

Born in a region  
that is unique in the world,  
Loire Valley wines combine  
diversity with history,  
a natural approach  
and full-bodied generosity.  
Their authenticity and richness  
make Loire Valley Wines  
a key partner for lovers  
of smoothness  
and sensations alike...

# Edito



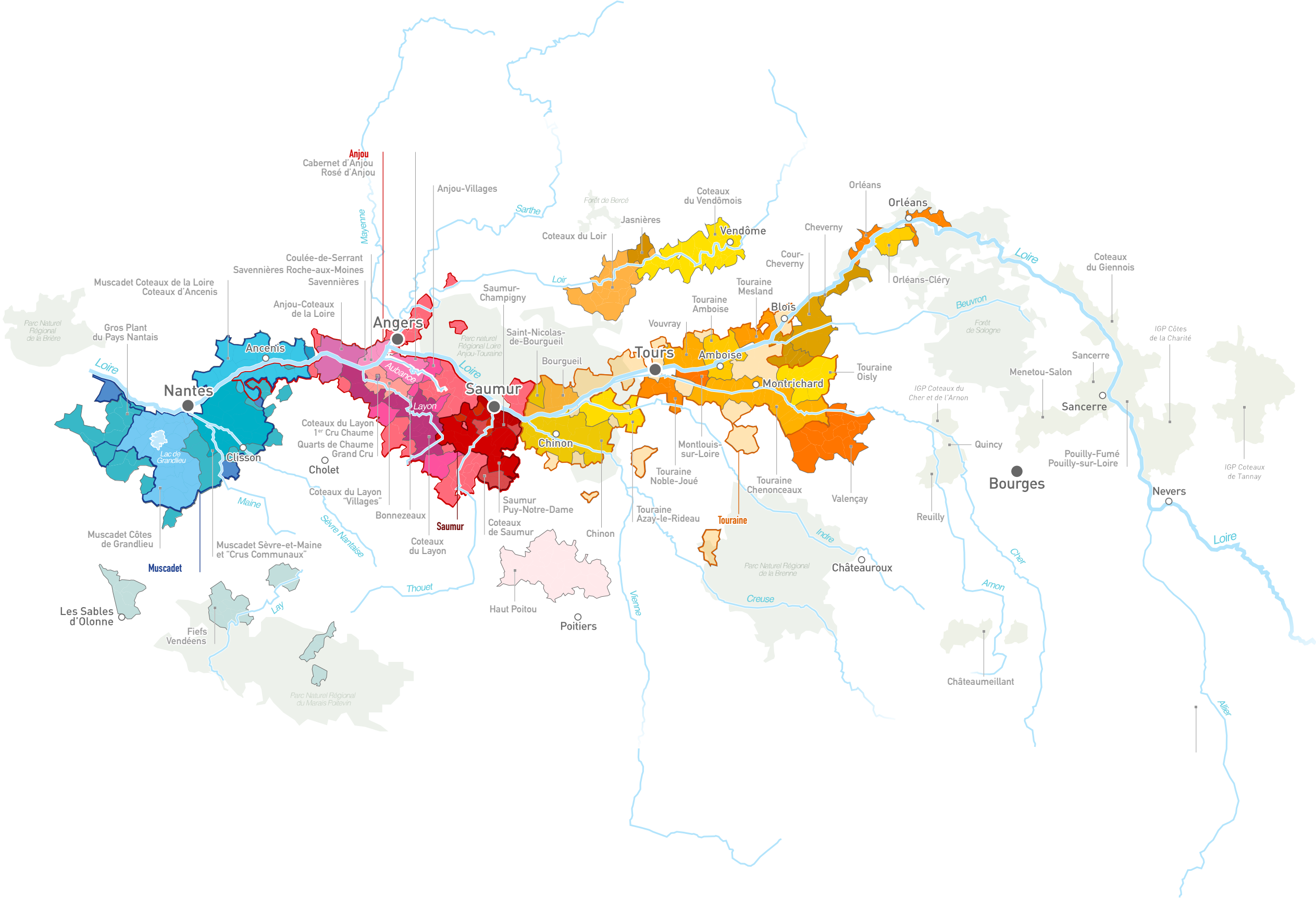
The Loire Valley is a region steeped in history, living for centuries to the flow of trade with the world. We are very proud of the part we play, with our wines, in spreading our *art de vivre* to every corner of the world. We already export over 20% of our production. By 2030, we will gladly share 30% of our production throughout the world.



