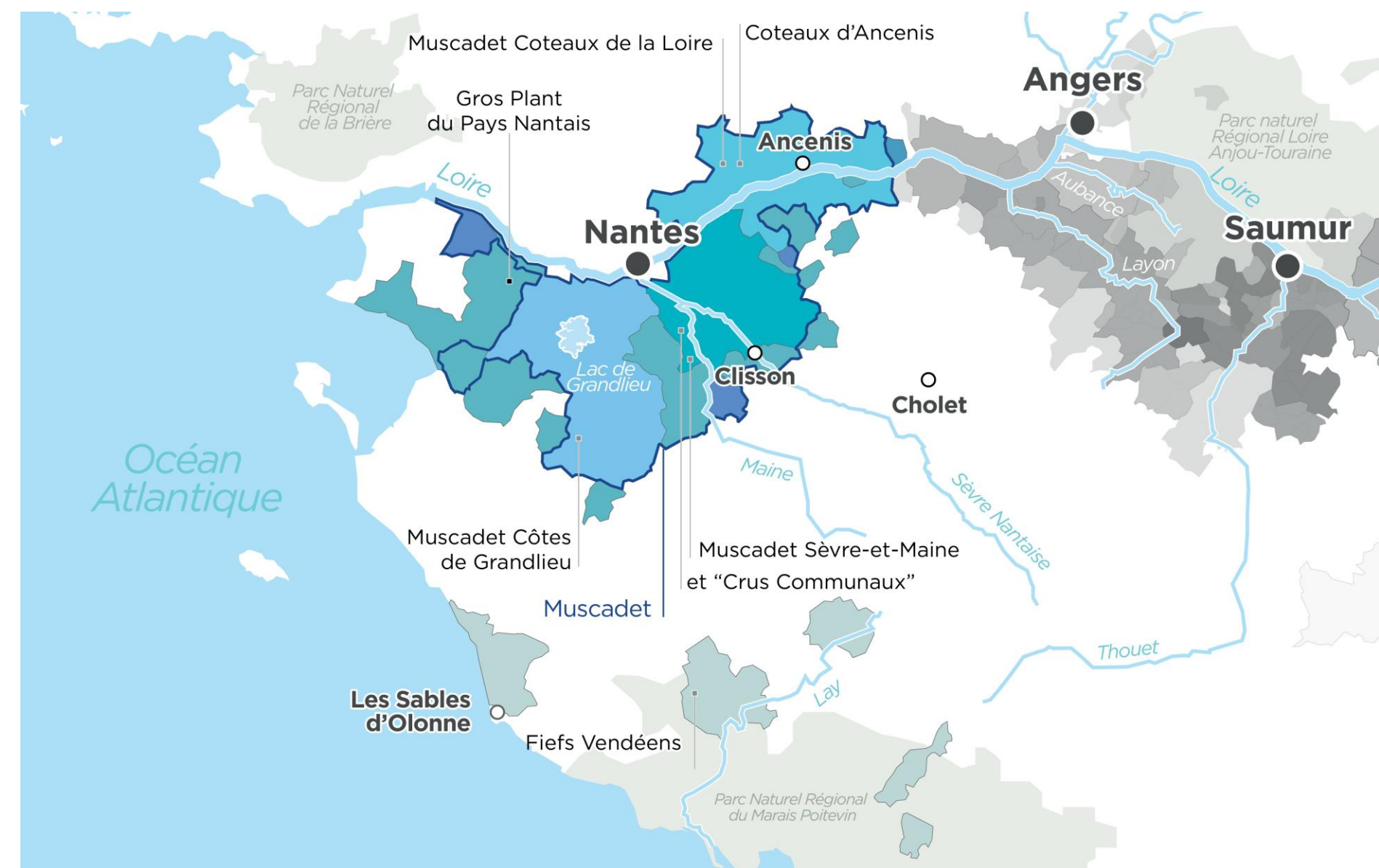


Reds and
rosés

13%

Whites

87%



RÉGION NANTAISE

PATRIMOINE



LANDSCAPE

Coastal and woodland landscapes : the rivers Sèvre and Maine, the Lac de Grandlieu.

The town of **Nantes**, the capital city of Nantais wines.

The largest **white single-varietal** vineyard in France.



PAIRING NANTAIS WINES:

IGP Val de Loire : as an aperitif, with charcuterie, salads and summer barbecues.

Muscadets and Gros Plants "sur lie": as an aperitif, with oysters and shellfish.

Muscadet Communal Crus : with fish and other seafood.

FOOD HERITAGE:

Seafood : Oysters and shellfish, Bouchot mussels

Fish : Sardines, skate, seabass, sea bream, hake

Seasonal Vegetables : Lamb's lettuce, carrots, Noirmoutier potatoes

Local products and specialities : Foods cooked with classic Nantais beurre blanc

- Anjou ●●●●
- Anjou-Coteaux de la Loire ●
- Anjou-Villages ●
- Anjou Brissac ●
- Bonnezeaux ●
- Cabernet d'Anjou ●
- Coteaux de Saumur ●
- Coteaux du Layon ●
Coteaux du Layon « Villages » :
Beaulieu sur Layon, Faye d'Anjou,
Rablay sur Layon, Rochefort sur Loire,
Saint Aubin de Luigné, Saint Lambert du
Lattay
- Coteaux du Layon 1^{er} Cru Chaume ●
- Coteaux de l'Aubance ●
- Coteaux de Saumur ●

1 093 000 hl soit 44 % of total Loire Valley production.

