

PRESS KIT



PAYS D'OC
Protected Geographical Indication
— Varietal wines —



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FRANCE'S LEADING SUPPLIER OF PGI* VARIETAL WINES

*PROTECTED GEOGRAPHICAL INDICATION

PGI Pays d'Oc A 30-YEAR CONQUEST

Created in 1987, Pays d'Oc is now France's leading export designation by volume due to strict production procedures and collective dynamics. The story of its 30-vintage conquest is still being written.

When the first 80,000 bottles labelled Pays d'Oc were released in 1987, later to become Protected Geographical Indication wines in 2009, no one could have predicted the designation's resounding success. During the 2016-2017 financial year, 767 million bottles were marketed, equating to sales of 23 bottles of PGI Pays d'Oc wines every second worldwide. The success has to be put into context and stems from the quality revolution that has taken place in Languedoc over the past thirty years. But at its core is the emergence of a whole new category – PGI Pays d'Oc varietal wines that consumers across the globe have found easy to identify due to their clear varietal statements. From the outset, the concept became the focal point for Pays d'Oc, which now covers 50% of vineyards within the Languedoc-Roussillon region and a bearing area of 120,000 hectares.

A multi-faceted proposition

Varietal wines, which are pivotal to the typicity of PGI Pays d'Oc, offer three advantages. Firstly, freedom for the wine growers who can choose from 58 permitted grape varieties, most of which are vinified as single varietals complemented by dual varietals and blends. Varietal expression in all three colours is shaped by a tradition of wine growing spanning 26 centuries and embracing four departments in Languedoc-Roussillon along with six localities in Lozère. These strong regional roots have paved the way for an extraordinary array of soil types – from sandy to limestone, schist, clay and stony gravel – whose potential is maximised by the wine growers and a Mediterranean climate conducive to fruit ripening. Consequently, consumers can delve into an extensive range of wines across all distribution channels, wines suitable for every occasion, from the most relaxed and informal catered for by the myriad boxed wines on offer, to the most indulgent, not forgetting rosé wines for sharing.



Olivier Simonou,
Chairman of Inter Oc

For the chairman of Inter Oc, the PGI Pays d'Oc wine marketing board established in 2006, the designation's major asset is the clarity of its labelling. Conveying "a clear message to consumers", its relevance has been vindicated, as evidenced by the figures. Looking ahead to the future, Inter Oc is determined that its brands continue to gain traction through 2017 and that the designation remains France's number one supplier of varietal wines, with a 93% volume share of the PGI varietal wine market. The board's ambitions for the industry are crystal clear: "We are going to consolidate our bottom line – the region, grape varieties, modernity and innovation – which has been instrumental to our success and will enable it to flourish in the long term through a commitment to CSR (Corporate Social Responsibility) that has recently moved from theory to practice via the AFNOR 2015 agreement", explains board chairman Olivier Simonou. The aim is for the designation to become a global benchmark for quality-designated varietal wines offering guaranteed traceability for consumers. Olivier Simonou uses the following motto to sum up the aim: "Our motto is to move forward in the interests of the wine growers, businesses and particularly those of the end consumer".

23
bottles of
PGI Pays d'Oc
sold every
second
worldwide

A designation geared to quality

Currently the leading European geographical indication for varietal wines, and top French exporter by volume, PGI Pays d'Oc continues to grow in multiple grocer outlets with sales equivalent to 226 million bottles (75 cl bottles and boxed wines) worth 519 million euros in French super and hypermarkets in 2017. Part of the reason why the designation appeals so much to consumers is because of strict production and tracking procedures for commercially available wines, with 100% of wines produced checked by Bureau Veritas Certification France.

FACTS & FIGURES FOR PGI Pays d'Oc

Production of 5.1 million hectolitres gives PGI Pays d'Oc a 50% share currently of Languedoc-Roussillon wine production, compared with 34% in 2006. Turnover generated by bulk sales (88% of production) has more than doubled since 2000 and sales are equally divided between the domestic market (52%) and exports (48%).

120,000

hectares under vine out of the 236,000 ha farmed in the Languedoc-Roussillon wine region.

