



Press release - September 2021

Great success for a new challenge, the first Wine Rendez-Vous

This is not surprising, considering the dynamism of this group of cooperatives, recognized as leaders in their respective wine-growing regions:

19 firms innovated by organizing their very own export trade fair in collaboration with Business France.

On September 27 and 28, they gathered in the Rooftop of the Pullman Eiffel Hotel, a prestigious location, with a strong symbolic connotation, just across from the emblematic Eiffel Tower.

Visitors from over 20 European countries took part (Germany, Italy, Spain, Norway, Sweden, Belgium, the Netherlands, Austria, the United Kingdom), but also from further away, such as the USA, Canada and Asia. Over one hundred buyers attended the event.

A convivial and professional show: the current end to the Covid crisis is the perfect time to meet physically after a long pause. Following the cancellation, one after the other, of the major trade shows worldwide, the event's participants enjoyed a personalized welcome, at once professional and convivial – a warm and human side, highly appreciated by business operators.

The calibrated space and the two-day schedule offered the opportunity to interact with a large number of wine industry actors and to build new partnerships within a minimum time period.

Limited amounts of French and European wine: The 2021 vintage is extremely small. The right moment for buyers and producers to exchange in view of sharing information, securing markets, and also exploring new opportunities is harvest-time.

The members of Wine Rendez-Vous: located throughout France

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| | <p>The exhibitors at Wine Rendez-vous represent 10,141 growers, 112 appellations and a surface area of around 80,000 ha under vine, located all across France.</p> <p>At the first show, together they offered the possibility of discovering close to 350 wines presented at their respective stands and 19 exceptional products freely accessible for a tasting.</p> <p>Combined, their annual sales generate a turnover of 700 million euros.</p> |
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Feedback from producers

Philippe Tolleret, the President of UNSCV & the Managing Director of Marrenon:

1/ What's the aim of bringing together these wine producers?

We're a group of co-operative wineries with ambitious marketing strategies and major operators within our respective growing areas. Historically, we've all established distribution networks both in France and abroad, focusing on brand and signature building, driven by the objective of rigorously promoting the personality of our regions.

We share the following values: Impetus, Innovation, Humanity and of course Quality.

2/ Following the clear success of this first show, are you thinking about transforming it into a regular event? If so, will it be opened up to new companies?

Everything is possible. We will continue to organize encounters that can grow, thereby making room for other highly professional operators, all regional leaders. We're going to make sure this event retains its top standard of quality, through the attractiveness of its exhibitors.

Pierre Cohen, in charge of the show's steering committee & the Managing Director of Cellier des Princes:

1/ You initiated this event. What motivated you to do so?

I wanted to promote this group of coops, regional or appellation area leaders, the standard of quality of which has increased spectacularly. Hence the idea of setting up a table of 19 wines for visitors to discover, comprising the very best products. But also the urge to catch up with our customers after 18 months of the Covid-19 pandemic that complicated physical contact and the opportunity of offering them a human scale show.

2/ I suppose that the location and the date were strategic choices?

Yes Paris is magical, and the situation and the date were perfect – during harvest-time to talk about the vintage and to obtain exclusive information about product availability. It's also often at this moment of year that buyers think about extending their portfolios or establishing contacts.

3/ How do you think this show will develop?

This first edition is encouraging, with 60 buyers per half-day despite some absences due to Covid restrictions.

The concept, at once efficient and convivial, seems to appeal to trade professionals, thereby encouraging us to renew the experience next year, if everybody agrees.



Conviviality is rediscovered



Feedback from buyers

Paul DOMS, Cinocco, Belgique : « I took advantage of this opportunity to meet many suppliers and prospective customers on the same day. It's a chance to taste all of the products. I noted a progressive increase in quality from one vintage to the next. This show is especially well situated in the center of Paris. The small size of the show helped to strengthen confidentiality. The discovery side is interesting and exchanges will conclude by email».

Kathy Feron Jacques Wein Depot, Germany : « I highly appreciated the standard of quality of the wines presented, as well as the professional way in which the show was organized. It was a very good initiative allowing to renew contact after such a long absence: wine is a culture, producers or their representatives are the direct link between the product and the consumer. Germany is committed to long term sustainable development: nothing is more sustainable than cooperative wine growers».

Rebecca Gergely, Enotria&Coe, Londres : « I really appreciate this smaller, quiet, intimate fair, and the view on the Eiffel Tower, as I grew up in Paris! The best cooperatives are here, they are all export experts, which is very useful to us, the buyers ».

Filip Kudrna, Buda-Mont, Czech Republic : « I came to the show to find new wines for Christmas. I was seduced by the tasting of these premium wines in an exceptional setting».

Jochen Sammuller, Schenk Baden-Baden : « I came to meet some of our current suppliers I haven't seen for a long time. Pandemic was a big challenge for everybody to keep good communication. Quality of the wines is high level, this event is particularly interesting, especially when it comes to the harvest which announces difficult this year ».

We look forward to seeing you at the next show in 2022



The members of the Wine Rendez-Vous :

Alliance Alsace - Alsace
Alliance Loire - Loire
Cellier des Princes - Vallée du Rhône
Compagnie de Bourgogne - Bourgogne
Couleurs d'Aquitaine - Sud-Ouest
Estandon - Provence
Foncalieu - Languedoc
Jaillance - Vallée du Rhône
Maison Sinnae - Vallée du Rhône
Marrenon - Entre Rhône et Provence

Plaimont - Sud-Ouest
Sieur d'Arques - Languedoc
Terre de Vignerons - Bordeaux
Tutiac - Bordeaux
UDPSE - Bordeaux
UVIB – Cave d'Aléria - Corse
Vignerons Ardéchois - Ardèche
Vignerons Catalans – Roussillon
Vinovalie - Sud-Ouest

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« Taste France is a national brand, created to represent French gastronomy and the entire agricultural eco-system and the French food industry abroad. Taste France defends the founding values of French producers: excellence, responsibility, authenticity, sharing and innovation, and as you equally share these values, it is only natural that "Taste France" has co-signed this tasting ».

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