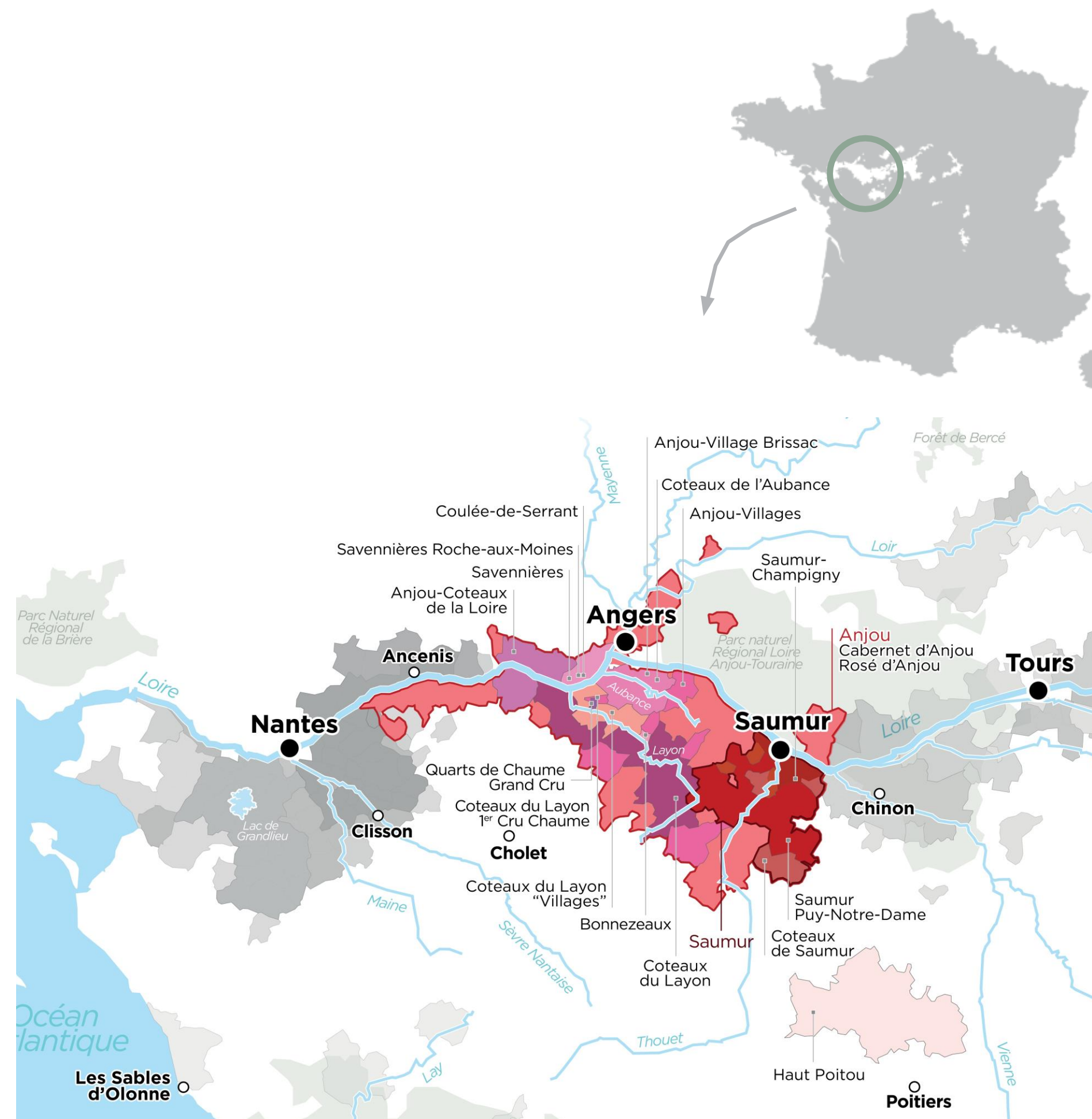
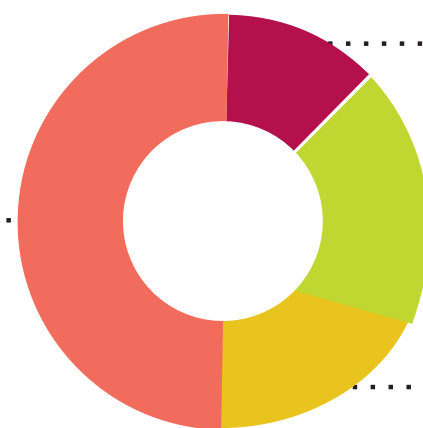
19 000 ha, soit 41 % of total Loie Valley vineyard area

of wines are classified AOP

- Quarts-de-Chaume Grand Cru ●
- Rosé d'Anjou ●
- Saumur ● ● ● ●
- Saumur-Champigny ●
- Saumur Mousseux ●
- Saumur Puy-Notre Dame ●
- Savennières ● ●
- Coulée de Serrant ● ●
- Savennières Roche aux Moine ● ●
- Haut Poitou ● ● ●
- Crémant de Loire ●
- Rosé de Loire ●

A donut chart illustrating the distribution of wine preferences. The chart is divided into four segments: a large light red segment for Rosé (51%), a green segment for Sparkling (22%), a yellow segment for White (14%), and a small dark red segment for Red (13%). Dotted lines connect each segment to its corresponding label and percentage.