1.7

In 2017, sales of PGI Pays d'Oc in French multiple grocers represented 1.7 million hectolitres

58

Grape varieties permitted for the three colours

1st

PGI Pays d'Oc is the leading French exporter of still wines by volume

78%

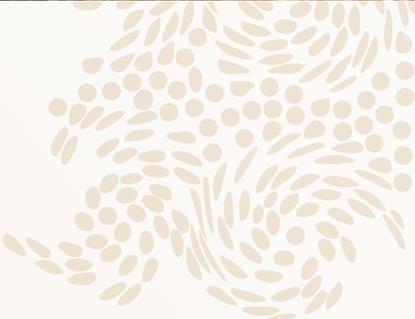
PGI Pays d'Oc wines account for 78% of French PGI wines

2.3

In 2016, exports of PGI Pays d'Oc bordered on 2.3 million hectolitres to 170 countries

93%

Of French PGI varietal wines are PGI Pays d'Oc, equivalent to 9 in every 10 bottles.



As a collective entity from 1987 onwards, PGI Pays d'Oc wine growers redesigned the regional wine map with the emergence of varietal wines.

PGI Pays d'Oc

THE STORY

The epiphany came with a trip to the Napa Valley at a time when France's wine regions were hamstrung by the complexity of their designation system, whilst the United States were witnessing a surge in popularity of varietal wines, an innovative concept that actually originated in the Old World. Wine growers belonging to what would become the Vins de Pays d'Oc growers' organisation were looking to breathe new life into the Languedoc wine industry. They thus found an outlet for wines stemming from the wave of change that swept over the region in the 1970s. The 'Plan Chirac' in 1973 prompted a sea-change by introducing vineyard restructuring. A series of uprooting schemes, during which 56,000 hectares would be replanted as part of the 'LR directive', automatically led to a decline of entry-level table wines in favour of quality bottlings.

From Burgundy to Pays d'Oc

California was the first American state to build its reputation on French varieties marketed under misused appellations – Chardonnay and Pinot for instance were wrongfully sold as Burgundy, and



“If we hadn’t chosen to go down this route 30 years ago, foreign varietal wines would now be lining supermarket shelves in France”

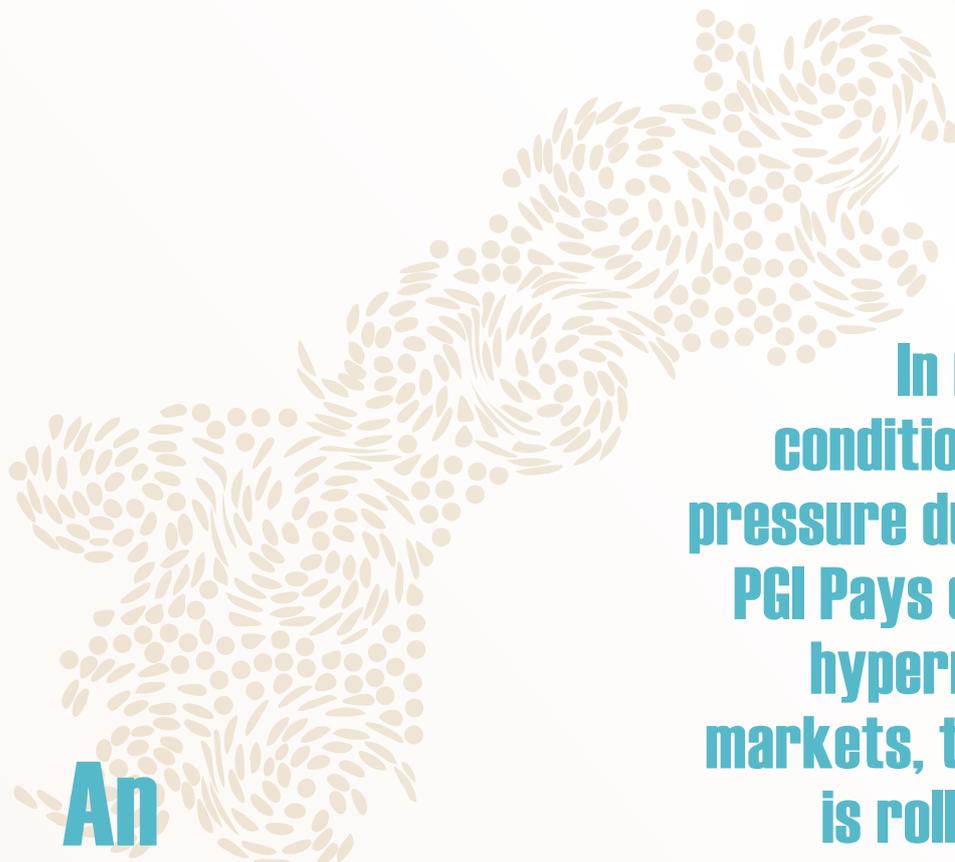
Jacques Gravegeal,
founding chairman of
the Vins de Pays d’Oc
growers’ organisation