We owe this international recognition of the quality of our wines to the continual innovation carried out by an entire wine-growing region and a growing generation of producers. We are passionate and driven, constantly seeking new sensations and remaining attentive to our consumers' aspirations.

We wine-growers and merchants put all our efforts into showing consumers the diversity and quality of our wines. Wherever we go in the world, we give them a liking for wines that are accessible, fresh, modern and synonymous with renewed emotion and memorable times with friends and loved ones. We are delighted to reach out to consumers who are increasingly demanding and well-informed.

**Lionel Gosseaume,  
InterLoire President**





# 1

## The amazing vineyards

Of the Loire Valley

Within **France's 3rd largest Appellation wine region**, stretching from the Atlantic coast to the Auvergne, Loire Valley wines represent the balance point between north and south, mellowness and freshness, arts and literature, tradition and modernity. From this harmonious blending, helped by a generally temperate climate and remarkably varied terroirs, comes the greatest diversity of wines on the planet.







In the heart of this large wine region, InterLoire represents:

<b>1 IGP</b> & <b>33 AOPs</b>	 2,700 wine-growers	 16 cooperative cellars	 410 wine-merchants
 1 of 10 European wine-growing areas listed as UNESCO World Heritage Sites	<b>42,000 ha</b> of vignes  <b>800 Km</b> Of wine routes. Vineyard spread over 3 regions		 540 estates managed by women

## Strong international presence for Loire Valley wines

Loire Valley wines are continuing their international expansion, exporting to over 150 countries and winning over a growing number of consumers seeking new sensations. **In 2022, exports amounted to 407,525 hL, or over 54 million bottles.**

### A closer look at the main export markets

	WORLDWIDE						
Export volume (hL)	407,525	90,487	68,340	55,973	53,183	27,869	13,851
Export value (€)	196,306 K	36,515 K	40,916 K	19,651 K	24,437 K	17,477 K	5,756 K
Key appellations (by Volume)							
Top 1	-	Crémant de Loire	Vouvray	Rosé d'Anjou & Cabernet d'Anjou	Touraine blanc	IGP Val de Loire blanc	Cabernet d'Anjou
Top 2	-	Rosé d'Anjou	Touraine blanc	Muscadet	Muscadet	Muscadet	Rosé d'Anjou
Top 3	-	Muscadet	Crémant de Loire	Crémant de Loire	Crémant de Loire	Crémant de Loire	IGP Val de Loire blanc
Distribution of exported colors (in %)							
Sparkling	32,5	87,6	15,0	15,7	15,7	7,2	9,0
White	42,3	6,3	58,3	33,3	69,0	77,4	30,9
Red/Rosé	25,2	6,1	26,7	51,0	15,3	15,4	60,1

# 2

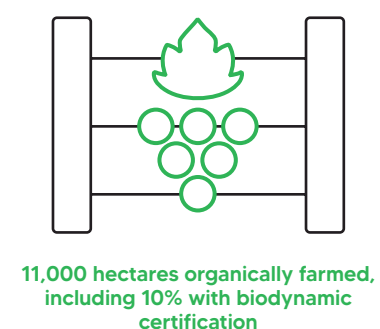
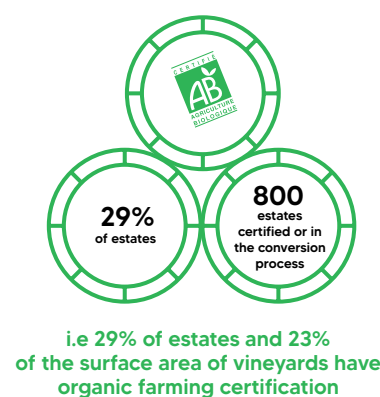
## Fair

Wines in harmony with the terroir

### Vineyards and people

Loire Valley vines are a real testament to the history of both the land and the people and it is this richness, this diversity, these incredible emotions and these contrasts that can now be found in Loire Valley wines. Driven on by their ancestors' know-how, resilience and passion, there are now passionate professionals working day in and day out on the rapid expansion of Loire Valley wines to the four corners of the world.