Wine Type	Percentage
Rosé	51%
Sparkling	22%
White	14%
Red	13%



ANJOU

HERITAGE MATTERS

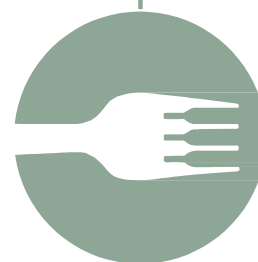


LANDSCAPE

Undulating **hillsides**.

South of the Loire : River Layon and River Aubance.

The Layon Fault separates two distinct geological areas, the Armorican Massif (with Anjou Noir dark soils to the west) and the Paris Basin (with Anjou Blanc lighter soils to the east).



PAIRING ANJOU WINES:

Anjou rosé tender : with summer salads, melon, world cuisine, red fruit tart.

Anjou white/Savennières : with fish, seafood and white meat.

Coteaux du Layon/Bonnezeaux : as an aperitif, with fruit-based desserts and blue cheeses (including Roquefort).

FOOD HERITAGE

***Fish** : Pike-perch, eel, pike, Loire shad*

***Seasonal Fruit and Vegetables** : Apples, strawberries, melons, asparagus.*

***Desserts** : Crêmet d'Anjou, Cointreau soufflé*

***Local products and specialities** : Rillauds, veal served Anjou-style*

SAUMUR

HERITAGE MATTERS

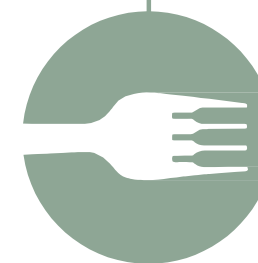


LANDSCAPE

The town of Saumur with its château overlooking the Loire.

Built heritage : **Tuffeau white stone**.

Troglodyte caves, perfect for sparkling wine.



PAIRING SAUMUR WINES

Saumur brut / Crémant de Loire : As an aperitif, with gougères or fruit-based desserts.

Saumur reds : With charcuterie, meats and barbecues.

Saumur white : With fish, seafood, poultry and white meat.

FOOD HERITAGE:

***Fish** : pike-perch, eel, pike, Loire shad*

***Seasonal fruit and vegetables** : apples, strawberries, green beans, mushrooms*

***Local products and specialities** : fouées, stuffed mushrooms (galipettes), dried, apples (pommes tapées)*

TOURAINE WINES

AOP :

- Bourgueil ●●
- Cheverny ●●●
- Cour Cheverny●
- Chinon ●●●
- Coteaux du Loir ●●●●
- Coteaux du Vendômois ●●●●
- Jasnières●●
- Montlouis-Sur-Loire ●●●
- Saint-Nicolas-de- Bourgueil ●●
- Vouvray ●●●

- Touraine ●●●●
Touraine Amboise, Touraine Azay-le-Rideau,
Touraine Chenonceaux, Touraine Mesland,
Touraine Oisly
- Touraine Noble-Joué ●
- Orléans ●●●
- Orléans-Cléry ●
- Valençay ●●●
- Crémant de Loire ●
- Rosé de Loire ●

IGP Val de Loire ●●●●

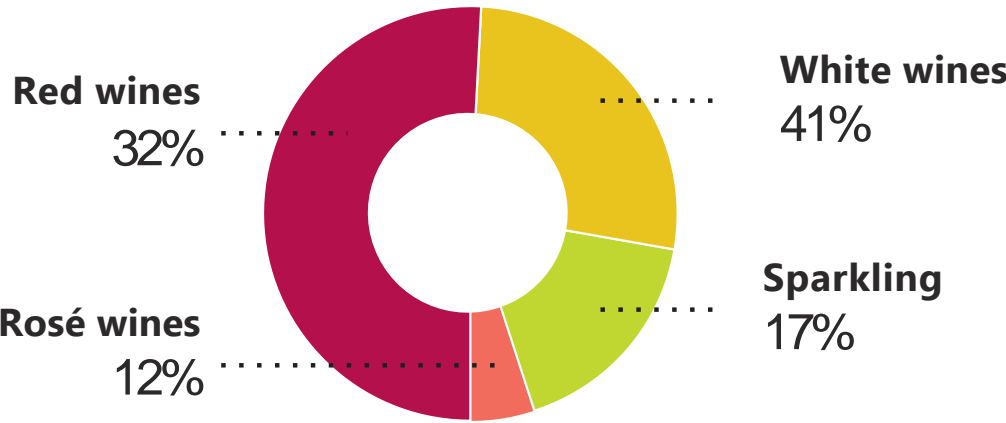
Production :

614 000 hl soit 25 % of Loire Valley total production

Surface :

13 000 ha, soit 28 % of Loire Valley total vineyard area

89 %
of wines are classified AOP



TOURAINÉ

HERITAGE MATTERS



Landscape

Vines and châteaux : Chinon, Azay-le-Rideau, Amboise, Chenonceau.

