



Roussillon's Vins Doux Naturels will satisfy all of your sweet cravings this season!

Vins Doux Naturels (VDN), or fortified sweet wines, are surprising wines – rich and appetizing. Refined, balanced and full of flavor, Roussillon's Muscat, Maury, Rivesaltes and Banyuls make the ideal partners for all of your holiday celebrations – from apéritif to dessert, alone or in cocktails

Satisfying Millennials' sweet tooth

Many frequent wine drinkers in the US say they “strongly prefer sweet wine,” according to the Wine Market Council, including 40% of millennials, and this trend is expected to continue as more and more millennials grow an interest for wine. Indeed, unlike baby boomers, millennials are unimpeded by the outdated notion that fortified sweet wines are less refined and complex than their dry counterparts, and, instead, are more willing to discover new products that their taste buds will enjoy.

Roussillon, which produces over 80% of all AOP-certified fortified sweet wines in France, has just what they long for: red, white and rosé Vins Doux Naturels, all full of complex aromas and offering various degrees of residual sugars. Each wine ranges from pale to amber, red to tawny – a colorful palette that successfully expresses Roussillon's DNA and showcases the region's expertise in making these wines.

TAKE A GLIMPSE AT VDN'S HISTORY!

In 1285, Arnau de Vilanova - a director of the University of Montpellier and a doctor at the Courts of Majorca and Perpignan - discovered the process of mutage and Vins Doux Naturels (fortified sweet wines) were born.

This holiday season, have your wine and drink it too!

While many people recognize that they make the perfect partner for desserts, fortified sweet wines can be enjoyed just as equally at different times of the day. “Not many people are aware of how versatile and complex Vins Doux Naturels are,” says Eric Aracil, Export Manager of CIVR, the Roussillon Wine Council. “Yet once they have been guided through the many ways of enjoying these gorgeous wines, they can hardly get enough of them.” Below are a few ways the region recommends to discover them:

- **Sip** one of Roussillon's VDN as an apéritif any time, either straight up in the colder months, or on the rocks in warmer weather;
- **Serve** them at your next holiday party with appetizers, such as nuts, dried fruits and bold cheeses;
- **Drink** them to soften the bite of strong holiday foods, such as foie gras and gamey meats;
- **Pair** them with your favorite dessert: chocolate cake, pumpkin pie, cheesecake and apple cobbler are among the many desserts that pair perfectly with a sweet wine;
- **Dip** your biscotti in them instead of coffee;
- **And finally, craft** a holiday cocktail incorporating one of Roussillon's Vins Doux Naturels for fruity note!



*For the holidays, try this easy cocktail
the Muscat Apricot:*

INGREDIENTS:

4 fl oz Muscat de Rivesaltes
2 fl oz apricot nectar
Ice Cubes

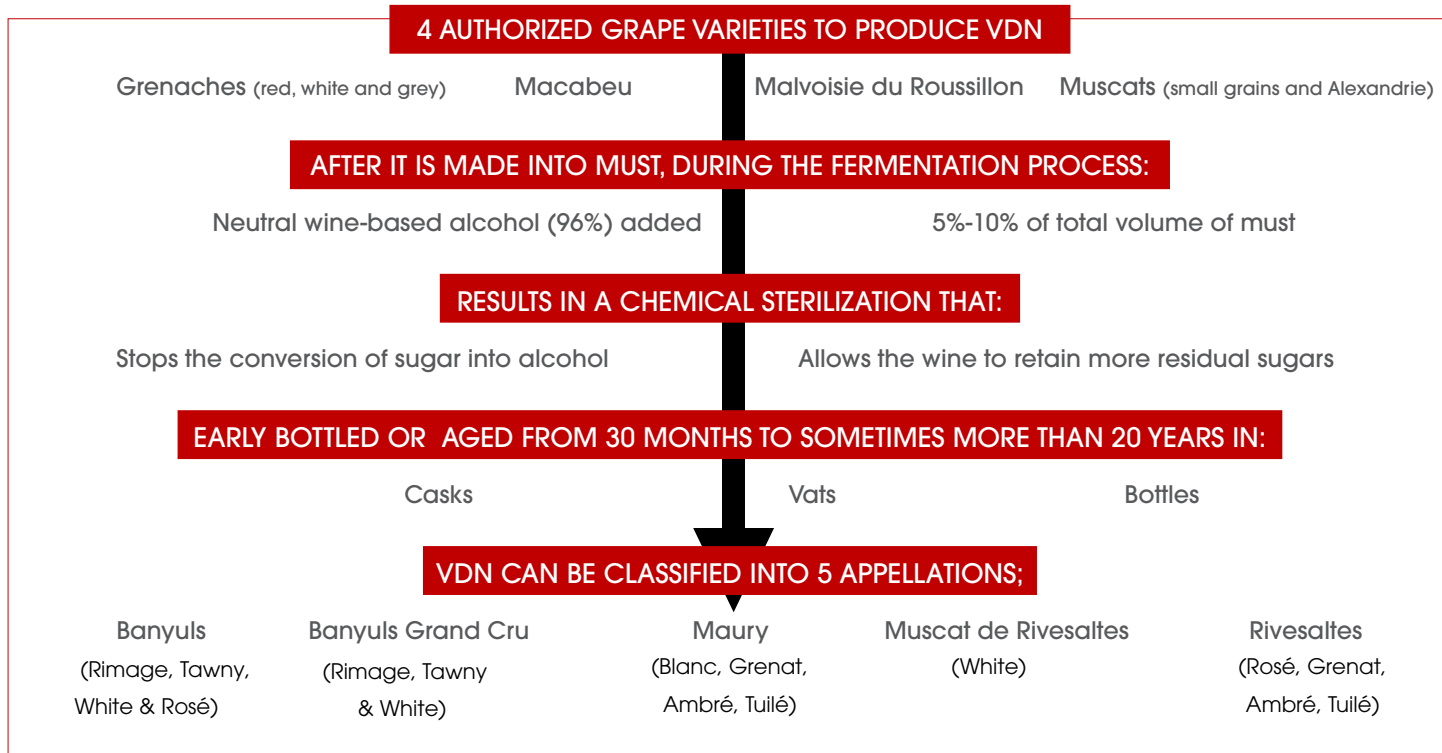
PREPARATION:

In a shaker, add ice cubes with the Muscat de Rivesaltes and nectar. Shake and pour into a glass.

Key figures on US Consumption & Sweet Wines:

Sweet wines long dominated US consumption, from the end of Prohibition into the 1960s, accounting at its peak for 70% of all wine consumption, according to the UC Davis Robert Mondavi Institute. While improved quality of dry wines in the 1970s decreased their popularity, these luscious wines are now making a comeback in the US: Nielsen reports sales of moscato and sweet reds in 2013 jumped up respectively by 33% and 22% from 2011.

What are Vins Doux Naturels?



DID YOU KNOW?

Today, Roussillon's production of AOC / AOP Vins Doux Naturels account for 23.5% of all wines produced in the region.

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%).

www.winesofroussillon.com/

