



# Meet France's Leader in Sustainable Viticulture: Roussillon

Roussillon winemakers set the example in organic and biodynamic practices

Roussillon, France's sunniest wine region known for its unique geology and microclimates, has also become a **leader in sustainable viticulture**: the region boasts 216 winegrowers who either are on the path, or have already fully converted to organic viticulture, representing more than 6,300 acres of certified organic production. The Roussillon Wine Board (CIVR) proudly presents key practices that allow for the production of **unique, delicious and ecofriendly wines** to indulge with a clear conscience.

Empowered by an exceptionally mild Mediterranean climate and an ancestral know-how, with a large number of vines being more than one hundred years old, **Roussillon is the ideal region to advance environmentally-friendly agriculture**. Roussillon winemakers master viticulture raisonnée (reasoned viticulture), practices in the vineyard that reduce the use of synthetic inputs so as to decrease their negative impact on the environment and on the health of producers and consumers. All over the world, organic and biodynamic wines are the new trend: wine-lovers, forget about red and white: think green!

## ● Organic Wine Making

**When you drink organic wine**, you drink wine that is **devoid of artificial chemical fertilizers, pesticides and fungicides**. For the environment, this means no toxic substances put in the vines, soil and water, in order to protect the land's biodiversity. For consumers, this means **healthier products** with **bigger flavor**. Trust Roussillon – a region whose different winds speed up the process of water evaporation in the soil, thereby protecting grapes from disease – to be the leading organic vineyard in France.

*For a crisp and mineral white wine, choose*

*For an authentic dry fruity red with body, try*

*For a full-body red with floral and spicy notes, pick*

*Côtes du Roussillon  
Domaine Gardies  
Les Glaciaires*

40 % White and Grey Grenache, 40 % Roussanne, 20 % Macabeu

Available in California & Massachusetts



*Côtes du Roussillon  
Domaine Mas Becha  
Classique*

64% Syrah, 25% Black Grenache, 11% Mourvèdre

Available in California



*Côtes Catalanes  
Château de L'Ou  
Secret de Schistes*

100 % Syrah

Available in California and Washington



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## ● *Biodynamic Wine Making*

A step further in terms of grape and soil well-being, biodynamic wine-making regards vineyards as ecological wholes: **grapevines, soil, flora and fauna are interconnected and grow interdependently**. They look to their environments to find natural shields to guarantee the vines' health. Everything is done so as to foster biodiversity. A leading biodynamic practice is the introduction of vine hedges, referred to as *enherbement*, that prevent phytosanitary products from infiltrating the soil. The vines produce wine with **flavorful taste properties**, with **optimum sanitary qualities**.

## ● *Vin Doux Naturel*

Roussillon's innovative viticultural practices do not only guarantee healthier and greener wine-growing, but also natural and authentic wine sipping. Discover the region's **Vins Doux Naturels (Fortified Sweet Wines)**. The wine-making technique behind these *Vins Doux Naturels* consists in adding neutral grape alcohol to the must to halt alcoholic fermentation in order to preserve some of the grapes' naturally occurring sugars. For an organic winemaker, making a Fortified Sweet Wine also requires the use of a neutral alcohol from organic origin.

*To enjoy the pleasure of  
Fortified sweet Wines made in  
the sunniest region of France, try*

*Maurly  
Mas Amiel  
6 ans d'âge*

90% Black Grenache,  
5% Macabeu,  
5% Carignan

*Available in  
Massachusetts*



**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. The region's unique geology and microclimates allow each of the 23 authorized grape varieties to reach its fullest expression in these soils. Bringing together a small community of 2,200 winemaker families, 25 cooperative cellars & 345 private ones, the sunniest region of France produced 22 M gallons in 2015. With its unique patchwork of micro-terroirs, Roussillon offers a diverse range of wines in all colors (14 PDOs & 3PGIs) including dry still wines and Vins Doux Naturels (Fortified Sweet Wines). Export figures to the US market in volume are constantly increasing since 2010 (+117% in volume in the five last years and +15% for the price). In 2015 US market share represents 11% of Roussillon exportations in volume. United States is now the fourth largest export market (in volume) for dry wines in the world and the first export market for Fortified Sweet Wines outside the EU. Most of the region's exports are dry red & rosé wines (87%), followed by Vins Doux Naturels (8%) and dry white wines (5%).