River valley vineyards : Loire, Vienne, Cher, Indre, Loir, Cisse, Brenne.

Home of writers and artists : Ronsard, Rabelais, Descartes, Balzac, Leonardo da Vinci.

PAIRING TOURAINÉ WINES:

Chinon / Saint-Nicolas-de-Bourgueil : With charcuterie, meat and barbecues.

Vouvray / Jasnières : With fish, seafood, poultry, white meats, cheeses.

Touraine whites : With seafood and goat's cheese.



FOOD HERITAGE:

***Fish :** fried Loire fish, pike-perch, pike, Loire shad*

***Charcuterie :** rillons and rillettes, andouillettes (sausage) made with Vouvray*

***Seasonal fruit and vegetables :** apples, pears, strawberries, asparagus, mushrooms*

***Cheese :** Sainte-Maure-de-Touraine, Valençay, Selles-sur-Cher*

***Local products and specialities :** fouées, saffron, truffles, poire tapée (speciality dried pears)...*

CENTRE LOIRE WINES

AOP :

- Châteaumeillant ●●
- Coteaux du Giennois ●●●
- Menetou-Salon ●●●
- Pouilly Fumé ●
- Pouilly-sur-Loire ●
- Quincy ●
- Reuilly ●●●
- Sancerre ●●●

IGP

- Côtes de la Charité ●●●
- Coteaux de Tannay ●●●
- Coteaux du Cher et de l'Arnon ●●●
- Val de Loire ●●●

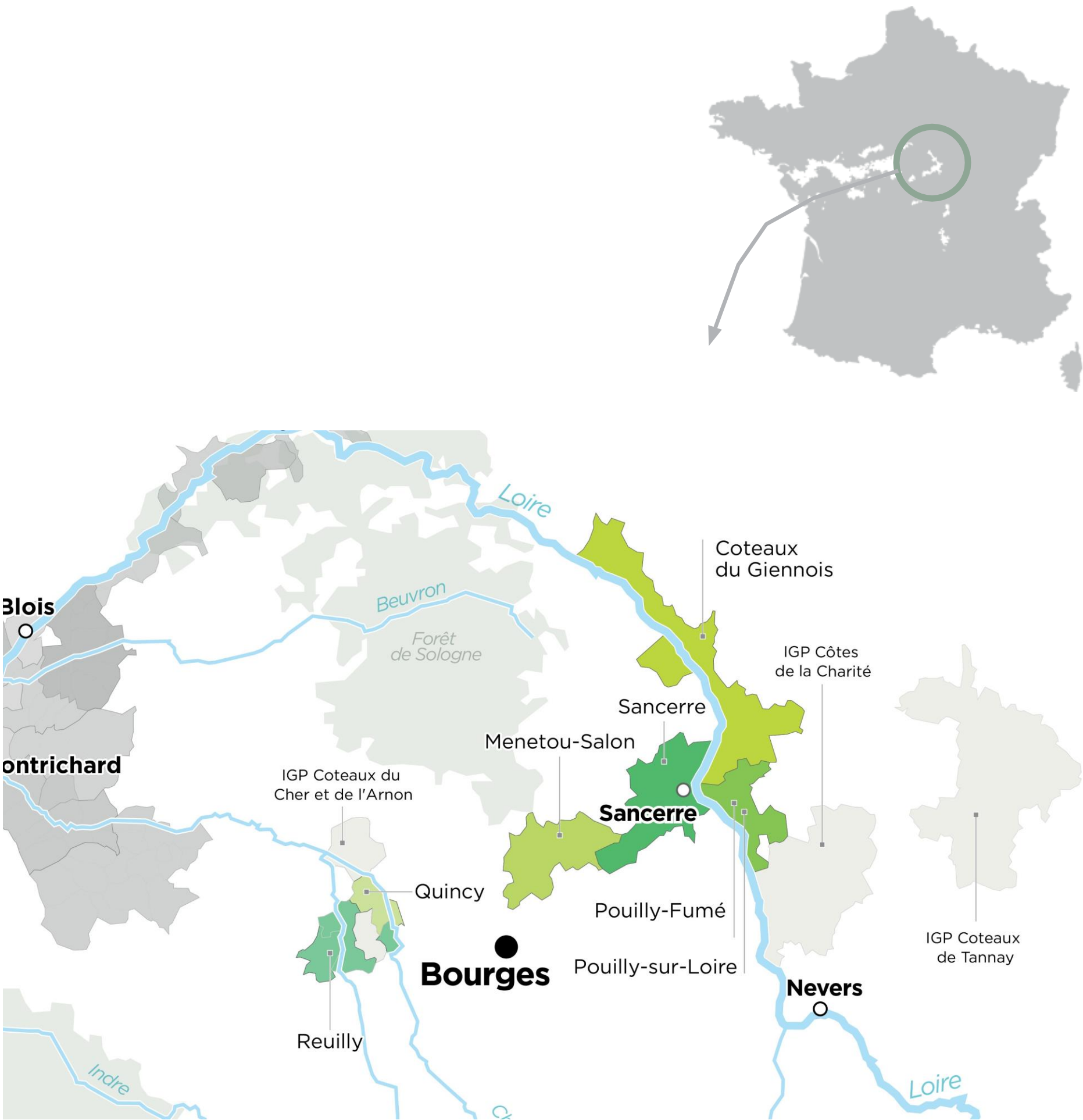
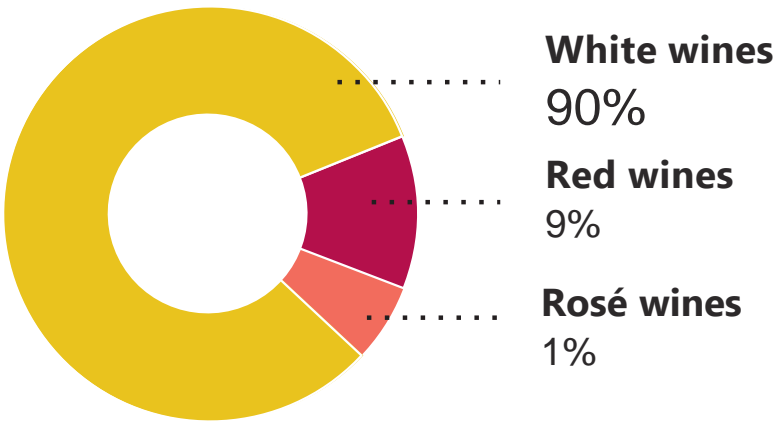
Production :

