

ANNUAL REPORT 2024



CIV

CONSEIL INTERPROFESSIONNEL
DES VINS DE PROVENCE

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CONTENTS ALCOHOL ABUSE IS HARMFUL TO YOUR HEALTH. ENJOY WITH MODERATION.

A WORD

FROM THE CHAIRMAN

Dear members, winegrowers, merchants,

The year 2024 confirmed the magnitude of the challenges that our wine industry must face: economic crisis, climate change, societal changes, and geopolitical upheavals. This turbulence, partly cyclical, but also deep and structural, goes beyond our only wine universe. They impact our daily lives, undermine our stability and create a sense of uncertainty.

However, in the face of this difficult situation, the Vins de Provence have demonstrated lucidity and determination. Rather than resigning ourselves to the situation, we chose to act.

This activity report reflects our collective momentum. With courage and responsibility, we have taken strong actions: creating an unprecedented interprofessional reserve, strategically refocusing on our key markets and on wine tourism, strengthening our communication around the collective brand, and deployed our wine-education program, while actively mobilising to support the agroecological transition. After many months of work, we have also finally submitted the building permit for Vitipôle, the future research and development hub for the industry in Vidauban.

In July 2024, the General Assembly of the CIVP reaffirmed its confidence in me by re-electing me as the president of the interprofessional organization. It is both an honor and a great responsibility. My determination to defend and promote our collective heritage, our AOPs, is only stronger. During this day, we also celebrated the 20th anniversary of the CIVP. Through videos, archives, and testimonials, we were able to measure the work accomplished by our predecessors to build the success of the Wines of Provence. It is our responsibility to preserve this legacy and make it flourish.

With the Board of Directors and the CIVP team, we have conducted in-depth reflection on our future and the challenges to be met: rethinking our economic model, asserting our leadership, attracting new consumers, better sharing value, and accelerating our transitions. We have collectively updated and validated the new strategic plan for Vins de Provence for the years to come. This plan, detailed in the following pages, is based on a simple principle: we produce the best rosés in the world, and the entire vineyard must be mobilized to make it known and justify it.

Yes, times are demanding. But I remain optimistic and convinced of our potential for growth and appreciation. Our vineyard has always known how to adapt and draw on its roots for resources to reinvent itself. This is not the time to doubt.

If we move forward together and with a willingness to work collectively, we will succeed.

Eric PASTORINO

*Chairman of the Conseil Interprofessionnel
des Vins de Provence*

ORGANISATION OF THE CIVP

The Conseil Interprofessionnel des Vins de Provence has been recognized by the public authorities as an inter-professional organization of collective interest, in accordance with Articles L632-1 et seq. of the French Rural Code, as well as in the European Community Code.

COMPOSITION OF THE CIVP EXECUTIVE BOARD

ITS MEMBERS ARE WINE-MAKERS AND WINE MERCHANTS WHO WORK WITH THE CÔTES DE PROVENCE, COTEAUX D'AIX-EN-PROVENCE AND COTEAUX VAROIS EN PROVENCE PDOS. THE CIVP HAS MADE IT POSSIBLE TO :

- 1. **reinforce** the strength of the wine industry in France
- 2. **give its members** increased means of action and financial resources
- 3. **promote** the special features of each appellation

BOARD OF DIRECTORS



Chair
Eric PASTORINO
Production



Vice-chair
Olivier NASLES
Production



General Secretary
Eric LAMBERT
Production



Vice-chair
Aurélie BERTIN
Trade



Vice-chair
Jean-Jacques BREBAN
Trade



Treasurer
Salvatore PATTI
Trade



Deputy Secretary General
Philippe BREL
Trade



Deputy Treasurer
Paul BERNARD
Production



ORGANIZATIONAL CHART I 2025

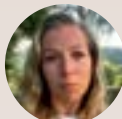
Leadership & Administration



Brice EYMARD
Managing Director



Eloïse LAPP
Head of the administrative and financial department



Solange RIVIÈRE
Administrative & Accounts Coordinator



Anaïs MORCADO
Reception & Project Assistant

Marketing & Communication Department

Publicizing and promoting the image of our brand and our PDOs



Carole GUINCHARD
Marketing & Communication Director

INTERNATIONAL



Caroline BENETTI
Head of International Marketing and Communication



Juliana GIRARD
Project Manager Marketing and Communication International

PRESS & WINE-EDUCATION



Romain SCHALAPA
Head of Wine Education & Key Influencer Relations



Claire MALHERBE
Project Manager Public Relations

DIGITAL



Cédric SKRZYPCZAK
Digital Project Manager

EVENTS



Romain DIHO
Media and Event Project Manager



Valérie SEVILLA
Event project manager



Manon PENOT
Event project manager



Pierre-Loup PELLENZ
Marketing Project Trainee

Economic Analysis Department

Providing the necessary analysis and insights about our wine region and markets



Brice AMATO
Economic Analysis Department Manager



Caroline GROSSO MARGARIA
DeclarVins Referent



Laetitia PAGANELLI
Research Analyst



Antoine FLORES
Research Analyst

Regional Coordination & Wine Tourism Department

Turning all the region's actors into ambassadors for Vins de Provence



Clotilde METIER
Regional Coordination Project Manager



Delphine MOREAU
Wine Tourism Project Manager



Solenne GUILLET
Territorial Development and Wine Tourism Project Trainee

CIVP DECISIONS AND MISSIONS

GOVERNANCE

DECISIONS :

All the CIVP's decisions are made by professional representatives (producers and merchants).

GA = 50 delegates

- Defines the CIVP's policies and general objectives
- Approves the CIVP's financial statements and votes on its budget

- Votes on the CIVP's by-laws, internal rules and regulations, inter-professional agreements and dues
- Chairmanship of the CIVP alternates every three years between production and trade

- Elects the Chair of the CIVP and the Members of the BoD and Executive Board

Monitoring of CIVP operations and missions

BOARD OF DIRECTORS:
24 volunteer members

- prepares and ensures the application of the approved strategy
- approves and implements institutional orientations

EXECUTIVE BOARD:
8 volunteer members

- executes the defined missions and programmes
- monitors the CIVP's regular operations and administrative and financial management

Preparation and monitoring of CIVP actions

APPELLATION COMMITTEES FOR EACH PDO:

- include delegated members from production and trade
- define their own budgets and programmes
- recommend specific dues rates

STANDING COMMITTEES FOR JOINT VINS DE PROVENCE ACTIONS

- marketing & communications, economics, techniques and quality monitoring
- equal production/trade representation, co-chaired by a wine-maker and a merchant

MISSIONS :

The CIVP's missions are approved by the industry's professional representatives, reviewed by the public authorities and implemented by a team of 19 people.

THEY ARE BUILT ON FOUR PILLARS:

- 1. ECONOMY:** knowledge of supply and demand and market regulations.
- 2. TECHNIQUES:** research and experimentation, thanks in particular to a partnership with the Centre du Rosé.

- 3. QUALITY:** quality monitoring to check and improve the quality of wines when they reach the market.
- 4. COMMUNICATION:** collective communication about and promotion of wines from the three PDOs, in France and abroad.



The CIVP team

STRATEGIC PLAN VINS DE PROVENCE

Following his re-election, President Eric Pastorino convened the CIVP's board of directors and team to update the strategy for the wines of Provence for the years ahead. This meeting was held on 22 June 2017. The collective approach aims to adapt the vineyard's actions to new economic, societal, and competitive realities. Since 2010, the industry has undergone remarkable evolution, driven by strong export growth and an increase in the quality of the offer. This momentum has revealed the importance of a solid collective brand strategy, a key lever for enhancement and differentiation. However, since the health crisis, the environment has undergone profound changes: economic slowdown, inflation, geopolitical instability, and a shift in consumer behavior-particularly among younger generations, and intensifying competition in the rosé segment, with increasing copying of Provençal codes.

In this context, several major challenges arise for building the future of the vineyard:

- Define a new Provençal model that integrates the structural changes of the vineyard
- Strengthen the differentiation and positioning of the collective brand Vins de Provence
- Stay connected and in tune with societal and generational changes
- Better anticipate and manage the balance between supply and demand
- Strengthen the adaptability of winemakers and merchants in a context of constant uncertainty

TO ANSWER THIS, THE 2024-2027 STRATEGIC PLAN IS ORGANIZED AROUND SIX PRIORITY AXES:

- 1. STRENGTHEN THE LEADERSHIP, DIFFERENTIATION, AND COMPETITIVENESS OF THE COLLECTIVE BRAND**
To value our identity assets and assert a clear positioning in the face of competition.
- 2. BUILDING LONG-TERM GROWTH IN THE MARKETS:**
Consolidate our historical positions (France, United States, United Kingdom) while expanding our export reach.
- 3. ENSURE SUPPLY/DEMAND BALANCE AND ENCOURAGE A BETTER SHARING OF VALUE**
To manage production volumes and promote a fair distribution among stakeholders.
- 4. MAKING THE TERRITORY THE PRIMARY SHOWCASE FOR OUR WINES**
Develop an integrated local wine tourism strategy and mobilize all stakeholders.
- 5. COLLECTIVE SUCCESS IN THE AGRO-ECOLOGICAL TRANSITION**
Pooling efforts to meet environmental and climate challenges.
- 6. SUPPORTING VINEYARDS IN A CHANGING WORLD**
Supporting innovation, adapting practices and changing business models.