Breathing new life into the Languedoc wine industry

Merlot and Cabernet as Bordeaux. Following California’s varietal example, Languedoc-Roussillon wine growers set out on a mission to claim France’s easily identifiable grape varieties as their own. The question was, how could they create a new designation without support from the marketing companies? Sète-based shipper Robert Skalli, who owned a winery in California, would provide the answer and be the first to market the wines under the ‘Fortant de France’ brand. The wines would hit the shelves in 1987 and total 80,000 bottles. The designation’s inception would subsequently reap huge rewards:

“Customers were attracted to Pays d’Oc’s extremely straightforward approach revolving around a terroir-driven varietal statement originating in a demarcated wine region, i.e. Languedoc-Roussillon”, explains Jacques Gravegeal, founding chairman of the Vins de Pays d’Oc growers’ organisation. Thirty vintages on, PGI Pays d’Oc is now France’s leading designation by volume with 5.8 million hectolitres marketed, ahead of Bordeaux in export markets. It is also the world’s fifth-largest exporter of varietal wines behind Argentina, Chile, oh and California!



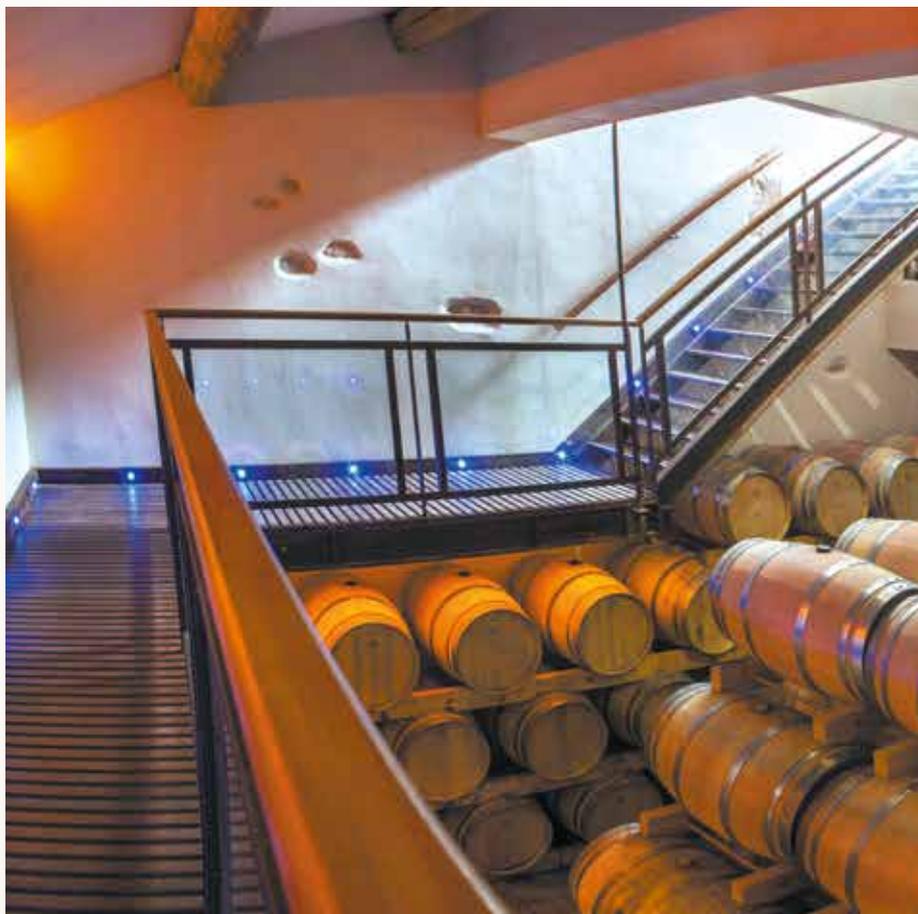
An ambitious STRATEGIC PLAN

In response to market conditions under significant pressure due to the success of PGI Pays d'Oc wines in super/hypermarkets and export markets, the marketing board is rolling out an ambitious strategic plan aimed at consolidating the supply chain through to marketing.