312 000 hl soit 13 % of total Loire Valley production

Surface :

5 900 ha, soit 13 % of total Loire Valley vineyard area

98 %
of wines are classified AOP



CENTRE-LOIRE

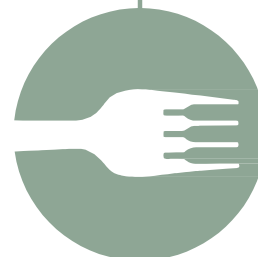
HERITAGE MATTERS



LANDSCAPE

A **panoramic landscape** featuring the hillsides of Sancerre, Pouilly and the Loire in all its untamed glory; the fields of Champagne Berrichone and the rural Pays Fort.

History **shaped by geology** (Kimmeridgian limestone) and **presence of the Loire**. The town of Bourges with its cathedral.



CENTRE LOIRE WINE PAIRINGS

Whites : Shellfish, goat's cheese, Japanese food.

Reds : White meats, poultry.

Rosés : As an aperitif, with summer salads and spicy foods.

FOOD HERITAGE:

***Fish** : fried Loire fish, pike, eel....*

***Seasonal fruit and vegetables** : apples, pears, Berry green lentils, walnuts*

***Cheese** : Crottin de Chavignol, Pouligny Saint-Pierre...*

***Desserts** : rousserolles doughnuts, tarte tatin, croquet biscuits, poirat pear tart...*

***Local products and specialities** : walnut oil, potato pancakes, pâté de Pâques (traditional Easter meat and egg pie)...*

AUVERGNE : THE VOLCANIC AREA

WINES & HERITAGE MATTERS

AOP :

- Saint Pourçain ● ● ●
- Côtes d'Auvergne ● ● ●
Chanturge, Chateaugay, Corent, Madargues, Boudes
- Côte Roannaise ● ●
- Côtes du Forez ● ●

IGP

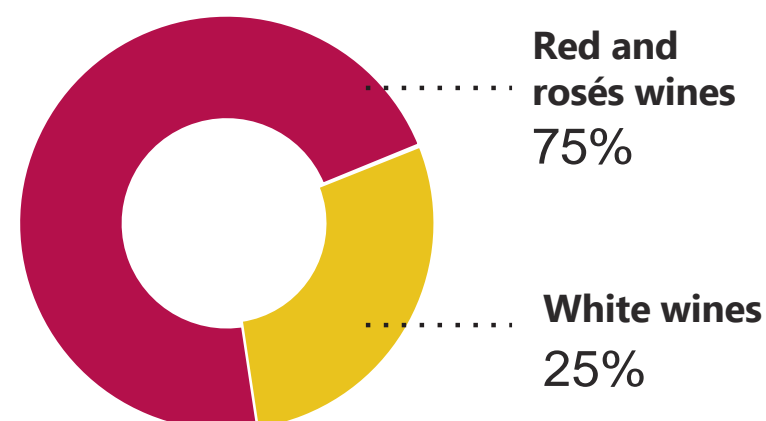
- Puy-de-Dôme ● ● ●
- Urfé ● ● ●
- Val de Loire ● ● ●

Production :

31 000 hl, 1 % of total Loire Valley production

Surface :

800 ha, 2 % of total Loire Valley vineyard area



LANDSCAPE

A panoramic landscape featuring the “chaîne des Puys”

The river **Allier** and volcanic soils

At the origin of the establishment of vines in the Loire



PAIRINGS AUVERGNE WINES

Whites : as an aperitif, with fish, ...

Reds and rosés : with salads and summer barbecues, charcuterie, local cheeses, ...

