



## White Wines of Roussillon, the sunniest region of France, are Surprising Enticements for American Consumers

With consumption up 10% since 2007 (Source Vinexpo 2013), white wines continue to be very popular amongst Americans and represent almost 40% of US drinking habits. While some regions are already well-known for white wines, others like Roussillon, located between the Mediterranean Sea, the Pyrenees & the Corbières Mountains, remain hidden gems producing high-quality wines.

### One Region, Myriad Options

Best known for its full-bodied, powerful red wines & fortified sweet wines (VDN), the sunniest & most arid region of France is graced by **an exceptional patchwork of “terroirs” and a long legacy of wine production**. Roussillon is unique in possessing varied geological structures and microclimates. Vineyards are either perched on cliff tops overlooking the coast or nestled in the foothills of the Pyrenees. The region’s soils and microclimates yield a wide range of high quality wines with distinctive personalities and flavor profiles. From aromatic and full-bodied to seductively floral to delicately citrus scented, the white wines of Roussillon reveal **fresh flavors & minerality** that will surprise and satisfy wine drinkers.

*“The U.S. is now the second largest export market for the wines of Roussillon, with year over year growth since 2011. With Millennials looking to discover new regions, our white wines selection could be an interesting journey for these growing wine consumers”* states

*Eric Aracil, Export manager for the Roussillon wine board.*



#### Key figures on Roussillon white wines

- 4% of the production is exported
- 4.4 million of gallons produced per year
- 9 grape varieties
- 5 out of 17 appellations produce white wines

### 5 appellations, 9 Grapes

Out of the 17 appellations (14 AOP, 3 IGP), **5 (Collioure, Côtes du Roussillon, IGP Côtes Catalanes, IGP Côtes Vermeille, IGP Pays d’Oc) produce white wines**. Collioure and Côtes du Roussillon are the ones with the largest production.

Retail prices for most AOP Côtes du Roussillon dry wines are between **\$10 and \$20, the “sweet spot” when it comes to U.S. wine buying**; more than 50% of AOP Collioure dry wines on the market sell for under \$30 at retail.

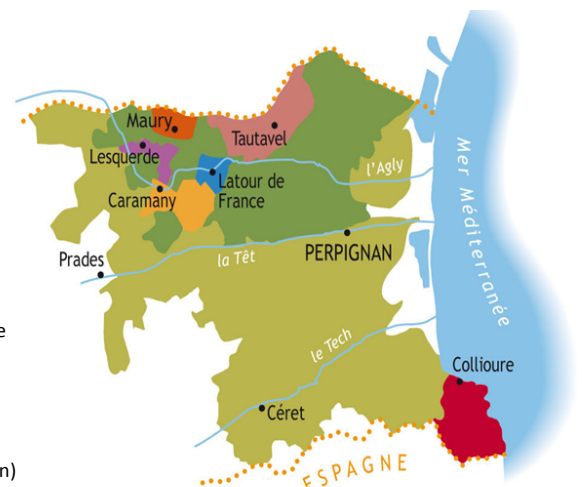
According to a study by the Wine Market Council in 2012-2013, Millennials appreciate fruity white wines, but also cite an appreciation for sweeter white wines.

**Collioure** is renowned for its Grenache Blanc & Grenache Gris grape varieties. Within the AOP Collioure, 16% of the wines produced are white wines and they are rich, with intense floral, exotic & mineral notes plus a strong aroma.

**Côtes du Roussillon** white wines are delicate with citrus fruit and white-fleshed fruits aromas, and scented floral notes.

- AOP Collioure & IGP Côte Vermeille
- AOP Côtes du Roussillon & IGP Côtes Catalanes
- AOP Côtes du Roussillon Villages
- AOP Maury sec
- AOP Côtes du Roussillon Villages Caramany
- AOP Côtes du Roussillon Villages Latour de France
- AOP Côtes du Roussillon Villages Lesquerde
- AOP Côtes du Roussillon Villages Tautavel

Note: AOP Côtes du Roussillon les Aspres (plot selection)



The **9 white grape varieties** - Grenache Blanc, Grenache Gris, Macabeo, Malvoisie du Roussillon, Muscat à petits grains, Muscat d'Alexandrie, Roussanne, Marsanne, Vermentino - constitute the current palette used by Roussillon to craft its singular white wines. Others such as Chardonnay, Viognier and Sauvignon Blanc, are also available in the sunniest region of France.

### *Pairing Roussillon white wines with food*

- With **hors d'oeuvres** based on marinated vegetables, moderately spicy dips (humus, guacamole)
- Simple, light, **casual foods** including light pasta and egg dishes
- Flavorful **white-fleshed fish**, such as swordfish and halibut, and crustaceans prepared with herbs or citrus
- Simply **braised, grilled or roast poultry** (Thanksgiving Turkey)

### *White wines currently available in the US*

#### **AOC Côtes du Roussillon, M. Chapoutier Les Vignes de Bila-Haut, Blanc, 2012**

**Grape variety:** Grenache Blanc, Grenache Gris, Macabeu

**Tasting notes:** Exhibits citrus aromas (lemon, grapefruit) with smoky notes, fresh on the mouth and very aromatic. The palate is round, with a great acidity.

**SRP:** \$13-\$15

#### **AOC Côtes du Roussillon, Les Vignes de l'Aire, Effet Papillon, Blanc, 2012**

**Grape variety:** Grenache Blanc, Carignan Blanc

**Tasting notes:** Aromas of white flowers, pears, and melon. On the mouth, delicate notes of exotic citrus and minerality.

**SRP:** \$14

#### **AOC Collioure, Cornet & Cie, Blanc, 2010**

**Grape variety:** Grenache Gris, Grenache Blanc, Vermentino, Roussanne, Marsanne

**Tasting notes:** Very ample and unctuous with freshness. Long and typical finish; the minerality of schist is expressed.

**SRP:** \$15-\$18

#### **AOC Collioure, Traginer, Blanc, 2010**

**Grape variety:** Grenache Blanc, Grenache Gris and Malvoisie du Roussillon

**Tasting notes:** Subtle aromas of stone, white fruits, lime flower, brown spice and resin, lifted by a slight oxidative character. The palate is dense and very mineral with pear and dried herbs, very long, fresh and stony.

**SRP:** \$26

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## **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/](http://www.winesofroussillon.com/)



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