Its economic significance is now firmly established in national and international markets: France's leading PGI by volume (76%) now posts sales of 735 million bottles (5.5 mhl) annually. Its success is such that the marketing board is now drafting an ambitious strategic plan to ensure its long-term future at supply and marketing level.

1. Developing and maintaining vineyard land

The aim is to develop and ensure the long-term future of Pays d'Oc geographical indication vineyards by providing backing for new wine growers and supporting existing farms via land development schemes. PGI Pays d'Oc's ambition is to partner with other stakeholders such as the Languedoc-Roussillon Young Farmers' association to create and manage a dedicated fund. Introduction of an economic interest

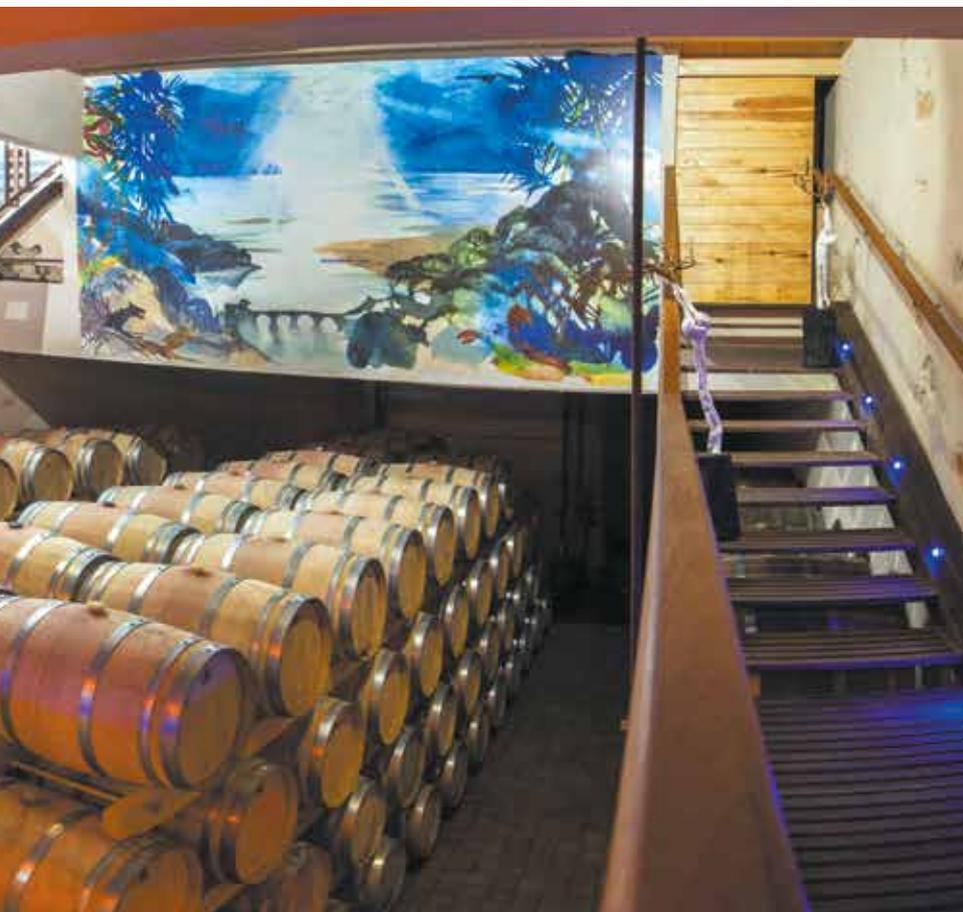


group is one of the tools that will help establish and run the fund, with grant and subsidy schemes providing an incentive and leveraging change based on a number of guiding criteria. Support for vineyard land will create a virtuous, market-led supply chain by securing procurements and ensuring the long-term future of vineyards. Quality-designated Pays d'Oc vines are a way of achieving a balance between social and environmental issues.

2. A three-year contract for securing the supply end

To ensure the long-term future of the bulk market (88% of volumes produced are sold to shipping firms in bulk), Inter Oc opted for a contract system and in 2012 introduced a three-year contract for PGI Pays d'Oc bulk wines and must in order to cement its trading partnerships with bulk wine players. The strategy has paid off with 10% of production now sold under contract.