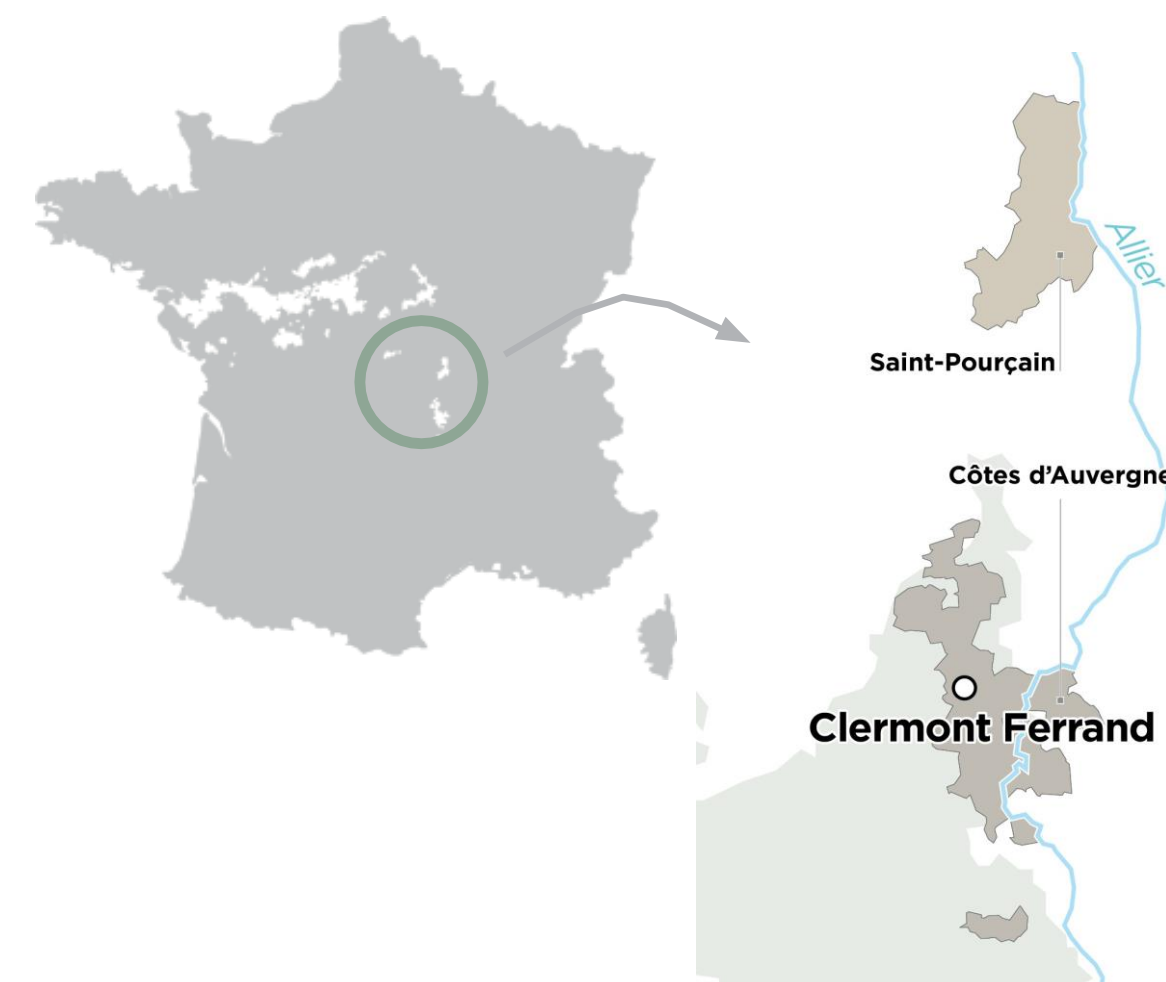
FOOD HERITAGE :

Charcuterie : dry sausage, dry ham from Auvergne...

Meat : boeuf Charolais, Aubrac, Salers...

Cheese : Cantal, Saint-Nectaire, Fourmes et Bleu d'Auvergne...

Local products and specialties : potée, aligot, tripoux, lentilles vertes du Puy...



