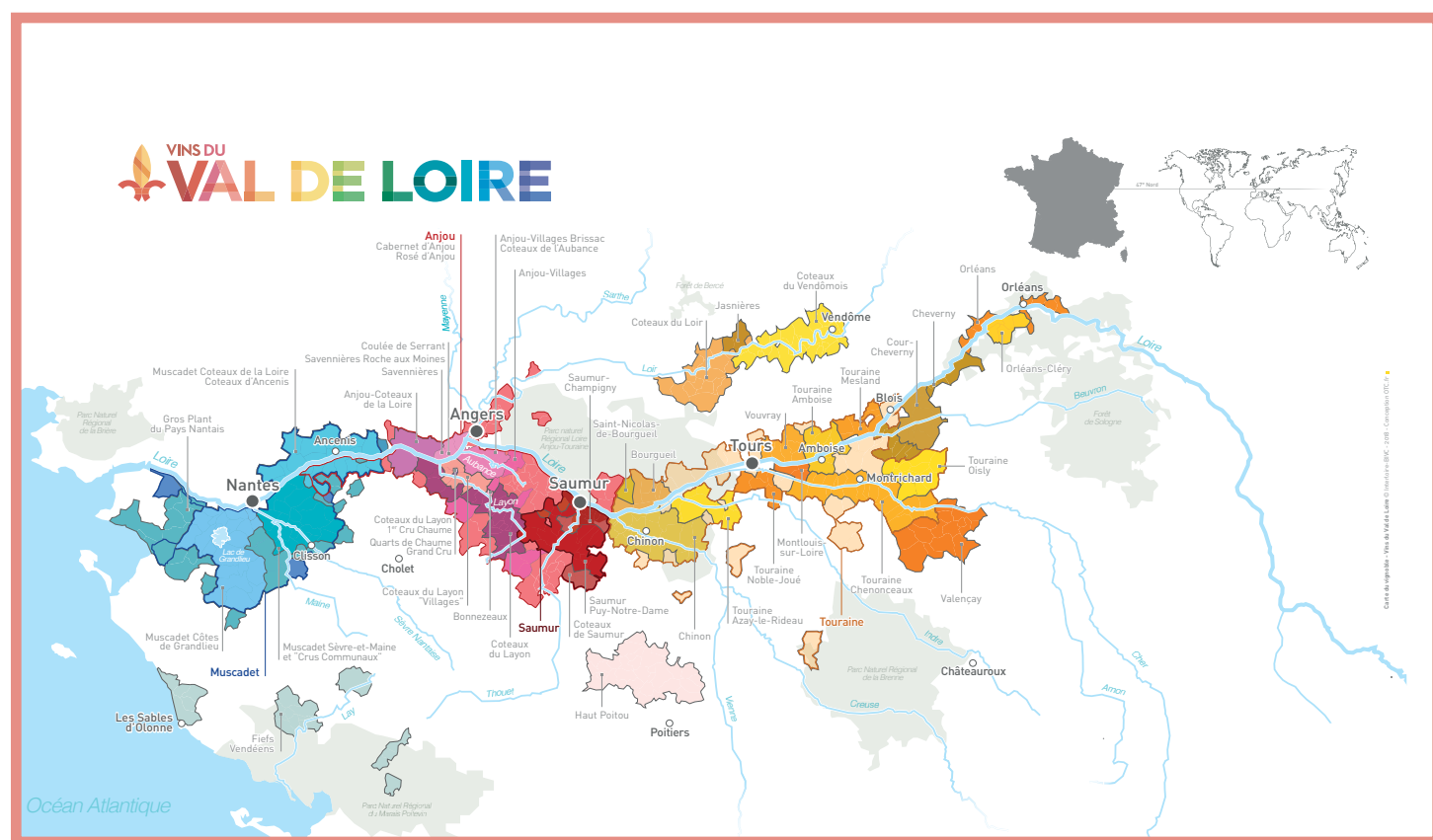




WELCOME BOOK 2023

GO ON! Bloom Big



 Nantes vineyards

 Anjou-Saumur vineyards

 Touraine vineyards

JOIN THE ADVENTURE: “GO ON! Bloom Big” WITH LOIRE VALLEY WINES

We invite you to join us on a journey of exploration, beyond the familiar: **‘GO ON! Bloom Big’** Rethink what you know about the region and discover the **essence of Loire Valley Wines**, known for their **freshness, fruitiness, and floral notes**. **Connect with our values** of sustainability, authenticity, and human respect, which we uphold through our **commitment to fair winemaking practices**.