20 YEARS OF CIVP
CELEBRATING A COLLECTIVE JOURNEY
AND LOOKING TO THE FUTURE

*On July 9, 2024,
the Interprofessional
Council of Wines of Provence
celebrated its 20th anniversary
at Château Sainte Roseline.*

*This anniversary brought together nearly 300 participants
around a day that was convivial, retrospective, and
forward-looking, concluded by a festive evening reflecting the Provençal way of life. The af-
ternoon was opened by the president of the CIVP, **Éric Pastorino**, who recalled the major axes
of the past mandate, including the development of the wine tourism strategy, the structuring
of the collective brand, deployment export actions
and strengthening the bond with the members...
as many achievements illustrating the dynamic
engaged by the inter-professional service from the
entire industry.*

*A strong sequence then allowed us to trace the 20
years of CIVP history, echoing the great Evolution
of the Provençal vineyard. Personalities prominent
in the interprofessional community – **François
Millo, Jean-Jacques Bréban, Alain Baccino** have
testified collective ambition that has enabled the
Vins de Provence to move from a status of a vacation
rosé a leading premium rosé brand internationally.*

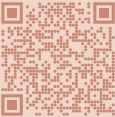
20 YEARS OF COLLECTIVE ENGAGEMENT

Since the early 2000s, the industry has made the choice Daring to rely on a differentiating positioning : a rosé that is both uninhibited, lifestyle-oriented, and demanding in quality. This shift has been reflected in the countryside innovative communication methods led by the interpro-
fessional, which have enabled Provence rosé to assert itself asa whole category of its own, with its own codes and with a distinct imagination.

This movement has been accompanied by constant action in favor of the recognition of quality rosé, notably through the emblematic "Cut" struggle "is not rosé." The industry has mobilized to defend the integrity and authenticity of this wine, in opposing the white-red cutting practices that they threatened her image. She also developed unprece-
dented tools in the global wine landscape, such as the The Rosé Centre and the Global Rosé Observatory, highlighting its leading role in this category.

The sequence was extended by a return to the export procedures for companies for twenty years: from initial exploratory actions until the spectacular boom observed in the markets Anglo-Saxons in the years 2010, particularly in the United States. Today, Provence remains pursues its growth strategy in the international range, with particular attention paid to understand markets,like targeted campaigns in countries like the USA, the United Kingdom, Aus-
tralia or again Germany.

[https://www.youtube.com/
watch?v=Wp1k9SSeEks](https://www.youtube.com/watch?v=Wp1k9SSeEks)



COMMITMENT AND ACTIONS

The second part of the afternoon was devoted in the future. Political scientist Jérôme Fourquet delivered a in-depth analysis of ongoing societal developments: transformation of consumption patterns, rise of local and environmental, tension on purchasing power, the rise of archipelago-like behavior. He has put be wary of the dangers of the complexity of the offer or from retreating into too narrow of niches, and called on the sector to preserve the readability and perceived value of its products.

<https://www.youtube.com/watch?v=ISOKmoFk6Ak>

THE FUTURE OF WINES FROM PROVENCE

A round table gathering committed professionals extended this collective reflection. Aurélie Bertin, Jeany Cronk, Olivier Sumeire and François Malle each shared their vision for the future of Vins de Provence, highlighting the territory's strengths: quality of wines, wealth of wine tourism, innovative capacity, Environmental expertise and brand power Collective. All of them emphasized the need for a rise in mastered range of adapted communication to new generations and diversification distribution channels.

<https://www.youtube.com/watch?v=SCSFq97jTu0>



Finally, Eric Pastorino concluded the plenary session by revealing the major axes of the new mandate, placing the inter-professional in a dynamic of continuous adaptation and anticipation market changes. The day ended under the summer sun on a large outdoor evening, bringing together all the guests gathered around a generous Provençal table. In a relaxed and warm atmosphere, the exchanges continued around agreements between gastronomy local and the wines of Provence, testifying to the vitality and of the conviviality of the interprofessional community, which, in 20 years, has been able to reinventing while remaining true to its identity.

REVIEW OF THE EVENT 20 YEARS
OF CIVP

[https://www.youtube.com/
watch?v=A0Jr0q5Bjik](https://www.youtube.com/watch?v=A0Jr0q5Bjik)



MANAGEMENT DEPARTMENT

The Administrative & Financial Department provides support to the other departments and is responsible for defining and running the CIVP's internal organization. Its main functions include budget forecasting in consultation with leadership and the teams, tracking financial and structural results, management control, accounting, and financial and fiscal management.

TEAM



Eloïse LAPP
Head of the administrative and financial department



Solange RIVIÈRE
Administrative & Accounts Coordinator

FUNDING

The CIVP is funded by inter-professional dues, made mandatory by the public authorities by means of an extension procedure. The dues are based on sales volumes and are collectable as from the monthly declaration of wines released from storage. We also apply for funding from institutional partners like national organizations in the industry, the Region, the EU, and our banks and insurance companies.



BUDGET

CIVP BUDGET 2024 The CIVP budget is used and analytically distributed among:

1. Joint actions for Provençal wines funded with a common base of €3.14/hl.
2. This budget finances the joint actions Vins de Provence = techniques, economic, operation, quality follow-up and national financing (CNIV, Wines and Societies), marketing/communication.
3. Specific communication actions for each of the three AOPs and five DGCs funded with the remaining contribution respectively for each appellation.
4. This specific budget allows for communication on the image of each of the AOP and DGC in the French market.
5. Aware of the long-term implications, the Board of Directors has chosen to use the financial reserves comprising the previous years in addition to the contributions of the year in order to implement the CIVP strategic plan.
6. Despite a decrease in contributions due to a decrease sales volumes, subsidy optimization as well as the control of the expenses incurred have enabled the organisation to roll out the planned actions while reducing the deficit originally planned.
7. The CIVP records a negative net result in 2024 at -€2,166,600, in line with projections and offset by reserves built up in previous years.

COTISATIONS

Voluntary compulsory dues

What are these dues and why do our members pay them?
Voluntary compulsory dues are contributions that aim to promote agricultural value chains. They have been collected by inter-professional organizations since their recognition by the French law of 10 July 1975. These dues are set and collected by an inter-professional organization in order to finance **actions taken in the common interest of the entire value chain**. They are governed by Articles L632-1 to L632-12 of the French Rural and Maritime Fishing Code.

— Voluntary —



In reference to the inter-professional agreement through which **professional organizations agree, at their own initiative**, to establish dues.

— Compulsory —



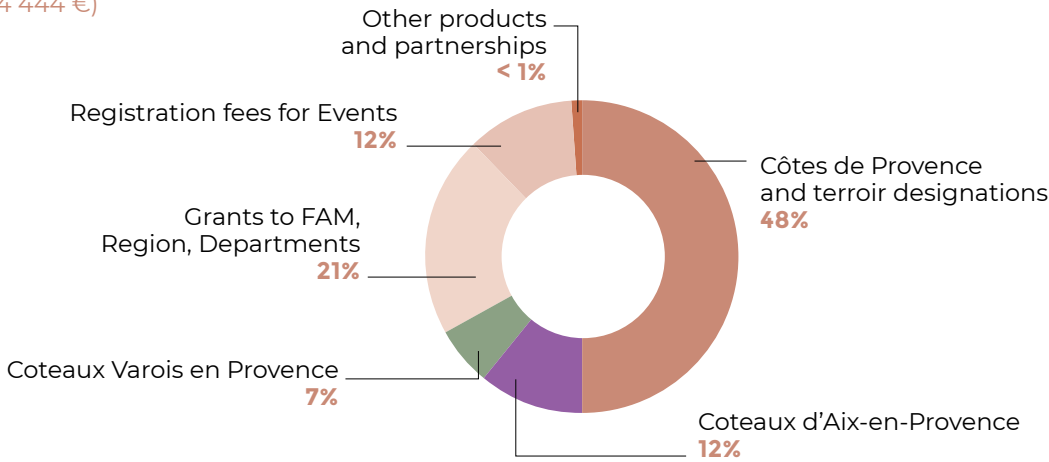
As a reminder that the provisions of that agreement are usually **extended by ministerial decree** to all the members of the concerned value chain, **who have an obligation to satisfy them**.