FACTS AND FIGURES



THE LOIRE VALLEY

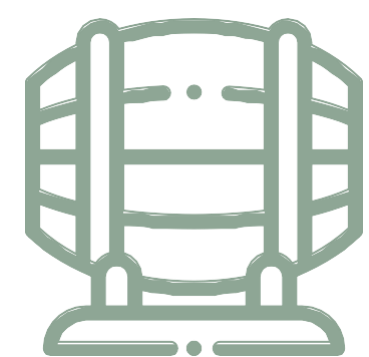
A KEY STRATEGIC ROLE IN THE ECONOMY



3,700
Growers declaring
harvests



450
Négociants



21
Cooperative wineries

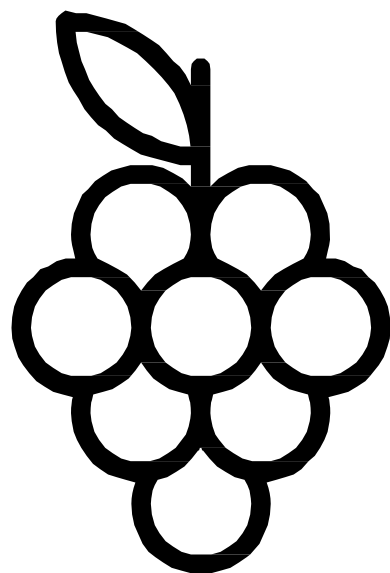


€1.3 billion
Annual turnover, incl. 21% to export



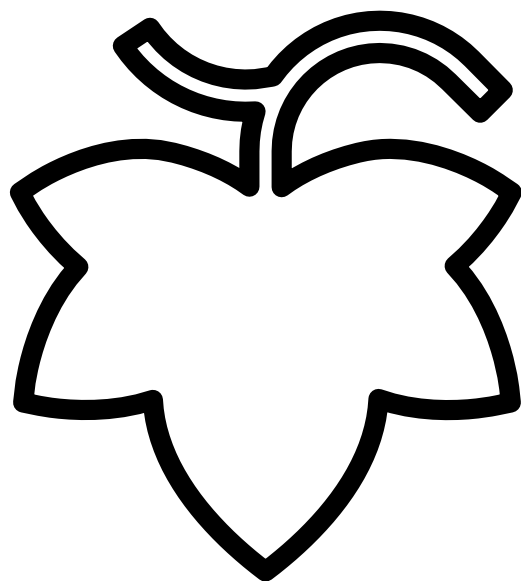
A UNESCO WORLD
HERITAGE SITE

FRANCE'S 3rd LARGEST VINEYARD AREA FOR APPELLATION WINES



53
appellations

7
IGP

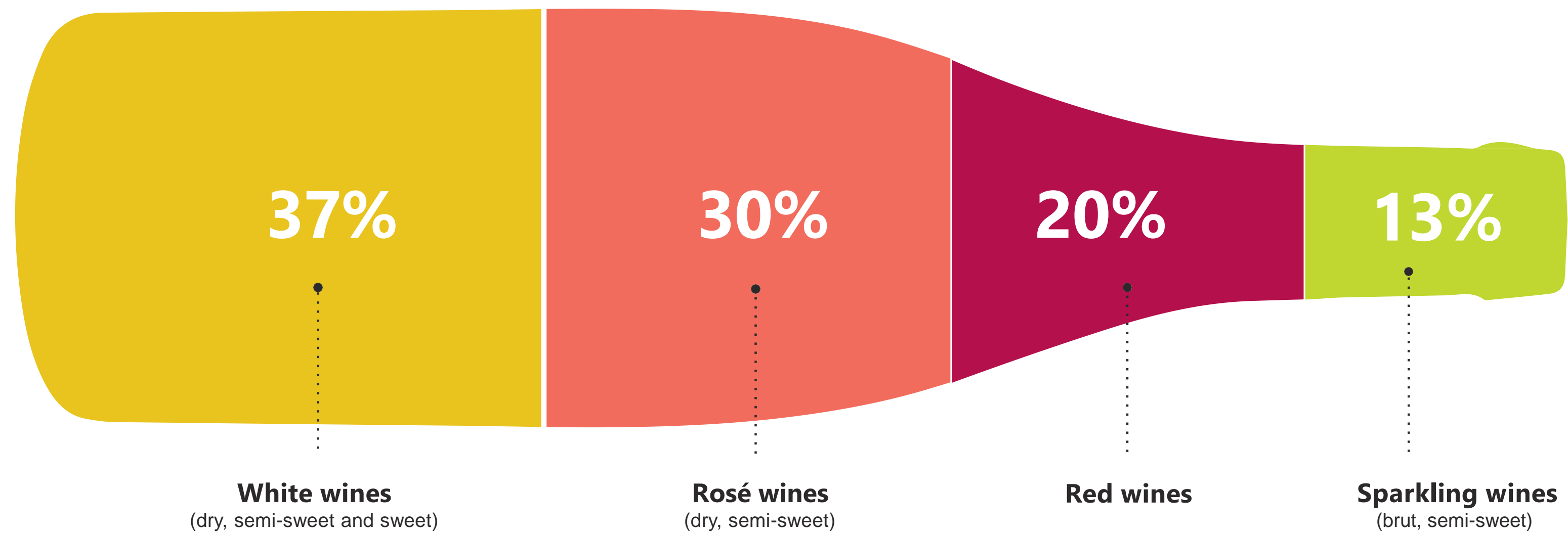


55,000
hectares of vines
Incl. 47,400 ha of AOP.
In 2021 : 65% farmed organically or with environmental accreditation



320 Million
bottles of AOP/IGP wine sold
sold in 160 countries

UNRIVALLED DIVERSITY

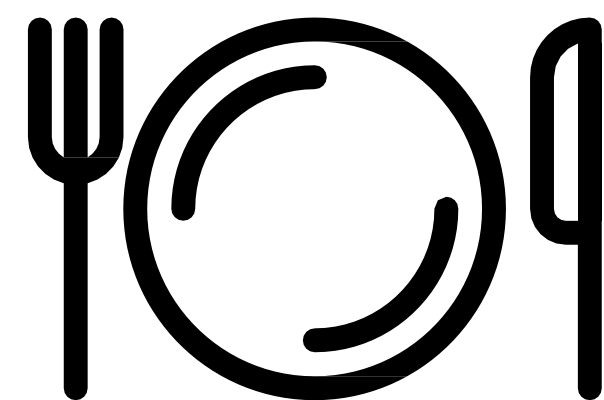


WIDELY AVAILABLE

ACROSS ALL DISTRIBUTION CHANNELS IN FRANCE

Foodservice* France

* Table service



14%

of all appellation wines
(3rd most widely available French wine region)

49%

of all appellation
white wines
(2nd most widely available French
wine region)

43%

of all appellation
red wines
(4th most widely available French
wine region)

