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Wines of Roussillon Launches its First US Communications Campaign

New York, NY, April 5, 2011 – *The Conseil Interprofessionnel des Vins de Roussillon (CIVR)*, the official trade association for the wines of Roussillon, announced the launch of its first ever United States communication campaign, held at a press luncheon in New York City. The event was hosted by Sopexa USA, the US Agency of Record for CIVR, featuring special guest, Eric Aracil, Export Manager of CIVR. Privileged members of the press were introduced to a selection of wines from the region featuring current vintages and a few special gems from 1979 & 1980, paired with eclectic fare created by Executive Chef Craig Hopson of the famed establishment, Le Cirque. All presented wines are currently available in the US market. This event served as the perfect kick-off for a two-year campaign, focusing on Public Relations and Education within the U.S. “From such a small region of 23,938 hectares we are eager to promote our wines in the U.S. as the American consumer is proving to broaden the range in choice of wines available in the market today,” says Eric Aracil. CIVR’s communication campaign in 2011 will include various activities:

- Roussillon trip to the region introducing privileged members of the press to the primary AOP denominations available on the US market, meeting passionate winemakers and exploring the region’s richness of terroirs and culture.
- Walk-around tasting at *la Maison du Languedoc Roussillon* in New York this fall to introduce members of the press and trade to the Roussillon region and its wines.
- Sample mailings to 50 journalists who will be able to taste and enjoy a selection of the region’s wines at their leisure.
- Importer trip to the region for those who are interested in adding Roussillon wines to their portfolios.
- Nationwide educational components including Guild of Sommeliers, Society of Wine Educators (the latter featuring a Roussillon presentation by Eric Aracil at their annual conference on August 5th), and seminars at Johnson & Wales University and Cal Poly Pomona, Collins College of Hospitality Management.
- On-premise Roussillon Wine Event in San Francisco in the fall.

Roussillon Facts:

- Shaped like an amphitheater, Roussillon is open to the Mediterranean to the East and bordered by three mountain ranges, the Corbières to the North, the Pyrénées with Mont Canigou to the West, and the Albères to the South.

- The region enjoys a particularly mild Mediterranean climate, with a regular cycle of dry and rainy seasons and winds that blow frequently, keeping the air clean.
- Roussillon vineyards have their roots in seventh century B.C. during the times of Ancient Greece.
- The ninth largest producer of wine in France, Roussillon produces a minimum of 80% of the *Vins Doux Naturels*, fortified sweet wines, in France.
- Roussillon's *terroirs* vary from schist, gneiss, granite, to limestone and so on.
- With 13 AOCs/AOPs from 15 different grape varietals, there is a wealth of different Roussillon wines, each with their own character, ranging from dry, still wines to *Vins Doux Naturels*:
 - White Varietals:
 - Grenache Blanc
 - Grenache Gris
 - Macabeu
 - Malvoisie du Roussillon blanche
 - Marsanne
 - Muscat d'Alexandrie
 - Muscat à petits grains
 - Roussanne
 - Vermentino
 - Red Varietals:
 - Carignan Noir
 - Cinsault
 - Grenache Noir
 - Lladoner pelut
 - Mourvèdre
 - Syrah



ABOUT CIVR

The official trade association for the wines of Roussillon, the Conseil Interprofessionnel des Vins de Roussillon (CIVR) is charged with the protection and promotion of its 13 AOP wines, both in France and in key export markets. Its duties include maintaining strict quality controls for the benefit of the consumer as well as the organization of both economic studies and collective communication activities to benefit the region's more than 4,500 winemakers. The CIVR has also recently created a team solely dedicated to research and development.

www.vinsduroussillon.com

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