TAXATION CALCULATION FOR 2024

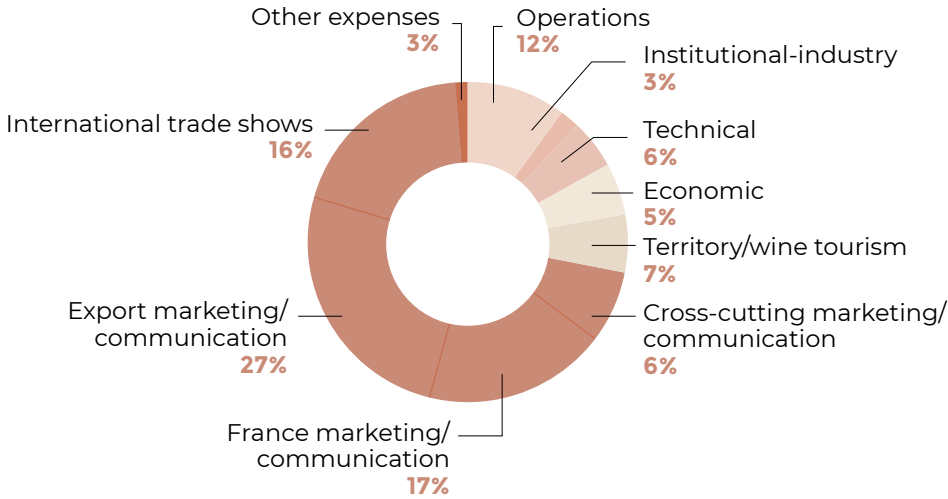
The evolution of cellar output volumes for the year 2024 that generated CVOs is as follows:

	2024			2023
	Value in €	Volume in hL	Value Contribution rate €/hL	Value in €
AOP Côtes de Provence	3 268 933 €	758 453 hl	4.31 €/hl	3 527 151 €
AOP Côtes de Provence DGC Sainte Victoire	120 218 €	22 640 hl	5.31 €/hl	104 569 €
AOP Côtes de Provence DGC Fréjus	6 962 €	1 615 hl	4.31 €/hl	6 549 €
AOP Côtes de Provence DGC La Londe	29 963 €	4 099 hl	7.31 €/hl	38 681 €
AOP Côtes de Provence DGC Pierrefeu	8 273 €	1 132 hl	7.31 €/hl	9 158 €
AOP Côtes de Provence DGC ND des Anges	12 926 €	2 999 hl	4.31 €/hl	7 634 €
AOP Coteaux d'Aix-en-Provence	865 380 €	192 307 hl	4.50 €/hl	787 418 €
AOP Coteaux Varois en Provence	493 922 €	121 956 hl	4.05 €/hl	445 574 €
TOTAL	4 806 577 €	1 105 201 hl		4 926 734 €

PRODUCTS 2024 (7 374 444 €)



EXPENSES (7 591 104 €)



TECHNICAL DEPARTMENT

THE ROLE OF THE TECHNICAL CENTER IS ORGANIZED AROUND THREE MAIN MISSIONS:

- 1. **Recreate** a link between the different technical actors of the vineyard
- 2. **Circulate information and knowledge** within the vineyard and make technical advancements visible to the outside world
- 3. **To animate and coordinate projects** that address the major technical challenges of the wines of Provence

The technical commission is Co-chaired by Alexis CORNU (trade) and Jean-Marie PORTE (production).



Jean-Marie PORTE
Co-chair
(Production)



Alexis CORNU
Co-chair
(Trade)

THE ACTION OF THE TECHNICAL POLE IS BASED ON 4 PILLARS:

- 1. **the financing of studies** and research conducted by Centre du Rosé and the IFV. In 2024, the Centre du rosé conducted about twenty projects for the Vins de Provence bearing on the plant material, the quality and typicity of wines, œnological practices, or adaptation to climate change.
- 2. **financing of the national plan for decline from the vineyard** carried by the industry at the national level: Wine and grape industry professionals, grouped within CNIV, with the support of the Ministry of Agriculture and from FranceAgriMer, committed in 2017 to a National Plan to Combat Vineyard Wilt (PNDV). This complex phenomenon affects all Wine-growing regions and affects the productivity of the vineyard. This plan enabled the financing of programs for research, which lead to training, files techniques and practical applications such as;
 - an information platform www.plan-deperissement-vigne.fr
 - an online self-training platform, awarded at the OIV: webformation.plan-deperissement-vigne.fr
- 3. **participation to technical project** calls that respond to the needs of the sector (ENVIPROV, SYNAPSE, etc.).
- 4. **observatory and downstream quality monitoring.**

TECHNICAL STRATEGY FOR WINES OF PROVENCE

Following a day of collective intelligence co-organized by the CIVP and the ODG Côtes de Provence, and bringing together the key technical stakeholders in the territory, 5 technical challenges and 8 priority issues or topics were identified.

5 major technical challenges to be addressed by Vins de Provence:

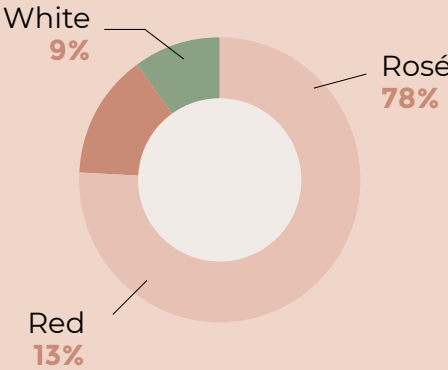
- adaptation to climate change
- consumer expectations, to align with expectations social
- ensuring the impeccable quality of our wines, and their upgrading
- volumes produced to adapt to consumer demand and the economic balance of businesses
- the role of women and men in the Vins de Provence

8 PRIORITY TOPICS/OBJECTIVES FOR THE SECTOR:

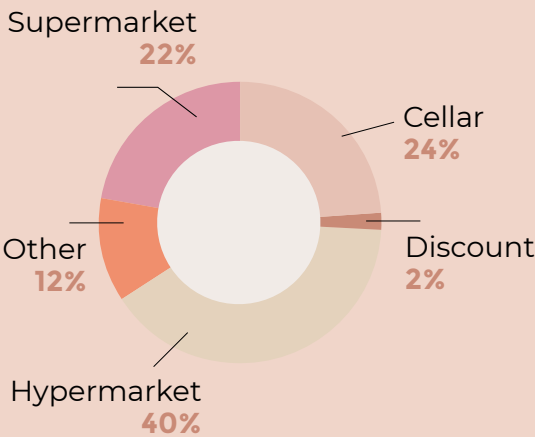
- managing **water** globally in the vineyard and in the cellar
- managing **sustainable soils** and biodiversity in vineyards
- moving towards **low-impact and efficient viticulture** in energy
- produce, follow, validate, and **transfer technical knowled-geand innovations** for winemakers
- to keep the technical and marketing promise of the **various segments** (premium and super-premium) by ensuring primarily the **quality foundation**
- developing **plant material** and its management (grape variety, grafting, pruning, density)
- meeting the **need for skills**, adapting to new generations
- characterize and enhance **product typologies**: typology, terroirs, colors, wine profiles

REFERENCE PROFILE
Wine from Provence, selected for you. 20 wines were reported with major defects.

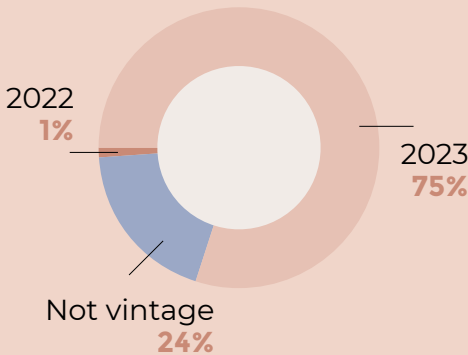
Quality Follow-up 2024-CIVP
Distribution of samples by color



Quality Follow-up 2024-CIV
Distribution of samples by circuit



Quality Follow-up 2024-CIVP
Rosé vintages taken



QUALITY MONITORING

The Quality monitoring mission is a mission the statutory inter-professional organization, whose goal is to ensure of the legal and qualitative conformity of our wines with respect to consumers.

It is based on an organization that guarantees independence and the objectivity of the Quality Monitoring Committee (CSAQ), which is composed of representatives from the colleges Trade and Production, and has been carrying out or supervising since 2004 the device, namely:

- The withdrawal of wines from the 3 AOPs, in a marketing situation organization of the tasting of the sampled wines
- Organizing tastings of sampled wines
- Analysis of the collected samples
- Information to operators concerned by these withdrawals, any potential defects, major or minor, that are identified.

