

THE WHITE WINES OF THE LOIRE VALLEY

THE FRENCH TOUCH'S LATEST SUCCESS STORY IN THE UNITED STATES

In just a few years, the American market, with an average annual growth rate of 1.1%, has become the world's leading wine market: in 2017, 32.6 million hectolitres were consumed in the United States. When it comes to French wines, Loire whites get top marks with exports that have doubled in volume and trebled in value in ten years. And forecasts show that the Loire Valley is the region that will experience the strongest growth in demand in the American market in 2019 and 2020 in the white wine segment! These market dynamics are underpinned by the stellar quality of the 2018 vintage, which was also generous in volume.

Spectacular growth

In ten years, exports of white Loire wines to the United States have doubled in volume and almost trebled in value. Revenue posted by white Loire wines in the American market totalled 67 million euros in 2018, compared with 26 million euros in 2008. Within the wine region, some appellations performed particularly well, such as Anjou-Saumur and Savennières, whose exports increased 11-fold, or AOP Touraine, which grew five-fold.

An increasingly hip wine region

Every year, Sopexa publishes a major survey, the Wine Trade Monitor, which reveals the purchasing intentions of foreign trade members over a two-year period. Released at the end of 2018, the latest version shows that globally the Loire Valley is the region that will benefit from the strongest growth in the white wine segment in the United States, ahead of Marlborough (New Zealand) and Rueda (Spain)!

Why such impressive performance?

Firstly, the figures need to be put into context - white wine consumption has surged in the United States, rising by 36% since 2005. Two grape varieties in particular have been successful and they are flagship Loire whites Sauvignon and Chenin, ranked second and fourth among the most sought-after white varieties. More generally, though, the figures reflect global recognition for Loire Valley wines, whose export revenues have increased by 36% in ten years. *"The Loire Valley has the attributes to become the great wine region of tomorrow"*, says Jean-Martin Dutour, chairman of Interloire. *"What we can offer is the envy of many regions: a privileged location, proximity, the exceptional natural environment of the Loire, a favourable climate, unique grape varieties and balanced wines driven by freshness. Market indicators are positive for us, signalling that we can meet the aspirations of future generations. Given its thousand-year history and potential, we can be reasonably optimistic for the future of the region".*

THE STELLAR 2018 VINTAGE WILL FURTHER STRENGTHEN THE MOMENTUM

A CROP WHERE VOLUMES ARE BACK ON TRACK



**3,1 MILLION
HECTOLITRES**

+ 22% compared with the five-year
average (2013-2017)

Source: Agreste estimate as of 1 November 2018 (Loire Valley)

A TOP QUALITY HARVEST



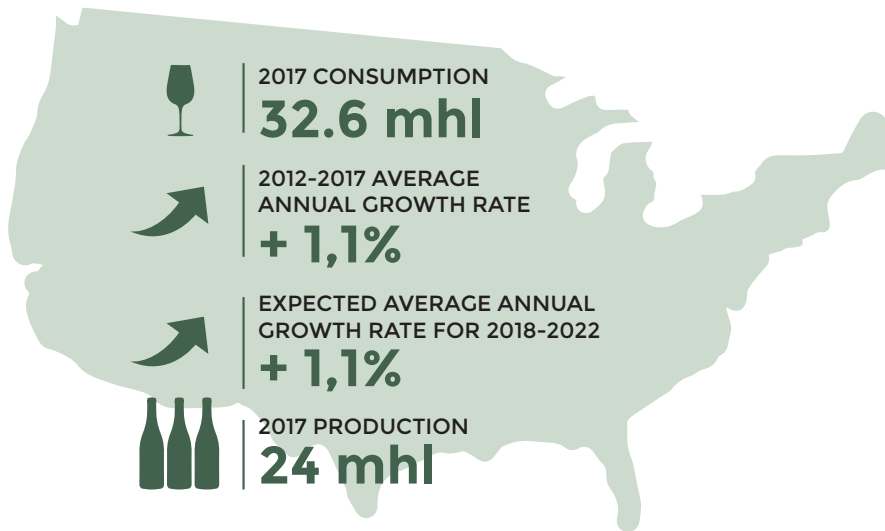
**ONE OF THE GREATEST VINTAGES
OF THE 21ST CENTURY?**