The Loire Valley offers a marvellous combination of an ancient wine growing history, indissociable from the French monarchy, and a modernity that is continually renewed by wine-growers in tune with their times. Today, the Loire Valley offers neo-winegrowers an unparalleled testing ground for producing truly remarkable wines, in perfect harmony with their contemporaries.



### Wines at the core of innovation

The Loire Valley, Leonardo da Vinci's adopted land, is matchless in stimulating innovation. It is here on this terroir that the producers' know-how and thirst for new horizons combine to create wines that disrupt the conventions, generating entirely new emotions whilst retaining the charm and excellence that are part of their heritage. Loire Valley producers are some of the most innovative in France and are redefining the conventions.

**It was in the Loire Valley that biodynamic wine took its first steps. Some producers mature their wine in amphorae or in egg-shaped vats and others are, for example, reintroducing sheep to their vineyards.**

### Wines in harmony with nature

Their location in the heart of vineyards bordering Europe's "last wild river" means Loire Valley wine growers and merchants are acutely aware of their responsibility, so they committed at a very early stage to steps to protect the environment. At the forefront stand the 70% of Loire Valley wine estates and 80% of the total surface area of vineyards already granted either an environmental label or organic farming (AB), biodynamic wine, HVE, Terra Vitis or Agri Confiance certification.

**The objective of the Loire wine industry is to reach 100% of the estates and areas involved in environmental certification by 2030 (Organic Farming, HVE - High Environmental Value - Terra Vitis...)**



# 3

## Fruity & Floral

A wide range of wines of different colours with varied flavours

### Wines with colourful, fruity and floral personalities

Tasting Loire Valley wines means adopting a corner of France, living each moment to the full, escaping into a world of flavours, stopping time and allowing yourself to be captivated by emotion, diving into an ocean of mellow smoothness, travelling through a land of contrasts, treating yourself to an unforgettable taste experience, going back in time, going through the mill, loving with a passion, preferring tenderness to vivacity or vice-versa, choosing temperament and fruity without ever missing out, being in your own sparkling bubble.

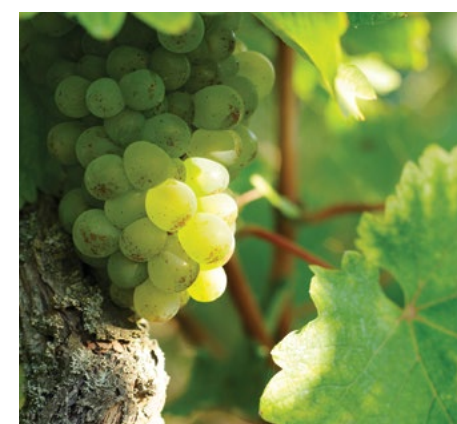
Loire Valley wines are synonymous with freshness and colours, material and tastes. There are wines for every personality, every moment and every flavour, from fresh-tasting, delicately tender rosés to sweet and syrupy or sparkling whites, the colour of light, and lively, fruity reds.

### The best-tasting Loire Valley wines

#### ■ Sauvignon blanc

This grape variety is famous for its olfactory intensity. Cold maceration combined with the grape variety's strength gives it an open, fruity and aromatic profile. Pale yellow, with notes of broom, honeysuckle, tropical fruits and lemon, releasing all its vivacity and aroma on the palate.

*Its AOP wines include: The IGP Val de Loire (Loire Valley PGI area) and the Touraine Sauvignon Blanc*



#### ■ Le Chenin Blanc

This grape variety is emblematic of the Loire Valley, expressing all its richness and diversity through an incredible array of wines, including the great Loire Valley sweet wines. Its wines are luminous in colour whilst, on the nose, they call to mind citrus notes or sweeter ones, such as notes of brioche. On the palate, the wines are rich and elegant with a mineral quality or delicate, sensual, full-bodied and always with a great sense of freshness.

*Its AOP wines include: Anjou, Saumur, Crémant de Loire and Vouvray.*

#### ■ Le Cabernet Franc

The Loire region's leading red varietal is generally made into single-varietal wines. The rosés are associated with another grape variety. They are crystal-clear and luminous in colour, ranging from candy pink to raspberry, with an aromatic finesse that is perceptible on the nose. On the palate, they express marked notes of ripe red berries (strawberries, raspberries and red currants) and tropical fruits. Their mellow smoothness mixes with their luscious indulgent character.