OPERATION

The SAQ aims to identify objective and major defects in wines from the Côtes de Provence, Coteaux d'Aix-en-Provence appellations randomly sampled from Provence and Coteaux Varois in Provence at the national level by an independent service provider. The sampling is representative of the available offer for the consumer. All samples are first tasted according to a defect grid developed by the CSAQ, and then analyzed by an independent laboratory. A letter is addressed to all signatories of the labels sampled to inform them that their wine had been collected: information and/or warning letters are sent by the CIVP based on the results of analyses and tasting notes and comments.

TAKING AND TASTING 2024

205 samples (including 22 3L BIB of rosé) were taken in May 2023: 70% Côtes de Provence, 19% Coteaux d'Aix-en-Provence and 11% Coteaux Varois in Provence.

The tasting of the samples was organized at the Maison of Côtes de Provence wines on June 25, 2023, and was carried out by committees of 3 to 4 tasters.



QUALITY AFTER-SALES RESULTS 2024

90% of the samples taken are in compliance with the specifications the costs of designations. 20 wines were reported with major defects

DEPARTEMEN ECONOMIC ANALYSIS

The team in charge of the Economy Department is responsible for sectoral analysis and conducting studies market. The objectives of these missions are to bring a fine understanding of the dynamics at work on the markets of the Wines of Provence, as well as the competitive landscape, both nationally and internationally. These analyses are intended to benefit both internal teams, to our nationals and to the entire from our partners.

- OUR ACTION IS ORGANIZED AROUND THREE MAIN MISSIONS:
- 1. **Rigorous monitoring** of the economic indicators of the viticulture, covering the upstream part of the industry.
 - 2. **In-depth analysis** of commercialization dynamics and conducting market research, downstream.
 - 3. **Strategic coordination** f the Global Observatory Rosé, in partnership with FranceAgriMer — an observatory globally unique, whose recognition and the consultation continues to grow (participation and Animation of a conference at the Salon de l'Agriculture in 2024).

TEAM



Brice AMATO
Economic Analysis Department Manager



Laetitia PAGANELLI
Research Analyst



Antoine FLORES
Research Analyst



Caroline GROSSO-MARGARIA
DeclarVins Referent



Didier PAURIOL
Deputy Secretary General (Production)



Philippe BREL
Deputy Secretary General (Trade)

The Economics department also relies on Economy Commission. Regularly convened Throughout the year, this body reviews the balance of the sector, from viticulture until commercialization, both on the as well as on the from French markets to international markets. It actively contributes to the synthesis of data economic and strategic lighting of decisions. The commission is co-chaired by Didier PAURIOL (representing Production) and Philippe BREL (representing the Trade).

THE ECONOMIC PART OF CIVP IN 2024 IS

- 1. The average attendance of **60** people at each vineyard meeting,
- 2. The monitoring of approximately **170** countries, with particular attention paid to 15 of them,
- 3. The dissemination of **3** economic news bulletins per month on average,
- 4. Editing more than **100** dashboards,
- 5. **120** days spent on the hotline to assist you with declarations, including DRM

*Information meeting on the theme of GD France, US consumption, or the Global Observatory of Rosé by example.

THE WORLD ROSÉ OBSERVATORY

- 1. The study of 45 countries,
- 2. Consulting with about 20 experts to capture the latest market trends,
- 3. The use of numerous consumer panels,
- 4. A tracking history since 2002, allowing the identification of long-term trends,
- 5. Its recognition as a unique and valuable tool by professionals in the sector.

ANALYSIS AND STUDIES MARKETS (ECONOMIC BALANCE SHEET FOR THE YEAR 2024)

ROSE MARKETS IN 2024

- 1. **Cellar releases:** In a complicated economic context, commercial releases for each AOP of the Wines of Provence are down 4%:
 - 716,135 hectoliters of Côtes de Provence rosés,
 - 160,329 hectoliters of Coteaux d'Aix-en-Provence rosés,
 - 113,502 hectoliters of Coteaux Varois en Provence rosés,
- 2. **Exports:** In 2024, after a decline in 2023, wines will see a rebound. Provence sees growth at 4% with 434,445 hl exported (note that the anticipation of exports to the USA, in anticipation of Trump's 2025 taxes, boosted exports year-end), which corresponds to the volumes of 2020, before the historically high years in 2021 and 2022.
- 3. **Large Distribution France:** In a context of sales of still wines down 4% (-6% for rosé as well as for rosé AOPs) in GD, rosé wines from Provence are also down 6% on average in 2024.



ROSÉ HARVEST 2024

The 2024 vintage harvest, all colors, is 1,130,139 hl, down -7% compared to the previous harvest. In Rosé, the harvest is 1,001,589 hl, down -7%. The rosé wines of Provence available for sale, allowing the estimated volume of wine to be supplied to the market in 2025 is **1,136,000 hl**, a decrease of **10%** compared to last year and **11%** compared to the three-year average.

DETAIL

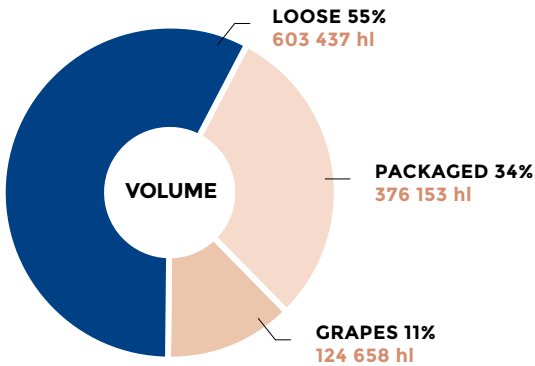
2024 HARVEST FIGURES				
VOLUMES	RED	ROSÉ	WHITE	TOTAL
Côtes de Provence	39 687	721 686	44 434	805 807
Coteaux d'Aix-en-Provence	12 708	168 949	20 327	201 984
Coteaux Varois en Provence	5 975	110 954	5 419	122 348
Total Vins de Provence	58 370	1 001 589	70 180	1 130 139

WINE SALES FROM PROVENCE DEPARTING FROM THE VINEYARD

Sales are divided between about **57%** in bulk and grape form and **43%** direct from the property.

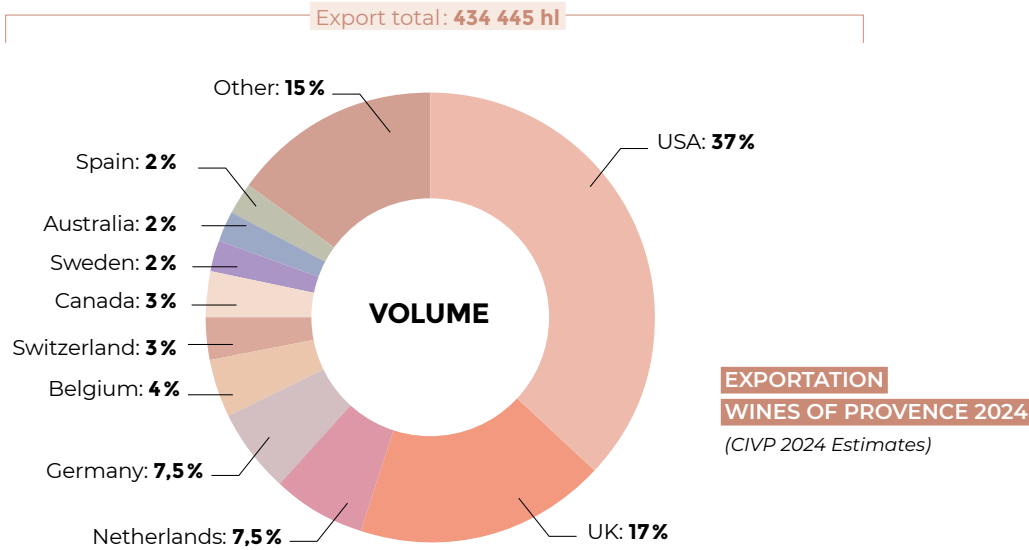
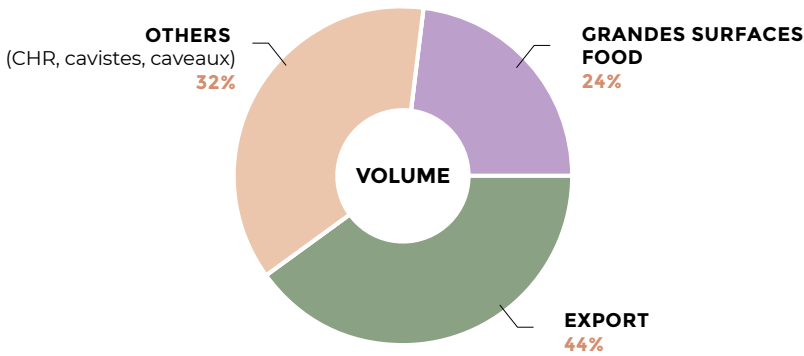
WINE SALES FROM THE VINEYARD
IN 2024 PROVENCE ROSÉ WINES

(in bold, source: CIVP according to DREV and DRM)



DISTRIBUTION OF SALES
CHANNELS IN 2024

Distribution channels
for Vins de Provence ALL COLORS
(Estimations CIVP 2024)



EXPORTATION
WINES OF PROVENCE 2024
(CIVP 2024 Estimates)

Availability of free software: Help with entering Viti-Vini obligations in Provence on calendrier-vitivini.vinsdeprovence.com

DON'T MISS IT!

