



Grenache from Roussillon, France is Poised for Growth

Dry & Sweet Grenache-based Wines Tickle Palates, Calling for Chocolate Lovers This Holiday Season

As the holiday season kicks off in America, Grenache, a multi-faceted grape, should be top-of-mind. Although the grape is often used in blends, it can also stand well on its own. **Grenache is the rising star of Roussillon, a wine region conveniently nestled in the South of France between Spain, the Mediterranean Sea, the Pyrenees & the Corbières Mountains.** “The majority of the wines we produce are Grenache-based (some even 100%), and currently sell in America’s sweet spot of \$10-\$25” says Eric Aracil, Export Manager of CIVR, the Roussillon Wine Council. “As American consumption rises, it’s a great opportunity to show our diverse wines from the dry, bold reds, eclectic dry whites, to our fortified sweet wines-called Vins Doux Naturels.”

U.S. Remains Roussillon’s 2nd Largest Export Market

Increasing wine consumption in the U.S. has brought with it a rise in imports of Roussillon wine: **the U.S. is now the second largest export market for the wines of Roussillon,** with year on year expansion since 2011 and a gain of 15% in 2013.

In 2013, the U.S. became the world’s largest wine-consuming nation for the first time ever, according to the Organisation Internationale de la Vigne et du Vin (OIV), a trend expected to spill over into 2014. **This growing affinity for wine calls for more variety - something Grenache grapes, including those from Roussillon, are keen to offer.**



Grenache – Three faces eager to fulfill every desire

The Roussillon region is also considered one of the cradles of Grenache; with a majority of its wines being Grenache-based, if not 100% Grenache. This, in addition to Grenache’s rising presence on the global wine scene, explains why Roussillon now hosts the world’s first annual Grenaches of the World international competition:

“Considering Roussillon is France’s leading grower of Grenache, it made sense for us to initiate and host the world’s first international competition for Grenache-based wines “Grenache du Monde Competition”, which takes place every year in February in Perpignan, France since 2013,” states Mr. Aracil. “Open to all types of wine (still, fortified, sparkling, liqueur, dessert wines...), the competition gathers each year a unique panel of judges, to discover and select the world’s best wines from the Grenache grape variety from around the world.”



TRY CHOCOLATE AND ROUSSILLON’S GRENACHE-BASED WINES!

The depth of the chocolate combined with the delicious notes of red fruits found in Grenache wines will surely surprise and impress any wine lover.

Sample a wine from: Domaine Singla, Domaine Lafage, Château St Roch, Domaine du Tragner, Domaine Saint Sébastien, Mas Amiel, Domaine Boudau, Domaine des Fées;

all currently available

Grenache's growing popularity stems from the fact that it is **a multifaceted grape**, able to express itself in so many ways. This is **stimulating to both winemakers, who find it inspiring to work with, and to American consumers, who are increasingly adventurous when choosing a wine.**

Grenache's **three varieties** – Grenache Noir (black), Grenache Blanc (white) and Grenache Gris (gray) – further enhance its **versatility by broadening the spectrum of aromas and textures made available:**

- **Grenache Noir (black Grenache)** is an epicurean variety, round and smooth, fine and elegant with notes of red pitted fruits, such as cherries and prunes.
- **Grenache Blanc (white Grenache)** gives rich wines, with licorice and floral notes; fleshy, mellow, with a very long finish.
- **Grenache Gris (gray Grenache)**, the last of the Grenache trilogy, gives powerful wines that are round, elegant and fleshy, with very mineral licorice notes.



Contrary to popular belief in the U.S., where Grenache is primarily known for its presence in red blends, this range of Grenache varieties allows for the production of numerous styles of wine: **from dry wines to fortified sweet ones, in all colors and in all types (aged or not).** This versatility, in addition to the notion that the Grenache grapes express their terroirs very strongly, means Grenaches offer various wines able to satisfy any American consumer's needs.

Grand Grenaches at Great Values

In addition to the variety of styles offered by Grenache, its wide range of price points also caters to the American market, whose sweet spot is between \$10 and \$25. Roussillon's Grenache-based wines deliver great quality at a reasonable price point:

- Most AOC/AOP Côtes du Roussillon and Côtes du Roussillon Villages dry wines retail for between \$10 and \$20, with a few between \$20 and \$30.
- More than half of all AOP Collioure dry wines on the market sell for less than \$30 at retail, and some are less than \$20.
- Dependent on the vintages, Roussillon's Grenache-based Vins Doux Naturels, or fortified sweet wines, from Maury, Banyuls, and Rivesaltes are priced in the range of \$10-\$35.

DID YOU KNOW?

Accounting for 80% of total production in France, Roussillon is the nation's leading producer of Sweet Fortified Wines (Vin Doux Naturels).

Try one of these VDN producers, currently available in the U.S.: Domaine Cazes, Clos des Paulilles or Domaine de la Coume du Roy (amongst many others).

ABOUT WINES OF ROUSSILLON Shaped like an amphitheater and nestled in the South of France between Spain, the Mediterranean Sea, the Pyrenees & the Corbières Mountains, Roussillon is known for its diversity of wines & terroirs. Thanks to the region's unique geology and microclimates, each of the 23 authorized grape varieties reaches its fullest expression in these soils. Bringing together a small community of 2,500 (young) winemakers, 24 cooperative cellars & 380 private ones, the sunniest region of France produced, in 2013, 19.5M gallons (almost 98 million bottles) which represents less than 1% of worldwide wine production. With its unique patchwork of soils, Roussillon offers a diverse range of wines-including 14 PDOs & 3PGIs - with distinctive qualities (dry still wines and Vins Doux Naturels (fortified sweet wines)). The United States is now the second largest export market (in volume) - after Belgium - with 14% of total shipments. Most of the region's exports are dry red & rosé wines (83%), followed by dry white wines (12%) & Vins Doux Naturels (5%).