767
million
bottles sold
annually



**“A Marshall Plan
is needed to
incentivise people
who want to join
our industry.
Farmers are
custodians of the
countryside.”**

**Jacques Gravegeal,
chairman of the Pays d’Oc
growers’ organisation.**



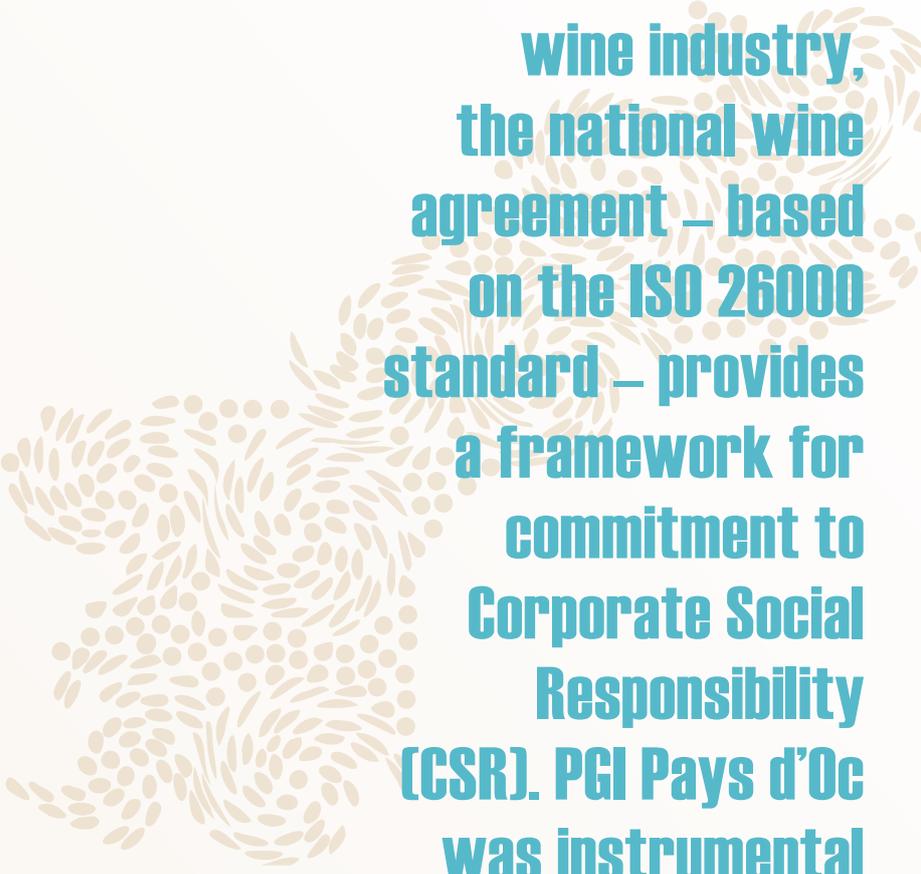


Florence Barthès,
managing director of PGI Pays d'Oc

“The major challenge for Pays d’Oc is to cement the relationship between producers and merchants over the medium term. Both sides are interwoven”

Three-year contract

The three-year contract ensures clearly defined, long-term sales outlets for producers on one side, and quality procurements for marketers on the other. Based on a three-year time frame, its renewal is currently being discussed, the aim being to extend it to between 5 and 10 years.



Adopted in June 2015 by the entire French wine industry, the national wine agreement – based on the ISO 26000 standard – provides a framework for commitment to Corporate Social Responsibility (CSR). PGI Pays d’Oc was instrumental in rolling out benchmark standards that guarantee good practice for consumers and will likely be a prerequisite for penetrating or preserving some markets.

PGI Pays d’Oc A DYNAMIC ENVIRONMENTALLY RESPONSIBLE APPROACH

The 7-year project involving Inter Oc, the PGI Pays d’Oc wine marketing board, ended on June 2, 2015 with the adoption of a nationwide industry agreement, based on the ISO 26000 standard, involving the entire French wine industry. The agreement sets out guidelines for corporate social responsibility, in other words, a corporate commitment to sustainable development. Transposing generic standards to the practices and challenges of a specific industry is no mean feat. Creating this unprecedented set of benchmark CSR standards was rolled out in three phases by Inter Oc.

Phase 1: Research

From 2009 to 2012, an international study into purchasing habits revealed the importance of a clear statement guaranteeing consumers that wines have been made in so-called acceptable social and environmental conditions. The study was funded by the European Union and led by a multidisciplinary team of marketing researchers from Montpellier University in conjunction with Inter Oc. It involved 18,000 consumers in four markets: France, the United Kingdom, French and English-speaking Canada and the USA. It ascertained, for instance, that 16% of wine purchases in Germany are motivated by a credible sustainable message on bottle labels. Similarly, these consumers would agree to pay up to 23% more for a sustainable wine.