Through ‘GO ON! Bloom Big’, **we aim to showcase the full potential of Loire Valley Wines**, inviting you to discover the region’s unique terroir and the grape varieties that thrive here. Our winemakers take great care to preserve the grapes’ natural characteristics while adding their **special touch** to the winemaking process, resulting in complex **flavors and aromas**.

We **invite you to experience** the crisp acidity of our wines, the pure, aromas of our grape varieties, the subtle hints of both the whites and the reds. **We are confident that our wines will delight your senses and satisfy your thirst for adventure.**



GO ON! BLOOM BIG



LOIRE VALLEY WINES
BUYERS' SELECTION
— EDITION 2023 —

WELCOME TO THE **WORLD OF** **LOIRE BUYERS' SELECTION!**

The Loire Valley is known for producing some of the **world's finest wines**, and Loire Buyers' selection is your chance to discover the **best of the best**. Our jury of **10 wine professionals** from across the country have come together to rate **173 wines from the Loire Valley**. They have evaluated these wines based on their taste, quality, and uniqueness, and have provided a score for each wine.

We believe that Loire Valley wines are all about the **4F's: fresh, fruity, floral, and fair**. These four pillars are what make the wines from this region so **unique and special**. Each wine that has been rated by our jury has been evaluated based on how well it embodies these 4F's.

The results are now available on <https://www.vinsvaldeloire.fr/en/loire-buyers-selection>, where you can **explore the ratings and discover some of the best wines from the Loire Valley, all available in the US**. We have rated wines from a variety of different appellations and producers, so you're sure to find something that suits your taste and your future client or audience.

And that's not all. We will also be showcasing **all the scored wines in a series of events "GO ON! Bloom Big"**. These events will give you the opportunity to taste some of the best wines from the Loire Valley. Each wines showcased will feature the score, tasting notes, importer information and the states were available.



SO, WHAT ARE YOU WAITING FOR?

Come and taste the wines for yourselves and celebrate the beauty of Loire Valley Wines at our Bloom Big! Tour:

Bloom Big! New York

June 27th at Flatiron retail store

Bloom Big! Los Angeles

July 18th at Catch LA

Bloom Big! TexSom

August 27th-29th

Bloom Big! SommCon

September 10th-12th

Bloom Big! Boston

September 18th at Contessa

Loire Buyers' Selection & GO ON! Bloom Big is your chance to experience the best of Loire Valley wines, and we can't wait for you to join us on this exciting journey.