Discover your Calendar
Summary of Viticultural Declarations

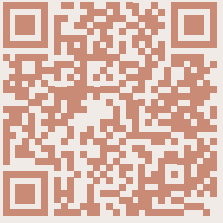
Your "wine calendar" is intended to bring you maximum visibility, by trying to be the as comprehensive as possible. Our goal was to gather everything on an online agenda

Free access, for the entire industry. You will find there, in particular, all the declarations that must be made producers or traders with dates, contacts, etc. Whether they are declarations for the CIVP, for customs, for appellation unions, for FranceAgriMer or inspection organizations, see all viticulture/wine declarations that concern you.

Of course, this calendar is for informational purposes only and will be suitable for operators to directly contact the involved organizations to obtain accurate information regarding the stated declarations.

We invite you to discover this Dynamic Calendar via the following link:
calendrier-vitivini.vinsdeprovence.com

For any questions, please do not hesitate to contact Caroline Margaria in charge from the project to cmargaria@provencewines.com



MARKETING ET COMMUNICATION
DEPARTEMENT

The evolution of generations and lifestyles, changes in consumption behavior In France, as well as internationally, the emergence of mimetic competition... us. This leads to a strong rethinking of the role of the collective brand Vins de Provence. More than consumers have never needed strong and identifiable reference points. The inter-professional organization has thus engaged in a **strategy of strengthening and enhancing the collective brand Wines from Provence** and its 3 AOPs, to make them true points of reference and preference for consumers. The CIVP is taking a gamble on **an ambitious marketing strategy that puts the consumer and their expectations at the heart of its communication approach.**

THE MISSION OF THE MARKETING AND COMMUNICATION SERVICE IS BUILT AROUND TWO PILLARS:

- 1. Strategic marketing** aimed at consolidating and strengthening the leadership of our collective brand around a strong positioning: Rosés de Provence = the best Rosés in the world.
- 2. Operational marketing** whose objective is to deploy effective action and communication plans, on our priority markets, in France and internationally.

TEAM



Carole GUINCHARD
Marketing &
Communication Director



Romain DIHO
Marketing and
Communications
Project Manager
International



Valérie SEVILLA
Events Project
Manager



Manon PENOT
Events Project
Manager



Cédric SKRZYPCZAK
Digital Project
Manager



Romain SCHALAPA
Head of Wine
Education &
Key Influencer
Relations



Claire MALHERBE
Project Manager
Public Relations



Caroline BENETTI
Head of
International
Marketing and
Communication



Juliana GIRARD
Project Manager
Marketing and
Communication
International



Pierre-Loup PELLENZ
Marketing
Project Trainee



Jeany CRONK
Co-chair
(Trade)



Jean-Pierre DAZIANO
Co-chair
(Production)

The Marketing & Communication Committee has 11 members and is co-chaired by Jeany Cronk (trade) and Frédéric Ravel (production).

AMONG THE KEY ACTIONS CARRIED OUT IN 2024 WE EXPECT **AMONG OTHER THINGS:**

1. CONTINUATION OF THE ADVERTISING CAMPAIGN DEPLOYMENT

(launched in 2023) in France and internationally

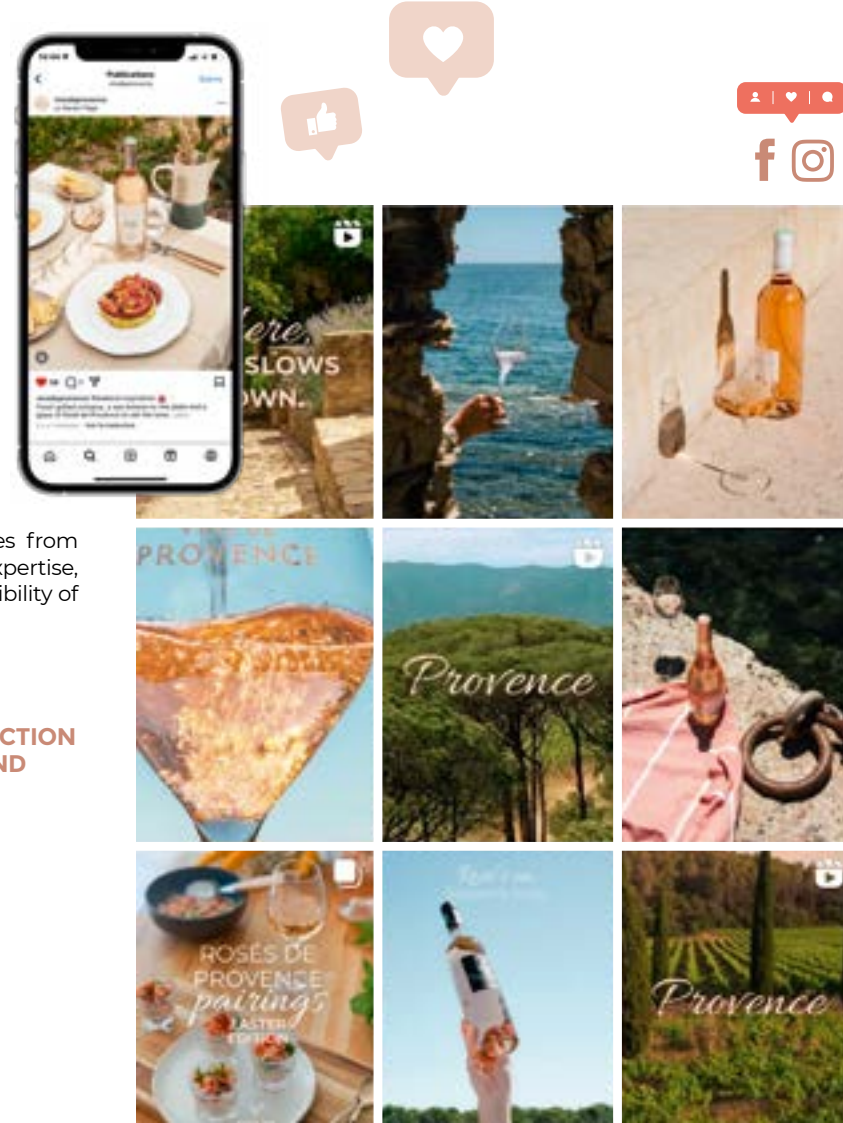


2. FULL REFORM OF COMMUNICATION STRATEGY ON SOCIAL MEDIA

With simplification and centralization of our digital eco-system around a Major ambition: to always be more visible and offer modern content, viral and impactful for our target audience. A strategic plan was deployed in 2023 in France and in all our strategic markets export.

3. STRENGTHENING OUR BRAND MESSAGES around decisive themes for our consumers to position the Rosé wines from Provence, like the best rosés world: origin, expertise, and specialization rosé, diversity and accessibility of the offer, commitment from the vineyard...

4. DEPLOYMENT OF ALL OUR PLANS ACTION AND COMMUNICATION IN FRANCE AND INTERNATIONALLY.



MARKET ACTIONS PLAN

FRANCE ACTION PLAN ACTIONS VINS DE PROVENCE COMMON TO THE 3 APPELLATIONS

1. MEDIA PLAN

A multi-media campaign to cover the entire summer period was conducted in 2024: press, digital, event display and a special operation with Le Figaro.

Press: a speech in the press national and local to maximize the coverage and B2B press as a complement (35 insertions in total).

Special operation: a special notebook Wines of Provence broadcast on May 29 2024 in Le Figaro et Vous (309,000 copies distributed).

Digital: activation on the sites on the web and on social media with a notoriety/visibility objective (40.8 millions of recorded impressions).

Event display: during the Olympic Games period, a tramway train in Marseille (July 23 to August 8) and a digital display at Marseille Provence airport (from July 22 to August 11).