Phase 2: Assessment

After collecting these findings, Inter Oc launched an initial region-wide assessment of PGI Pays d’Oc companies in 2011, the Vineyard in Progress® programme.



“We even extended it to other fields of action such as eco-design integrating social metrics for buildings, passing on and sharing knowledge, heritage and eco-wine tourism.”

Linda Filone, head of CSR at Inter Oc.

129 PGI Pays d'Oc companies, representing 2,100 employees and 7,821 co-operative winery members, responded. The results of the assessment show strong awareness amongst companies that are not committed to the scheme and a constant desire for improvement amongst those that are.

Phase 3: Tools for the industry

PGI PAYS D'OC

To promote recognition of this commitment to CSR globally, a Responsible Purchasing Guide geared to the wine industry was introduced. It was based on good practice established for the PGI Pays d'Oc industry as part of a CSR self-assessment managed by the Afnor group. It facilitates use of a shared culture and language where the responsible approach is analysed for each of the nine product

*Product groups: buildings, inputs, winemaking products, temporary work, bottle suppliers, bottling, the graphics chain, logistics and furnishings and interior fitting.

groups* identified as being strategic by PGI Pays d'Oc companies. This initial practical introduction was followed by a good practice guide published by the marketing board in 2015, again in conjunction with Afnor. Based on the AFAQ 26000 assessment guide, it addresses 55 criteria defined by the ISO 26000 standard, positions them with regard to industry issues and provides concrete examples of good practice that can be introduced as part of sustainable initiatives.

FRENCH WINES

All these initiatives have allowed the seven core principles of the ISO 26000 standard (organisational governance; human rights; labour practices; the environment; fair operating practices; consumer

issues; and community involvement and development) to be adapted to industry challenges and issues.

Consumers prepared to pay up to

23%

more for a sustainable wine

Phase 4: National certification in the final stages

The project's final stage is creating national certification, again in conjunction with Afnor, which should be finalised in 2017.

One big family OF WINE GROWERS

A NAME THAT SUITS THEM

The PGI Pays d'Oc designation represents over 2,000 independent wineries and 250 co-operatives. In the kingdom of diversity, quality is queen. The following portraits reveal the producers who have used the freedom offered by varieties to craft wines with a unique persona.

1 Wines of distinction AT DOMAINE GAYDA

The critics love this 60-hectare Languedoc estate set in the foothills of the Pyrenees which focuses primarily on single varietal PGI Pays d'Oc. Established fifteen years ago by a globetrotting team comprising Briton Tim Ford, South African Anthony Record, chief winemaker Vincent Chansault and consultant Marc Kent, Domaine Gayda has been showered with accolades, from British global wine critic Jancis Robinson to the Bettane & Desseuve Wine Guide which awarded the PGI Pays d'Oc 2011 and 2012 Chemin de Moscou label a coup de coeur for two years in a row, in 2015 and 2016. The label is a nod to Hervé Bizeul's Petite Sibérie.

*Domaine Gayda - 11300 Brugairolles
Tél. + 33 4 68 31 64 14
www.domainegayda.com*



2 The realm OF DIVERSITY

Along with his partner Fabienne Los Huertos, Olivier Pascal makes Saint-Chinian Berlou wines but revels in diversity. In the family vineyards geared to producing PGI Pays d'Oc, Petit Verdot, Syrah and Cabernet Franc set the tone for a range of wines whose freshness and appeal is matched only by their names. These include 'Pour quelques raisins de plus' (For a few grapes more), an offbeat red made from Corsican variety Nielluccio, which also provides the backbone for a single varietal Summer of Love rosé for sipping by the pool.

*Domaine Les Terrasses de Gabrielle
34310 Capestang
Tél. + 33 6 31 77 11 38 / + 33 6 07 30 41 93
www.lesterrassesdegabrielle.fr*



The tiny stone huts AT DOMAINE DE NIZAS

On the outskirts of the village of Nizas, near Pézénas, Domaine de Nizas is the work of American citizen of French origin, John Golet, the creator of several properties in the Napa Valley (Clos du Val), Victoria in Australia (Taltarni) and Tasmania (Clover Hill). In Languedoc, he enlisted the help of Bernard Portet to identify the outstanding terroir of this 45-hectare estate purchased in 1998. Although 70% of the vineyards are classified as AOC Coteaux du Languedoc, excellence is also revealed in the PGI Pays d'Oc Mazet range (mazet means stone hut) with a renowned red and white as its centrepiece. The red revolves around a blend of Cabernet and Syrah, the white of Sauvignon blanc and Viognier.