Large-scale retail France



15%

of all appellation wines
(3rd most widely available French wine region)

38%

of all appellation
sparkling wines
(2nd most widely available French
wine region)

22%

of all appellation
white wines
(Leading French wine region for
availability)

Wine shops France



11%

of all appellation wines
(5th most widely available French wine region)

20%

of all appellation
white wines
(2nd most widely available French
wine region)

9%

of all appellation
rosé wines
(4th most widely available French
wine region)

... AND SOARING ON THE EXPORT MARKET

LOIRE VALLEY WINES (BY VALUE)



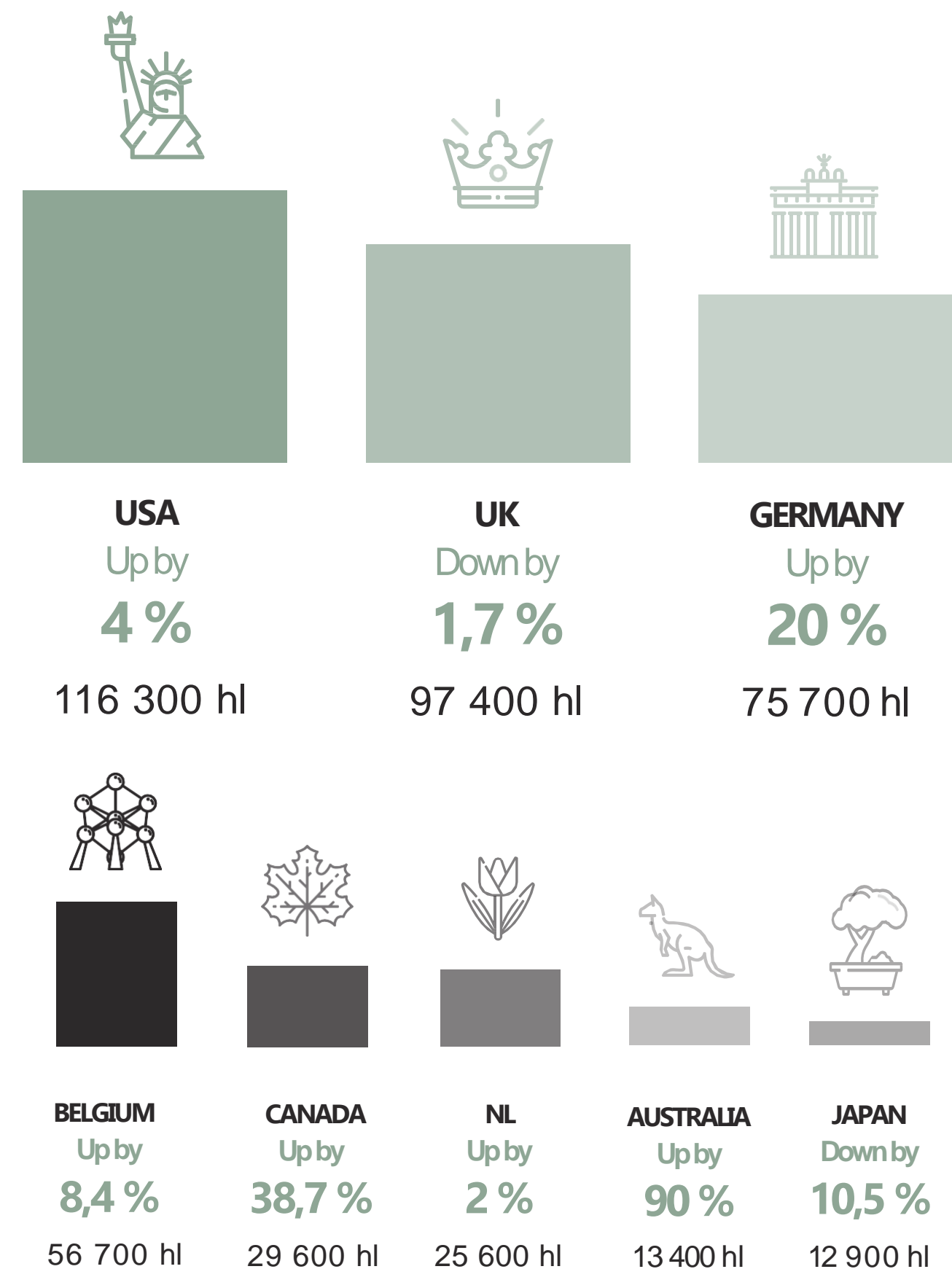
TURNOVER

2013: € 213 million

2018 : € 282 million

2020 : € 300 million

64% of this is generated by white wines, the Loire Valley's most popular colour.



LOIRE VALLEY WINES

FACTS AND FIGURES

An extraordinary range of:

53 AOPs and Loire Valley IGP produced across 14 departments.

The 3rd largest French AOP vineyard.

Famous for the **diversity of its wines.**

Wines made for food, perfect as an aperitif or served with all types of cuisine.

"In the Loire Valley, the texture and richness of the wines, whatever the colour or style, never overpower their delicious fruity flavours, their ripeness, freshness, balance or ease of drinking"

Olivier Poussier, Best Sommelier in the World



€1.3 billion
in annual turnover



High quality products
92% of wines classified as AOP or IGP



280 million bottles
Sold per year



26% sold to export