DIGITAL COMMUNICATION

The Vins de Provence are present on the main social networks:

- The website www.vinsdeprovence.com
- The Vins de Provence FR page on Facebook
- The account @vinsdeprovence.fr on Instagram
- The CIVP - Wines of Provence page on LinkedIn
- Vins de Provence channel on YouTube

Digital occupies a central place in the CIVP's communication strategy. It is a key lever for reaching **hedonistic millennials, a particularly strategic target** active on social media. That is why an investment supported has been committed for several years, accompanied by a redesign of the digital ecosystem to increase effectiveness. Objectives: **increase visibility Vins de Provence** brand (with Instagram as a priority) and **strengthen the impact of messages** through original, current, viral content and with a strong positioning value. In 2024, the Vins de publications Provence on social media in France have been affected by more than **70 million of people**.

3. PUBLIC RELATIONS

The aim of the Relations program Presse (RP) **asserts in the press that the Reds of Provence are the best rosés in the world**. In 2024, the press relations strategy was structured on **four themes** strategic in red thread of communication:

- Leadership and product superiority,
- Economic radiation,
- The environmental commitment of vineyard
- Wine tourism in Provence

The RP action plan is unfolding around of several actions whose portaging products, the dissemination of press tools (press releases, dossiers, newsletters), press trips and meetings and interviews with the winemakers. In 2024, this communication plan will RP has generated nearly **760 spin-offs press of the specialized** and niche press wine, from the economic press, from the general press and tourism. Which represents **200 million people affected**.

RP France budget: €80,000 HT



4. WINE-EDUCATION

The wine-education program is dedicated to Provence wines. The year 2024 marks its second year of deployment. This training program is designed to objectives:

- **to train future professionals** to the wines of Provence, and particularly to the rosés of Provence;

- **to communicate actively the key elements** of our discussion,
- to neutralize representations potential negatives.

In 2024, there will be more than **1,500 students and sommeliers and sommellerie prescribers in wine** that have been formed in nearly **74 schools** and institutions throughout France. Several notable formations took place in 2024: during the trade show. Professional Wine Paris, at the Cité du Vin Wine in Bordeaux, at the University of Wine from Suze-la-Rousse or even from training for professionals in The Big Distribution.

Wine-education budget: €59,000 HT



4. PROFESSIONAL EVENTS WINES OF PROVENCE

International Wine Paris trade shows and Prowein 2024

Wine Paris, February 12-14

The 2024 edition of Wine Paris has confirmed its status as an unmissable event for Provence wines, with a record turnout of **102 exhibitors** and more than **41,000 visitors**, 41% of whom were international. Thanks to the **new wine stands** from Provence, modern and uplifting, the collective image has gained impact and visibility at the show. **The 100% rosé tasting space** won over with **115 cuvées** on offer, and the **masterclass** Wines of Provence **met a great success with a full house**. A strong moment to affirm the leadership of the Vins de Provence on the national and international scene.

Prowein, March 10-12

38 companies of the Vins de Provence participated in Prowein 2024 in Düsseldorf. Despite a **slight decline from the number of visitors** (47,000 visitors, -4.8%), this show remains **strategic for reaching out to markets in Northern Europe and the East**. The 100% rosé tasting area, with **75 cuvées** presented, attracted more from **1,000 visitors**. A European masterclass has also helped showcase the AOP rosés of the Vins de Provence and Valtènesis.



Provence Wine Competition April 10 & 11, 2024

The Provence Wine Competition constitutes a major rendez-vous for the members, with participation significant: in 2024, more than a third 182 of them participated, companies that presented 758 vintages. After the tastings, 174 wines were distinguished by the jury: 88 receive a gold medal, 77 silver medals and 9 bronze medals.



This competition is fully in line with our strategy to enhance and develop the value of our wines. Indeed, a medal attached to a bottle represents a true landmark of quality for the consumer, facilitating his purchasing decision.



The Laureates' Evening, June 20, at Thoronet Abbey

Organized in partnership with **Var Chamber of Agriculture**, the Evening Lauréats celebrated the companies Awarded at the **Wine Competition from Provence** and the **Concours Général Agricola**. This festive event brought together approximately **200 participants** – laureates of the two competitions, representatives of political, economic, and social world tourism – in the prestigious setting of **Thoronet Abbey**. This rendez-vous was an opportunity to highlight the **excellence of our territory** and of to value the expertise of **winemakers and Provençal merchants**.



5. EVENEMENTS CONSUMERS WINES OF PROVENCE

Côté Caves in Provence, from July 1st as of August 31, 2024

During the summer, the CIVP animates the network direct sales with the **Côté Caves** en Provence operation, a scratch-off game offered in tasting cellars. The goal: **to boost attendance, enhance the appeal of the cellars and enrich the shopping experience of visitors**. In 2024, **190 vaults** were taken participate in the operation, with more than **21,000 offered lots** (plexiglass glasses, foutas, knives sommelier, tote-bags, hats, glasses). **Educational aids** around the vineyard and tasting were also distributed for to raise awareness among children and adults alike. Each year, the initiative attracts both

members and **summer tourists**, which many people visit in the region every summer.



6. COMMUNICATION TOOLS

Promotional items, and the Communication supports, all in all throughout the year. The creation and dissemination of **objects promotional** and **support materials of communication** contribute actively to make the vineyard known Provence and strengthen the image of our **brand**.



SPECIFIC PROGRAMME CÔTES DE PROVENCE

1. MEDIA PLAN

In 2024, the media plan for the Côtes de Provence has combined print and digital:

- **28 publications in national** (press (news, men's/women's, lifestyle, gastronomy): **11.8 million people** reached / 3 inserts in local press / 2 inserts in B2B press
- Special operation **Le Figaro et Vous**: Special press The wines of Provence published May 29, 2024 / **309,000 copies broadcasts / 1.9 million readers**
- An activation on websites and on social media with a reputation/visibility goal. **36.2 millions of impressions** have been recorded

2. DIGITAL COMMUNICATION & INFLUENCER PROGRAM

A part of the content broadcast on social media for Vins de Provence have specifically highlighted the appellation Côtes de Provence. The CIVP also developed in 2024 a specific program for the appellation Côtes de Provence: a partnership with the culinary **journalist and Gwilherm de Cervel**, sommelier, for a road trip in the Côtes de Provence, to discovery of the appellation (vineyard and wines). Three videos were produced and broadcast on social media Vins from Provence (Instagram and Facebook). The **three videos** generated nearly **24 millions of views**.



SPECIFIC PROGRAMME COTEaux D'AIX-EN-PROVENCE

1. MEDIA PLAN

In 2024, the Coteaux Aix-en-Provence media plan combined press and display:

- Special operation **Le Figaro et Vous**: Special press on the wines of Provence, now available May 29, 2024 / 309,000 copies broadcasts / 1.9 million readers
- During the **Olympics Games** period, adhesive bonding of a rail from the **Marseille tramway** (July 23 to August 8) and digital display at Marseille Provence Airport (4 screens, from July 22 to August 11): more **520,000 passengers affected**.

In 2024, the CIVP developed a specific program to the appellation Coteaux d'Aix-en-Provence: a partnership with the culinary **journalist and Gwilherm de Cervel**, sommelier, for a road trip in the Coteaux d'Aix-en-Provence, discovering the appellation (vineyard and wines). Two videos have been produced and broadcast on networks Provençal Wines (Instagram) and Facebook). The **two videos** generated from **11 million views**. Furthermore, a portion of the content broadcast on social media for Vins de Provençethroughout the year have put into before the appellation specifically Coteaux d'Aix-en-Provence.



SPECIFIC PROGRAMME COTEaux VAROIS IN PROVENCE

1. MEDIA PLAN

In 2024, the Coteaux media plan Varois in Provence combined press and digital:

- 2 local press publications / 31,000 copies distributed
- Special operation **Le Figaro et Vous**: special press on the Wines of Provence, now available May 29, 2024 / **309,000 copies broadcasts / 1.9 million readers**
- An activation on websites and on social media with a goal of notoriety/visibility. **4.6 million impressions** have been recorded.

2. DIGITAL COMMUNICATION

The CIVP has collaborated with the agency Coms d'Ici for management and animation from the Instagram account dedicated to the appellation Coteaux Varois en Provence, with the main objective the development of the reputation of the appellation.

3. SPECIFIC PROFESSIONAL EVENTS COTEaux VAROIS IN PROVENCE

The Presentation took place on April 8, 2024. Coteaux Varois from the Vineyard in Provence: the opportunity for more **350 visitors** (specialized journalists, wine and regional press journalists, prescribers) to come to the meeting of **50 winemakers** from the appellation. Frenn tasting areas as well as institutional stands (Centre du Rosé, Vignobles & Discoveries, Consigne de Provence) were also put in place. The CIVP has supported the Coteaux Varois in Provence wines Union in the creation of communication tools, recruitment and press relations for this event.