INTERLOIRE

Interprofession des Vins du Val de Loire

UNITED STATES: THE WORLD'S LARGEST CONSUMER MARKET FOR WINE

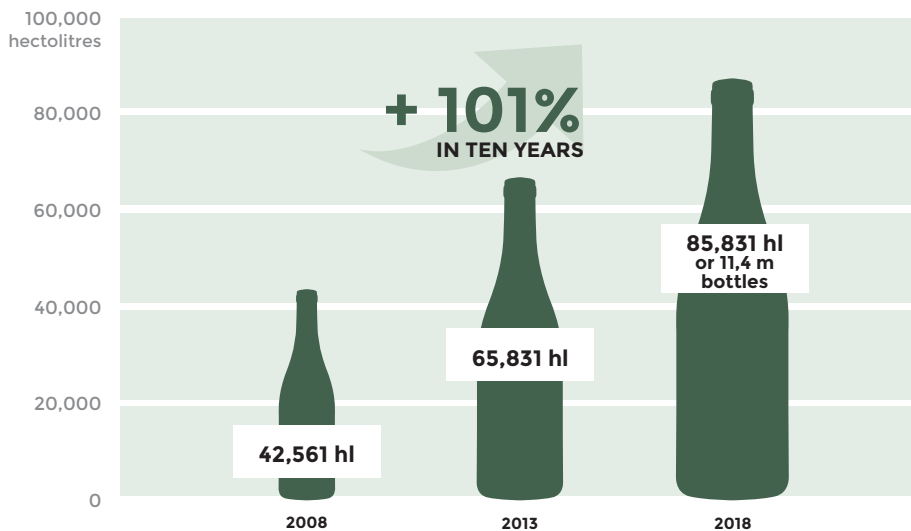
Source: CNIV, InterLoire (Loire Valley), IWSR, Sopexa



THE LEADING EXPORT MARKET FOR LOIRE VALLEY WINES

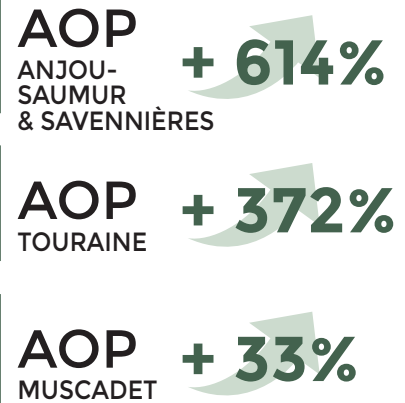


IN TEN YEARS, WHITE WINE EXPORTS FROM THE LOIRE VALLEY TO THE UNITED STATES HAVE DOUBLED IN VOLUME...



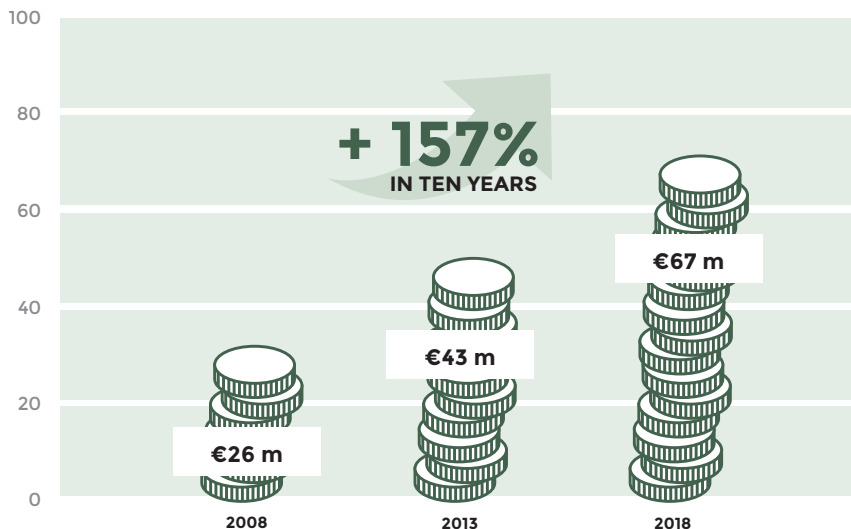
Source: InterLoire (Loire Valley)