MEET THE JURY

Bruno Almeida – Wine Director

Tonya Pitts – Master Sommelier

Jeff Harding – Wine Director

Marquita Levy – Sales Representative

Jhonel Faenar – Wine Director & Sommelier

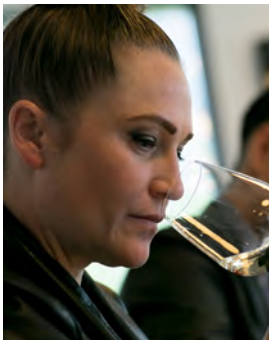
James Sligh – Master of Wine

Zwann Grays – Wine Director

Nadine Brown – Sommelier

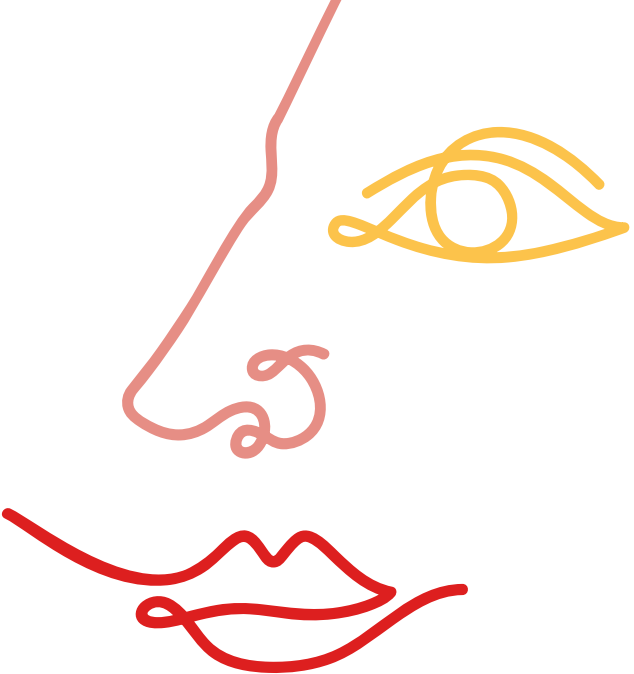
Rachael Lowe – Beverage Director

Arthur Hon – Beverage Director



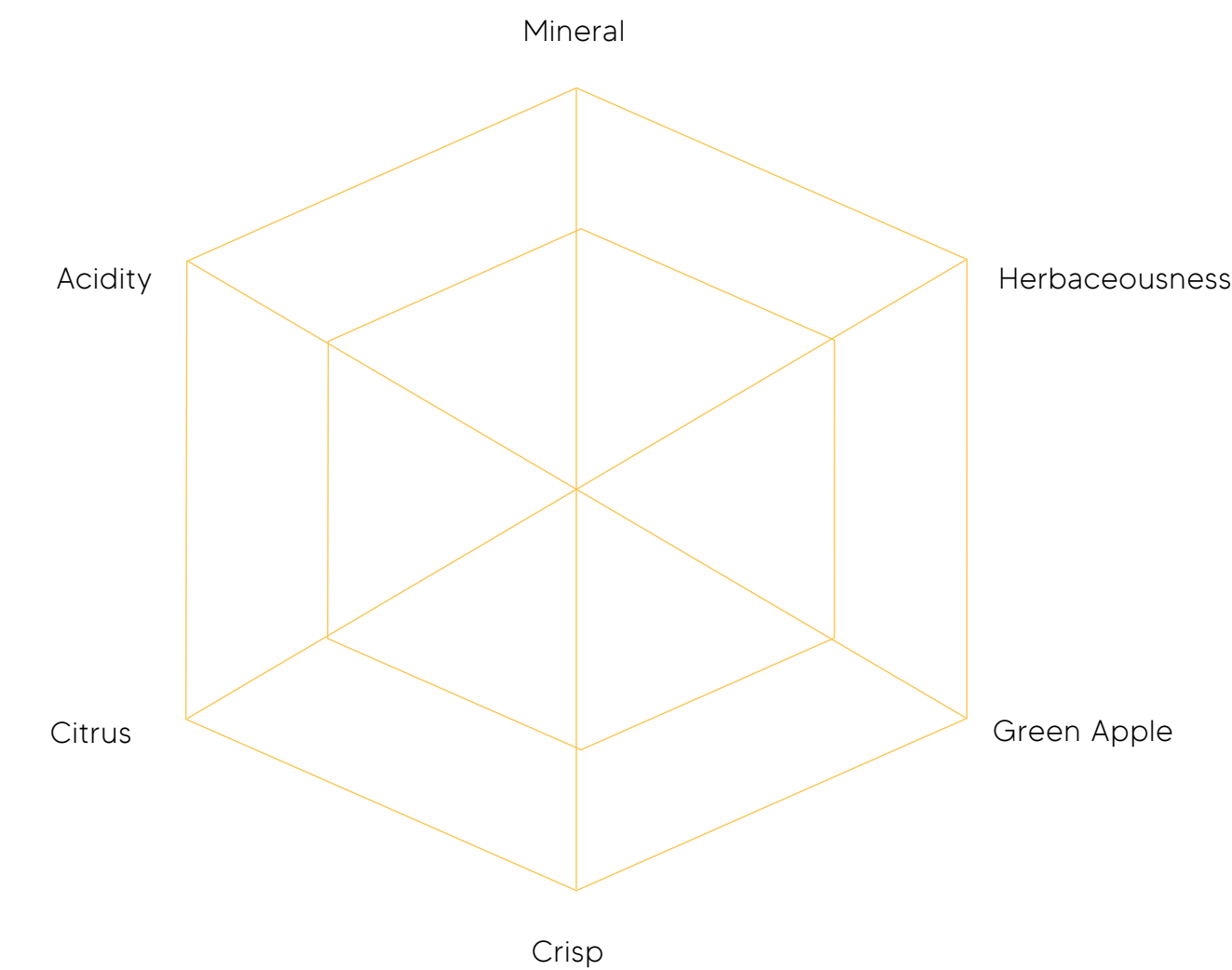
Loire Valley Wines DNA: Fresh, Fruity, Floral and Fair

Now it's your turn to taste the wines and find the Fresh, Fruity, and Floral notes in each of them thanks to our special diagram, a simple yet effective technique to help you identify Loire Valley's 4 Fs