INTERNATIONAL PLAN ACTIONS VINS DE PROVENCE COMMON TO THE 3 NAMES



DIGITAL COMMUNICATION

To improve the effectiveness of its social media communication Internationally, in 2024, the CIVP **simplified its digital ecosystem** that was too vast (diluted performance, lack of efficiency/visibility). A **merge of country accounts** (USA, Canada, UK, Australia) was operated to keep **only one international account** (1 Facebook account Vins de Provence and 1 Instagram account @vinsdeprovence international - avec une priorité donnée à Instagram - to communicate to several target countries: USA, Canada, UK, Switzerland, Australia). The focus on content has also been strengthened: production of modern, impactful, engaging content tailored to the brand's strategic target audience. A new strategy pays off: a clear increase in efficiency and visibility > the number of people affected has multiplied by 2.8 (vs 2023). In addition to year-round communication on social media, the 2024 program was marked by the filming of a road trip: a series of 3 video clips offering an immersion into the world of wines from Provence. Capsules were also produced. A total of **23 video content pieces** were created. **20 million people were reached** by this content.

AUSTRALIE Budget **198 825€** **9 725 hl** exported in 2024

CANADA Budget **249 654€** **10 876 hl** exported in 2024

USA Budget **576 292€** **162 363 hl** exported in 2024

NEW YORK EVENT DISPLAY JUNE 4 TO JULY 2

A bus, fully decked out in the colors of our advertising campaign, drove around the trendiest neighborhoods in New York for a month, 7 days a week, generating **1.5 million impressions**.



WINE ENTHUSIAST PARTNERSHIP FROM JUNE 5 TO AUGUST 5

A 700-word digital article dedicated to the wines of Provence was published in the iconic **Wine Enthusiast**. A digital system of social banner, social media posts, and newsletter helped make it visible to a wide audience with **2 million impressions**.



SOCIAL MEDIA ADVERTISING FROM MAY 29 TO JUNE 26

Dissemination of our advertising campaign on social media. The device, already very effective in 2023 in New York, Los Angeles, and Miami, was expanded this year to the cities of **Austin, Chicago, and Dallas**, for a total of **24 million impressions**.



INFLUENCER PARTNERSHIPS JUNE 11 TO JULY 8

Three content creators each produced and published a video on their account about a moment of "rosé de Provence" consumption. The videos were also published on the Vins de Provence account for a total of **3.8 million impressions**.

WELCOME TO THE WINE ENTHUSIAST REGION MAY 19 TO 24

Cody Wexler, the new wine taster for Provence wines for **Wine Enthusiast**, came to discover the quality and diversity of our wines over a **6-day** period. Through 15 visits, he was able to exchange with the producers and traders of our **3 appellations**.



BELGIUM, GERMANY, NETHERLANDS Budget **623 156€**

EUROPEAN CAMPAIGN 11.44 PDO ROSÉ «MUCH MORE THAN A COLOR»

This program was carried out in partnership with the Italian Valtènesi region to promote European AOP rosé wines in these three markets.

PUBLIC RELATIONS / ANNUAL

- A public information office was tasked with disseminating the key messages of the campaign. Six press releases were sent to B2B and B2C media, reaching 8,779 contacts.
- Six ambassadors** created educational and creative content to relay the campaign's messages to their followers. The ambassadors shared 69 posts, stories, and reels, reaching more than 1.9 million people.
- Nine "wine and gastronomy"** influencers created and shared original content with their followers, reaching 2.8 million people.
- Collaborations with 9 key media outlets generated high-quality reports that helped disseminate the campaign's key messages to both consumer and professional audiences. Media partnerships reached 9.9 million people.



WEBSITE AND NETWORKS SOCIAL / ANNUAL

- The website created was fed with new content in the campaign's three languages, to disseminate key messages and news about events on target markets. The site attracted **9,108 unique visitors**. www.pdorosewines.com
- The **three Instagram accounts** were active throughout the year to introduce the AOPs in an entertaining way to our target millennial audience. **3.6 million potential contacts**. Average engagement rate: 2.36%.

ADVERTISEMENT / MAY-SEPTEMBER 2024

- A social media advertising campaign has been implemented to increase the visibility of the organic content on Instagram and drive traffic to the campaign website. Conducted with specific targeting on our millennial target, she used sponsorship of posts and Meta advertising for a result of 18.4 million of impressions.
- A mobile advertising campaign was conducted in Germany. It helped generate traffic to the campaign website. A banner has been placed on mobile apps for wine, gastronomy, and lifestyle using a programmatic approach. **Result: 29.2 million impressions**.

COMMUNICATION TOOLS / ANNUAL

- The following tools have been produced: a toolbox with the key arguments and messages of the campaign for media and influencers; a suitable decoration kit to local events; an educational kit for consumers and professionals.
- 27 short videos were produced and translated in three languages of the campaign. They have been seen **18 times millions of times**.

EVENTS / MARCH TO OCTOBER 2024 CONSUMER EVENTS

During the summer season, tasting sessions have been hosted by sommeliers at festivals locations and reached **1,675 consumers in live**. In Germany, we were present at the festival Gärtnerplatz Open Air in Munich (July 20-21) with 18 wines from Provence. In Belgium, a stand was set up on the Epicuriales de Liège (May 16-20), a gastronomic festival and offered 17 wines from Provence to visitors.

PROFESSIONAL EVENTS

In March and October, Masterclasses were organized to introduce AOP rosé wines to **82 representatives from German, Dutch, and Belgian trade and press**. At program, tasting, wine and food pairings, and key messages presentation (history, terroir, know-how, art of living, Environmental commitment). 9 vintages were represented.





UK



Budget 279 571€



73 917 hl exported in 2024

PRESS OFFICE / ANNUAL

In 2024, **38 registered cuvées** were represented via 2 press releases and regular contact with British journalists who helped generate **116 articles** in the general and specialized press, for an audience of **346.5 million people**.

ADVERTISING CAMPAIGN DIGITAL: JUNE-AUGUST 2024

Release of the Vins de Provence advertising campaign on social media Vins de Provence (posts and stories) and on targeted digital platforms (YouTube, websites, news website, diary and event calendars) in the United Kingdom. Use of platform data advertisers to build contextual segments and behavioral, to reach the right audience, at the right time, and in the right place. At the right place, at the right time. The broadcast content was viewed 15.21 million times by **7.91 million people**.

PUBLIC MEDIA PARTNERSHIP JUNE 2024

Development of a media partnership with the luxury travel magazine Conde Nast Traveller. An advertorial has allowed us to reach the British consumer just before the summer season and summer vacations. **76,226 people affected**.

PROFESSIONAL MEDIA PRESS PLAN MAY-JUNE 2024

A series of advertisements on the theme premium to convince the trade of the quality of Provençal rosés face to competitors, in **4 main trade media in the United Kingdom**. The Buyer, The Wine Merchant, Harpers, and The Drinks Business. These editorials were published in May and June, in order to reach British distributors upstream of summer season. Total audience reached – **939,600 members of the British trade affected**.



BELGIUM



Budget 45 663€



16 338 hl exported in 2024

PUBLIC MEDIA PRESS PLAN MAY-JUNE 2024

A media plan with 3 magazines has been set up to distribute editorial articles. **ELLE à Table** (culinary magazine, 40,000 copies), **SABATO** (lifestyle magazine, 42,000 copies), and **LE FOODING** (gastronomic digital platform, **1 million monthly visitors**).



PRESS OFFICE JANUARY TO JULY

To encourage journalists to write about the wines of Provence, **three press releases** and **40 samples** were sent to the main Belgian editorial offices. This resulted in **34 publications**, reaching a total of **275,000 contacts**.

PRESS EVENT ANVERS JUNE 12

15 Belgian journalists and influencers were able to taste 12 «rosé» vintages from the 3 appellations during this event, commented by a local sommelier and accompanied by appetizers prepared for the occasion. The **54 publications** issues stemming from the event affected **164,000 people**.



NETHERLANDS



Budget 29 631€



32 673 hl exported in 2024



MEDIA PLAN GENERAL PRESS JUNE 2024

Development of a plan media with **Leven in Frankrijk** (lifestyle and tourism magazine, 35,000 copies), **IDEAT** (magazine design, art and architecture, 35,000 copies) and **Côtes de Provence** (magazine tourism, 9,500 copies) to disseminate the messages keys around the AOP of wines from Provence via files editorial.