THE 3 MOST DYNAMIC APPELLATIONS



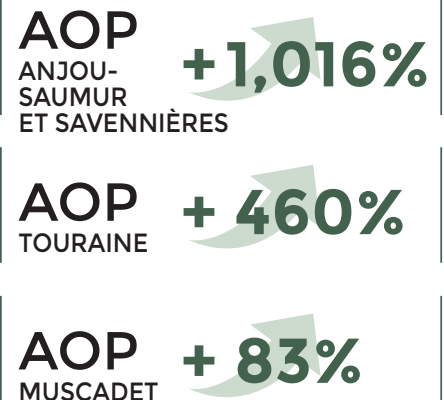
Source: InterLoire 2008-2018

... AND HAVE ALMOST TREBLED IN VALUE



Source: InterLoire (Loire Valley)

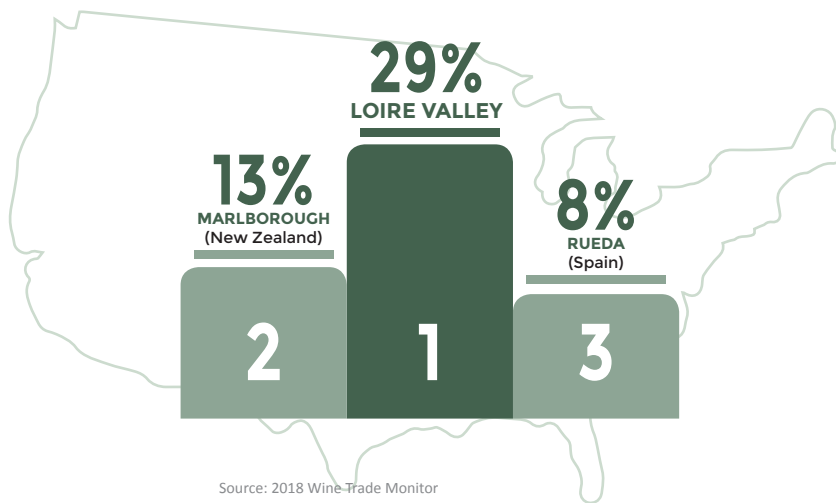
THE 3 MOST DYNAMIC APPELLATIONS



Source: InterLoire 2008-2018

AMERICAN BUYERS ARE SETTING GREAT STORE BY THE LOIRE WHITES

The Loire Valley is the region that will experience the strongest growth in demand over the next two years, according to American trade buyers



64% of American trade members believe that sales of Loire wines will increase

36% of American trade members believe that sales of Loire wines will remain stable

