

12-14 FEBRUARY 2024 - WINE PARIS

LANGUEDOC AOPS AND SUD DE FRANCE IGPS RAMP UP THEIR PRESENCE AT WINE PARIS

Languedoc AOPs and Sud de France IGPs will be attending Wine Paris, the wine industry's most inclusive exhibition. The 5th Wine Paris is due to take place from 12 to 14 February 2024 at Paris Expo Porte de Versailles, offering an opportunity to meet Languedoc winegrowers and trading companies that have made a collective commitment to promoting their appellations.



At the forthcoming Wine Paris exhibition, Languedoc AOPs and Sud de France IGPs will be championing Languedoc as part of a team effort. Twelve appellations and 7 Languedoc AOP designations along with 13 IGPs will be represented by 160 industry players attending the 3-day exhibition over a floor space in excess of 1,200 m² comprising 12 islands.

Their attendance offers an opportunity for trade visitors to take a deep dive into a wine region whose boundaries are defined in the East by the Mediterranean and in the West by the foothills of the Cevennes and the Black Mountains. Visitors will be able to meet a variety of stakeholders, from family-run estates whose heritage spans generations to newly-established wineries, and from co-operatives to trading companies. In Languedoc, this interplay creates a strong community spirit whose members will be focusing on presenting their latest vintages and their creativity.

Each AOP and IGP will be flagged up by individual signage to ensure a seamless tour for visitors. In the glass, trade members will be able to (re)discover a broad spectrum of authentic, genuine wines, ranging from deep or elegantly defined reds to terroir-driven rosés or pinks for pleasure, lively or complex whites, structured sparkling wines and gorgeously appetising dessert wines or 'Vins Doux Naturels'.

The institutional space will welcome visitors keen to engage in meaningful conversations with representatives of the different appellations and IGPs, including Christophe Bousquet, chairman of the Languedoc wine marketing board CIVL. He believes that *"the forthcoming Wine Paris, with even greater ambitions, is an essential event for the Languedoc wine region which will be fully showcasing its hallmark diversity and its close-knit community spirit driven by the strong core values that make it the new French wine space to watch!"*



CONTACTS

LANGUEDOC WINES (RECEPTION AREA HALL 4 - E278)
FRANCE VILLENEUVE
+ 33 6 89 13 58 38 - fvilleeneuve@languedoc-wines.com
www.languedoc-wines.com

MEDIA - CLAIR DE LUNE
SAMANTHA DRUON
+33 4 72 07 42 41 - samantha.druon@clairdelune.fr
www.clairdelune.fr

A CUSTOMISED EVENTS PROGRAMME

AOP Languedoc

White Masterclass: 'Languedoc's hidden treasures'

Monday 12 and Tuesday 13 February at 10 am
H4 – H195

AOP Languedoc, AOP Languedoc Cabrières, AOP Languedoc Saint-Saturnin

Rosé Masterclass: 'Pairing suggestions for food-friendly rosés'

Monday 12 and Tuesday 13 February at 10 am
H4 – H195

AOP Languedoc

Workshop: 'Instinctive tasting – a fun, immersive experience that gets every taster listening to their senses'

Wednesday 14 February – 10 am and 11:45 am
H4 – H 195

AOC Picpoul de Pinet, AOP Pic Saint Loup

A tasting of the 2023 vintage – meet the winegrowers over a gourmet aperitif

Monday 12 February at 12 pm
H4 – G277

AOC Terrasses du Larzac

Aperitif and tasting: 'Let's celebrate our tenth anniversary!'

Around thirty winegrowers are inviting you to toast the appellation's tenth anniversary. Tasting of mature vintages and wines in magnums served with local farm produce.

Monday 12 February – from 6 to 8 pm
H4 – E286

AOC Grés de Montpellier

Introductory Masterclass

Monday 12 and Tuesday 13 February at 3 pm
H4 – H195

AOP Languedoc Montpeyroux, AOP Languedoc Pézenas, AOP Languedoc Sommières

Terroir Masterclass

Monday 12 and Tuesday 13 February at 5 pm
H4 – H195

THE LANGUEDOC WINE MARKETING BOARD

The Languedoc Wine Marketing Board (CIVL) brings together 20 protected designations of origin (AOP) and 18 protected geographical indications (IGP) located over a narrow strip of land set between the Mediterranean and the foothills of the Massif Central and the Pyrenees that forms the Languedoc wine region. It thus represents some 2,000 wineries, 150 co-operative wineries and 500 trading companies that combine to create an industry marketing approximately 2.3 million hectolitres of wine annually.

www.languedoc-wines.com

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