

VIGNES, VINS, RANDOS - NOW IN ITS 13TH YEAR

SATURDAY 3RD AND SUNDAY 4TH SEPTEMBER

STROLL THROUGH THE VINEYARDS AND ENJOY A GLASS (OR TWO!) OF LOIRE VALLEY WINE

Vignes, Vins et Randos is the Loire Valley's iconic autumn event, a series of 14 guided walks through stunning UNESCO-listed countryside. Bring your family and friends and prepare to feel inspired and energised as our winegrowers and négociants take you through the vineyards, sharing stories and inviting you to sample some of their vineyard gems. This year as an added bonus, walkers will have a chance to try their hand at Laughter Yoga, the innovative wellbeing concept. A great way to spend the weekend, prolong the summer and see autumn in with a smile. Over 11,000 walkers took part last year - now it's your turn to live the adventure.

VVR: A WEALTH OF TREASURES IN A SINGLE WALK

As every year, the focus is on fun, friendship and relaxation, and on giving you a personal, sensory experience.

Each of the 14 walks is guided by a local winegrower and features wine tasting, wine/food pairing and stunning scenery. Any kit you need to be a perfect "wine walker" will be supplied at the start of the walk; this is to help you get the most from your tastings and appreciate the riches of the Loire Valley to the fullest. Return to the VVR Village for a selection of delicious local foods, live entertainment and a chance to buy the wines you sampled during your walk - at cellar-door prices.



NEW FOR 2016

Zen in the Vineyards – with Laughter!

All our walks this year feature a session of Laughter Yoga. Only available in France – a top Yoga Master will be on hand throughout each walk to enhance wellbeing and promote joie de vivre.

Why laughter? Practicing voluntary laughter in these beautiful natural surroundings helps us unwind, and recharges our batteries ready for the autumn.

Laughter Yoga and VVR walks are a perfect partnership, suitable for young and old. They increase our capacity for happiness and help bring authenticity to every relationship.

This Year's New Entries

- Muscadet Sèvre-et-Maine La-Haye-Fouassière: Take a brand new route through the Nantes vineyards to discover a brand new cru.
- Saumur Sparkling Exclusive: 4 leading sparkling wine producers open up their troglodyte cellars just for your visit.
- Vouvray "In the Footsteps of St. Martin". Celebrate the 1,700th anniversary of St. Martin's birth, and learn about this famous bishop as you stroll through the town of Tours.

Available from Saturday Morning

To give everyone a chance to experience a VVR walk, 6 of our walks will be available all day, starting from 9.30 am.

TIMINGS

"Classic" trails – 6-8 km,
approximately 3 hours

"Family" trails –
approximately 1 – 1½
hours

For further information visit
www.vvr-valdeloire.fr

See next page for the full programme of walks >>>



2016 PROGRAMME:

Saturday 3rd September - departures from 9.30am

- Coteaux d'Anenis - departs from Château de la Turmelière in Liré
- Saumur-Champigny - departs from the Town Hall in Chacé
- Saumur Sparkling - departs from 13, Rue du Porteau (Saint-Hilaire-Saint-Florent)
- Touraine-Mesland - departs from Salle Charles de Rostaing (Onzain)
- Vouvray - departs from Maison Familiale in Rochecorbon
- Coteaux-du-Layon-1^{er}-Cru-Chaume & Quarts-de-Chaume-Grand-Cru - departs from Château de Plaisance, Rochefort-sur-Loire

Saturday 3rd September - departures from 12.30pm

- Chinon - departs from the Maison des Vins in Beaumont en Véron
- Jasnieres & Coteaux du Loir - departs from La Nivauderie (Ruillé sur Loire)

Sunday 4th September - departures from 8.30 am

- Muscadet Cotes-de-Grandlieu - departs from La Rive sports complex in Saint-Léger-les-Vignes
- Muscadet Sèvre-et-Maine la Haye-Fouassière - departs from Château de Rochefort (La Haye-Fouassière)
- Anjou-Villages-Brissac & Coteaux-de-l'Aubance - departs from Salle Val'Aubance in Vauchrétien
- Bonnezeaux - departs from the carpark at Les Terrasses de Bonnezeaux in Thouaré
- Chinon - departs from the Maison des Vins in Beaumont en Véron
- Touraine-Azay-le-Rideau - departs from Cheillé-le-Bourg, Cheillé. Cycle trail at 8.15am

VVR FACTS AND FIGURES

13	Years of VVR
2	days of walks
14	vineyard trails
20	appellations to sample
400	winegrower 'guides'
11000	participants in 2015
98%	of participants would recommend VVR

PRICES AND REGISTRATION

- Online at: www.vvr-valde Loire.fr
- €5 online, free for under 18s.

THE LOIRE VALLEY – FRANCE'S LEADING WINE TOURISM DESTINATION*

Along with Alsace, the Loire Valley has been voted top wine region for the quality of its visitor provision, and continues to improve its wine tourism offering. Interloire, the professional association for Loire Valley wines, brings together the Nantais, Anjou, Saumur and Touraine areas with their 50 appellations and denominations, covering a total of 41,000 ha. These in turn bring together 2,700 winegrowers, 190 négociants and 13 cooperatives, selling an average of 2,000,000 hl per year.

*Source: BeBetter&Co study 2013

Welcoming 6 million visitors to the Loire Valley vineyards	800 km of scenic vineyard trails
1,000 wine estates open to the public	350 visitor-friendly wineries, with 20% awarded 3 *** for excellence

FOR ANY OTHER INFORMATION, VISUALS OR INTERVIEWS, PLEASE CONTACT AGENCE CLAIR DE LUNE

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