0% of American trade members believe that sales of Loire wines will decline

Source : Sopexa

2018 WINE TRADE MONITOR

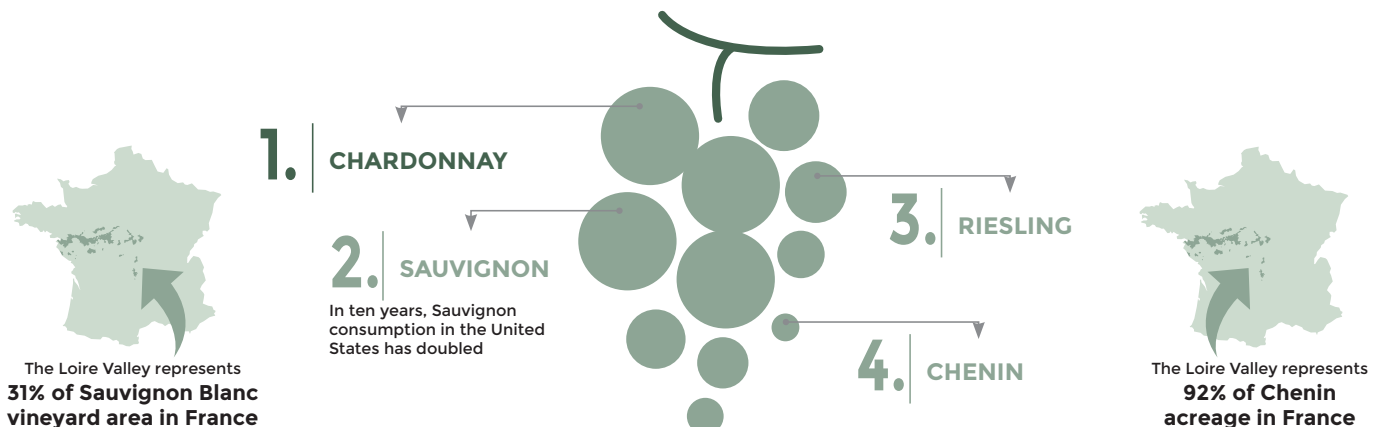
6 KEY MARKETS STUDIED

United States, Canada, Belgium, China, Hong Kong, Japan

781 TRADE BUYERS SURVEYED
on market trends over two years

RECOGNITION OF SAUVIGNON AND CHENIN

The two iconic grape varieties of Loire Valley white wines will be the most sought-after white varieties in the next two years. They are already among the four most bought grape varieties.



Source: Wine Intelligence 2017- The US Wine Market Landscape Report, 2018 Wine Trade Monitor

KEY FIGURES FOR THE LOIRE VALLEY

Source: Customs, InterLoire, BIVC (2017)



6,200
declared producers



250
trading companies



16
co-operative wineries



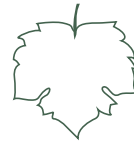
€1.3 billion
in annual revenue, 21% of which
comes from exports (€282 million)



A wine region listed as a
**UNESCO WORLD
HERITAGE SITE**



51 appellations
4 PGIs



57,200
hectares of vines,
including 48,300 hectares of appellation vines,
11.3% of which are organic (national average: 9%)
and 25% environmentally certified



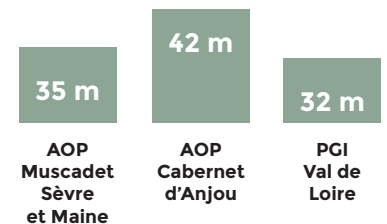
320 m
appellation/PGI bottles marketed
2.45 mhl produced in 2017, including
2.1 mhl of appellation wine
(12% of national production)

A diverse wine region



Top 3 wines by volume

Average production over 5 years in millions of bottles



Leading French wine region for wine tourism recognised for the quality of its welcome
(on a par with Alsace - BB 2015 survey)

11%

of the range of appellation wines
(fifth most listed French wine region)



WINE MERCHANTS IN FRANCE

20%
of the white appellation wine range
(the second most listed French wine region)

9%
of the range of appellation rosé wines
(the fourth most listed French wine region)

15%

of the range of appellation wines
(the third most listed French wine region)



HORECA* IN FRANCE

23%
of the white appellation wine range
(the second most listed French wine region)
* seated restaurants

12%
of the red appellation wine range
(the fourth most listed French wine region)

14%

of the range of appellation wines
(the third most listed French wine region)



SUPER/HYPERMARKETS IN FRANCE

23%
of the appellation sparkling wine range
(the second most listed French wine region)

21%
of the white appellation wine range
(the most listed French wine region)

Source: InterLoire. 2016 Loire Valley data for Horeca and 2018 data for wine merchants and super/hypermarkets

PRESS CONTACTS

Clair de Lune: Emilie Charvet & Mathilde Blanchon
+33 (0)4 72 07 42 41 - mathilde.blanchon@clairdelune.fr
InterLoire: Anne-Sophie Lerouge
+33 (0)2 47 60 55 23 - service.presse@vinsvaldeloire.fr