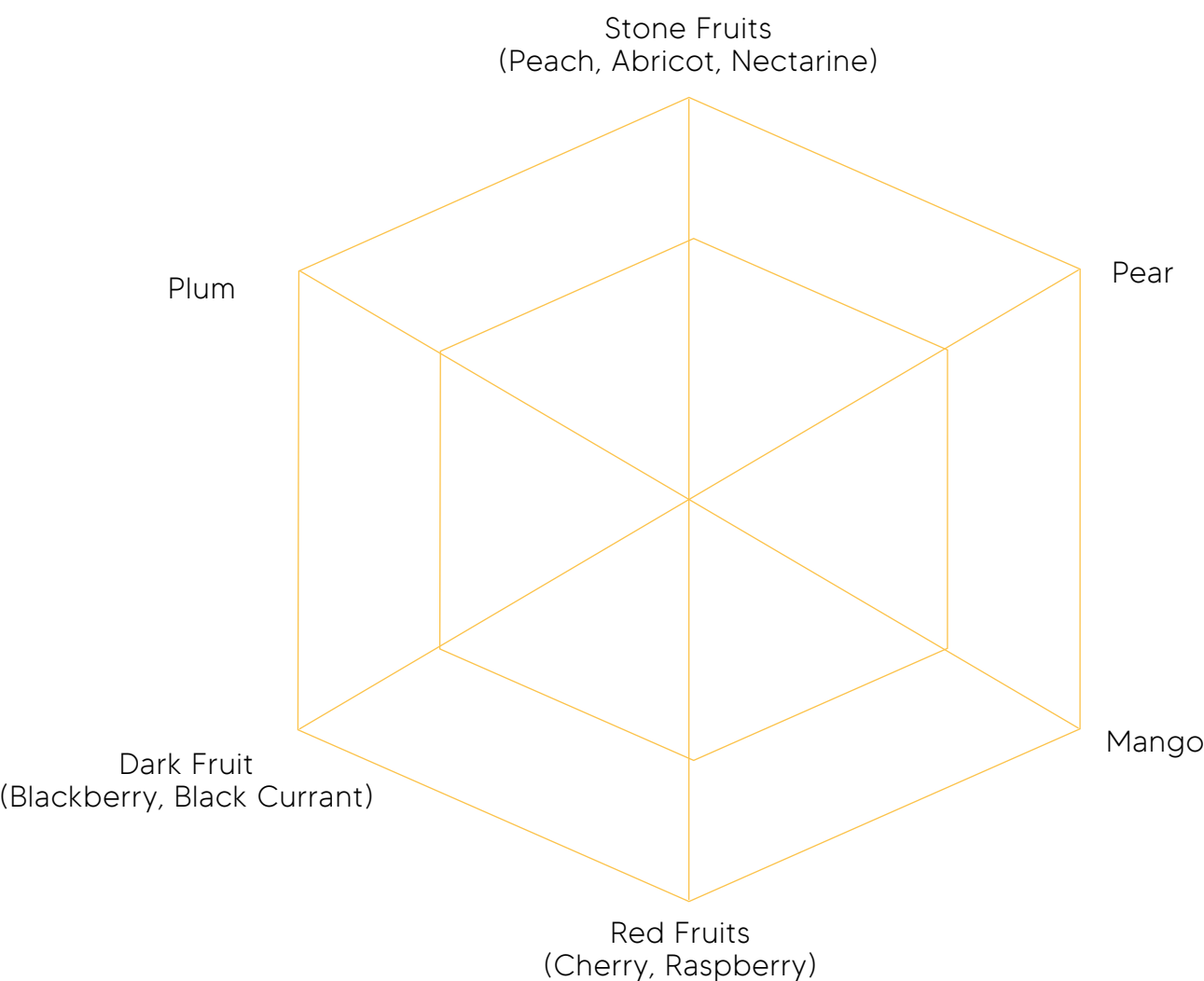
FRESH

The Loire Valley is known for its crisp and refreshing wines, and this is particularly evident the case in its white wines. When you taste a Loire Valley wine for freshness, you might notice notes of green apple, lemon, lime, and even a hint of mineral or herbaceousness. These flavors come from the cool climate and diversity of soils of the region, which allow the grapes to retain their acidity and freshness.