*Its AOP wines include: Anjou Rouge, Chinon Rouge, and Saumur Rouge.*



#### ■ Le Melon de Bourgogne

Muscadets are the only wines in the world elaborated with the Melon de Bourgogne grape variety. They include the Muscadet Crus Communaux, with all the excellence and richness of Muscadet in top-quality wines. The 10 Crus Communaux each express their own personality, illustrating the terroir's diversity: Clisson, Gorges, Le Pallet, Goulaine, Château-Thébaud, Mouzillon-Tillières, Monnières-Saint Fiacre, La Haye Fouassière, Vallet, and Champtoceaux comprise this range of outstanding wines. Their array of aromas is nuanced and well-balanced, with the wine opening out on the nose and on the palate. Pale yellow in colour with green reflections, it is floral and fruity on the nose, then fresh and slightly sparkling on the palate.

*Its AOP wines include: Muscadet and Muscadet-Sèvre-et-Maine, and Muscadet Côtes de Grandlieu.*

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# 4

## Fresh

Wines for every occasion

Loire Valley wines are with us any time we feel like celebrating. The aromas, freshness and indulgence of Loire Valley wines bring us together for authentic, good-hearted moments, savouring the joy of togetherness. There's something to suit all tastes!

**Find what you need to accompany the finest moments in life!**



1

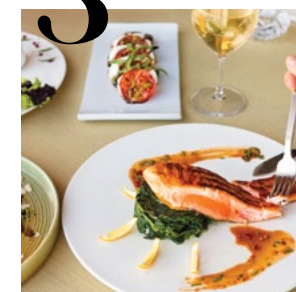
**A Crémant de Loire** with a chocolate fondant to round off a romantic dinner with a flourish.

2



**A Cabernet d'Anjou** with Mum's delicious homemade strawberry tart for Sunday lunch with the family.

3



**A Muscadet or Anjou blanc** with fish cooked in a sauce.

4



**A Chinon rouge or Coteaux d'Ancenis rouge** with a charcuterie platter for a drinks party with friends.

5



**A Rosé de Loire or Touraine blanc** with a seasonal mixed salad.

6



**A Saumur rouge** with barbecued red meat.

7

**A Saint-Nicolas-de-Bourgueil rouge** with a homemade burger.



8



**A Vouvray or Coteaux du Layon** with an apple crumble.



## “Bloom up!”

An original, creative concept to promote Loire Valley Wines internationally

For the first time, Loire Valley Wines, in conjunction with Sopexa, are rolling out a unique creative expression across their export markets for the next three years.



**Bloom Up** is a veiled reference to Loire Valley Wines floral notes as well as to consumers' self-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; **fresh, convivial, fruity, more respectful wines (Fresh, Fruity, Floral & Fair).**

The new Loire Valley Wines campaign depicts simple, authentic shared moments in life, mirroring young consumers' underlying expectations. The foreground provides a gentle reminder of the distinctive aromatic characteristics of Loire Valley Wines, evoking different fruity notes through a subtle flow that is suggestive of red and black fruit or citrus.

This concept is expressed through two new creative expressions – **The Blooming Notes** and **Go On! Bloom Big** – across five key export markets.

**The Blooming Notes** This gentle, inclusive illustration of the concept fits with a defensive strategy deployed in Canada, Belgium and Australia, aimed at consolidating market share.



**Go On! Bloom Big** This appealing illustration of the concept fits with an offensive strategy deployed in the UK and USA, aimed at winning market share and increasing volume.



## About Interloire

InterLoire, in France's third largest Appellation wine region, is the joint trade organisation representing Loire Valley Wines. It brings together 3,000 wine-growers, merchants and cooperatives, accounting for some 80% of the Loire Basin's total wine production by volume. InterLoire encompasses the Nantais, Anjou-Saumur and Touraine appellations and denominations, as well as the IGP Val de Loire (Loire Valley PGI area), spanning 42,000 hectares, across 14 departments of France from the Vendée to Puy-de-Dôme.

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