Domaine de Nizas
Hameau de Sallèles
34720 Caux
Tél. + 33 4 67 90 17 92
www.domaine-de-nizas.com

Château de Mus CATHAR COUNTRY

Bought by the Julien family in 2004, this Renaissance castle built on the site of a former seignory – destroyed in the 13th century during the crusade against the Cathars – re-established its pedigree through its vineyards and wines. Alongside AOPs blended from traditional Languedoc grape varieties, Bernard Julien and his sons tap into an extensive range of French varietals to produce their PGI Pays d'Oc. Cabernet-Sauvignon, Petit Verdot, Malbec and Vermentino, to name a few, fully express their potential in a series of single and dual varietals. One example is the white Domaine de Mus, a fresh, loral wine crafted from an unusual blend of Roussanne and Vermentino.

Château de Mus - Route de Réal
34490 Murviel-les-Béziers
Tél. + 33 4 67 62 36 15
www.chateau-mus.com



Muscat

BY BAIXAS

Its 'Le Pot' dry Muscat, labelled PGI Pays d'Oc, ticks all the boxes: fruitiness and freshness, modern livery, sustainable development vineyard management and an attractive price tag. As the leading producer of Muscat, accounting for 80% of volumes, the Baixas co-operative in the Pyrenees-Orientales has even revisited the concept of the co-operative winery. The 380 hard-working member growers of this dynamic winery, whose 2,400-hectare vineyard stretches over the most southerly foothills of the Agly valley, are driven by the quality of their terroir and show deference to it. The vineyards embrace a number of famous localities including Baixas – which accounts for a third of acreage – Calce, Rivesaltes and Peyretortes.

Vignobles Dom Brial
14, avenue du Maréchal Joffre
66390 Baixas
Tél. + 33 (0)4 68 64 22 37
www.dom-brial.com

Château GUILHEM

In 2009, Bertrand Gourdou switched to sensible farming practices on his 30-hectare vineyard. This would be the first step towards his conversion to organic, starting in 2013. Founded in 1978, the estate has been in the same family for six generations. Now playing a pivotal role in the Malepère appellation, Château Guilhem is located in the heart of the village of Malviès, near Carcassonne, and produces a lovely collection of PGI Pays d'Oc wines. Its Sauvignon, Chardonnay, Viognier (single varietal), Merlot and Syrah (the estate label dual varietal) all show faithfulness to varietal style.

Château Guilhem - 11300 Malviès
Tél. + 33 4 68 31 14 41
www.chateauguilhem.com



NÉOTERA Wine growers with a heart

Cradled between the Corbières, La Clape and the sea, the Narbonnais co-operative winery, renamed Néotera in 2009, produces elegant PGI Pays d'Oc wines like its 'Néo' range of dual varietals including Chardonnay-Viognier and Syrah-Grenache, and its single varietal 'Outre Terre' collection from 100% Sauvignon, Cabernet-Sauvignon, Merlot and Chardonnay. The winery has also hosted the annual charity event 'Vendanges du Coeur' since its members met French singer Jean-Jacques Goldman. A single label is auctioned off during the event in Ouveillan followed by a concert. This display of generosity has attracted a series of prominent French singers.

**Néotera - 3, rue Coluche
11590 Ouveillan
www.vinsneotera.fr**

Domaines PAUL MAS

With eleven estates and one hundred or so labels, wine grower and merchant Jean-Claude Mas has clearly sought to maximise the diversity offered by Languedoc's myriad terroirs, allowing him to create his 'luxe rural' or everyday luxury concept. Luxury Paul Mas style is a compelling collection of wines revolving both around blends (AOP) and free-spirited single and dual PGI Pays d'Oc varietals, like his Arrogant Frog label – including Tutti Fruti rosé and Ribet Chardonnay versions – the grower's mascot in France and abroad.

**Domaine Paul Mas
Route de Villeveyrac
34530 Montagnac
Tél. + 33 4 67 90 16 10
www.paulmas.com**



PAYS D'OC

Protected Geographical Indication

— Varietal wines —

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