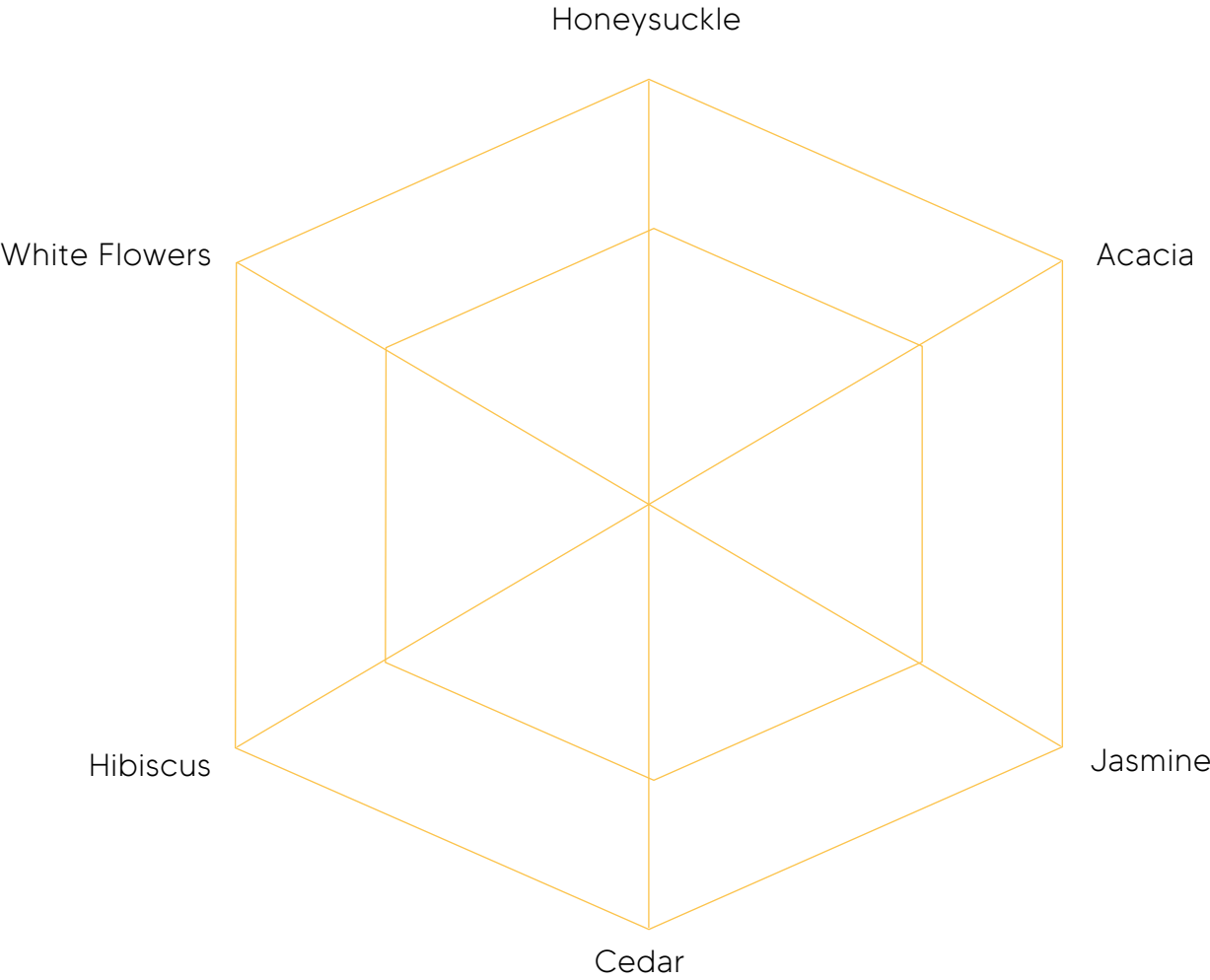
FRUITY

Many Loire Valley wines have a distinct fruitiness to them, ranging from tangy citrus to juicy stone fruit. In white wines, you might notice flavors of peach, apricot, and nectarine, while red wines can have notes of cherry, raspberry, and blackberry. These fruity flavors come from the ripeness of the grapes and the careful winemaking techniques used to extract their flavors.



FLORAL

Loire Valley wines are often described as having a delicate floral character. White wines in particular can exhibit notes of white flowers such as honeysuckle, acacia, and jasmine. These flavors come from the aromatic compounds in the grapes, which are preserved through gentle winemaking practices.



FAIR

In addition to their delicious flavors, Loire Valley wines are also known for being produced in a fair and sustainable manner. Many of the winemakers in the region prioritize organic and biodynamic farming practices, which minimize the use of pesticides and other harmful chemicals. They also tend to have a strong sense of community and pride in their craft, often working closely with local growers and producers to ensure that their wines reflect the unique terroir of the region. By choosing Loire Valley wines, you can feel good about supporting a sustainable and ethical industry that values both the environment and the people behind the product.





VINS DU
VAL DE LOIRE



@LoireValleyWines



Loire Valley Wines



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