PRESS OFFICE JANUARY TO JULY

Sending **3 press releases to 1,355 contacts** of the consumer press, and **20 sets of 2 bottles** at the main Dutch redactions, generated **49 contents**, for a total reach of **2.2 million contacts**.

AMSTERDAM PRESS EVENT MAY 15, 2024

36 journalists and influencers were able to taste a selection of 11 rosés, commented by a renowned sommelier and paired with a special menu created for the occasion. The **115 publications** that followed this event have enabled to reach **570,000 people**.



SWITZERLAND



Budget 61 883€



12 900 hl exported in 2024



HOME PRESS APRIL 24 TO 27, 2024

2 journalists from the press professional and large public as well as **2 influencers** "gas-tronomy" have traveled our 3 appellations, visiting a dozen private cellars and cooperative cellars. A four of them have published **32 content** and touched **1.4 million of people**.

ANNUAL INFORMATION OFFICE

One newsletter was sent to 700 professional contacts, and **2 press releases** to over 500 contacts from consumer press, with **10 packages** of 2 bottles for those who requested it, for a total of **16 articles**. In parallel, editorial payed collaborations have come to reinforce the device for a total range of **1.2 million contacts**.



GERMANY



Budget 96 592€



32 760 hl exported in 2024

PUBLIC MEDIA PRESS PLAN MAY-JUNE 2024



Development of a media plan with powerful and affinity-based titles in the German market that have broadcast editorial files: **Focus Style** (fashion magazine and lifestyle, 240,000 copies), **Frankreich Magazin** (lifestyle and tourism magazine, 25,000 copies), and **Quarterly** (premium lifestyle magazine, 50,000 copies).

PROFESSIONAL MEDIA PRESS PLAN MAY 2024

Development of a media plan with the support of the **Meininger group**: editorial files appeared in **Weinwelt** (30,000 copies) and **Meininger Sommelier** (6,400 copies) and were relayed in the **Meininger newsletter** (26,000 subscribers).

PRESS OFFICE JANUARY 1 TO JULY 31, 2024

One newsletter was sent to **8,352 professionals contacts** and **3 press releases** have affected **1,462 mainstream journalists**. **10 boxes** of rosé from Provence were also addressed to **the main German drafts**. **3 online** interviews with representants of the vineyard completed the setup. In total, these actions generated **30 publications**, reaching nearly **4 million contacts**.

PRESS EVENT IN HAMBURG MAY 16, 2024

16 journalists and influencers were invited to taste a selection of **11 rosés** from the three appellations, paired with a menu prepared by a Michelin-starred chef, and commented by a local sommelier. The **8 contents** published at the end of the event reached **219,000 people**.

REGIONAL COORDINATION DEPARTMENT

The idea for the Regional Coordination Department was devised during the CIVP's reorganization. It was created in January 2022, in line with the Strategic Plan 2022-2024 and the new ambitions of Vins de Provence. It is dedicated to forging ties with the wine region and with partners in the area, with the following main objectives:

- 1. **Develop relationships** between the CIVP's members, elected representatives and staff
- 2. **Disseminate information** and communicate better with upstream actors
- 3. **Build and promote** wine tourism options for Vins de Provence

THE TERRITORY ANIMATION CENTER IS ORGANIZED AROUND FOUR MAIN MISSIONS:

- 1. **Relations with members:** 2024 continues the work of 2023 with the continuation of the action plan to inform and exchange with members.
- 2. **The animation of the 5 DGC of the Côtes de Provence:** in 2024 collective intelligence enabled winemakers to define a common ambition.
- 3. **Creation of partnerships:** this year, the CIVP capitalized on existing partnerships and was pleased to be selected to represent summer on the Via Sensoria of the Cité du Vin in Bordeaux.
- 4. **Enhancing the value of wine tourism offerings:** in addition to the collective promotion of the Wines of Provence with professionals Regional and national tourism, this year we began working on the showcase website of the oenotouristic offer of the Wines of Provence, accompanied by the agency ID-REZO.

TEAM



Clotilde MÉTIER
Regional
Coordination
Project
Manager



Delphine MOREAU
Wine Tourism
Project Manager



Solenne GUILLET
Territorial
Development
and Wine
Tourism Project
Trainee

The wine tourism functions are handled by the Wine Tourism Committee, according to the defined strategy and action plan.

The committee is co-chaired by:



Aurélie BERTIN
Vice-chair
(Trade)



Paul BERNARD
Deputy Treasurer
(Production)

MEMBER RELATIONS

Since 2023, a strategic plan and an actions program have been implemented to meet expectations and the needs of our members.

STRATEGIC VISION WITH
THREE AXES FEDERATE



A multi-year action plan with:

- 1. Events to meet.
- 2. Tools for communicating and transmitting information.
- 3. A process for integrating new members.

This year, we had the pleasure of organizing a lot of events to accompany members Wine from Provence throughout the year on the priority topics such as:

- export, with Romain Diho and Caroline Benetti
- œnotourism with Delphine Moreau
- œnoformation with Romain Schalapa
- the economy with Brice Amato and Antoine Flores (newly arrived at the eco service)

In total, the CIVP organized 12 meetings throughout the year that have brought together more than 450 members and local stakeholders.



APÉRO
Vignerons



OENOTURISM ACTIONS

WINE TOURISM STRATEGY OF PROVENCE WINES

As part of our wine tourism strategy for the Wines of Provence, the vineyard has been structured into territories that the visitor/tourist can understand. We know that we must anchor ourselves in the territory identified by the visitor/tourist and speak to them on that scale, because it is within a small perimeter that the tourist will circulate and that the network between tourism actors (hotel, restaurants, domains, activities...) will be created. Thus, in 2024, the CIVP implemented actions to raise awareness among tourism and wine tourism partners; but also actions to promote the diversity of the wine tourism offer of the Wines of Provence.

TOURIST PARTNERS AWARENESS



We have strengthened our ties with destinations labeled Vignobles & Découvertes of our vineyard, who are the first points of contact for visitors/tourists. They need to communicate about the rosé and the vineyard of Provence as a must-see destination.

- Year-round participation in various meetings Collective of Vignobles & Découvertes labelled destinations.
- Accompaniment to labelling and participation at the launch of the new Vignobles & destination Discoveries "Terre d'Estérel".

FASCINATING WEEKEND

Third weekend in October
- Thursday 17 Sunday,
October 20 2024

The national event organized by the Vignobles & Découvertes Federation took place in 2024, in 55 destinations labeled. Nearly 35,000 total visitors, with a rate participant satisfaction upward.

Since 2021, in Provence, the 8 destinations labeled Vignobles & Découvertes in our vineyards, the Wines of Bandol and the Wines of Provence and Var Tourism are working together by pooling our budgets to organize, and promote this event.



2024 BALANCE SHEET: 153 activities were proposed by 121 providers of our 8 Vignobles & Découvertes labeled destinations. A total of 12,000 visitors (106% of the initial target) Attendance compared to 2023).

VINEYARD AWARENESS



We organized a **themed day on wine tourism** at Château Sainte Roseline, for raise awareness among our members about the importance of creating a unique wine tourism offer that the visitor will remember his entire life:

- A unique and playful experience for to accompany the discovery of rosé wine expertise.
- An experience related to the history and values of The Vins de Provence brand: around the know-how, simplicity, refinement, pleasure/of authenticity and generosity.
- An experience associated with the winemaker's personality, the positioning of the domain.

Attendance: 54 participating winemakers

On the program:

Two highlights in the morning: a plenary session on wine tourism with various stakeholders (CIVP, Rue des Winemakers, from wine tourism...) and participatory workshops to help build its offer.

In the afternoon, a wine-education on rosé wine, hosted by Romain Schalapa to best integrate the elements of the language of the wines of Provence in its welcome at the cellar.

To showcase the richness and diversity from our wine tourism offer:

WELCOME PRESS OENOTURISM

3 days immersed in the vineyards of Provence from 16th to April 18, 2024

The purpose of this press trip was to demonstrate that wine tourism is the primary showcase for the Wines of Provence. Journalists present during this press trip representatives were able to get a very good overview of the diversity of landscapes, the mosaic of terroirs, and the plurality of the wine tourism offer in Provence.

4 Journalists present:

The Team / Roberto ALVAREZ
Gala / Karine REVILLON
She / Christelle ZAMORA
PREMIUM Magazine / Abdou HILLALI

Several areas visited: Château Sainte Marguerite, Agueiroun Castle, UP, Saint Roux Castle, Château La Martinette, Commanderie de Peyrassol, Domaine, Fontainebleau in Provence, Blacailloux, Domaine Saint Ser and Domaine Tour Campanets.



VINEYARDS DESTINATION

In 2024, Atout France invited wine tourism stakeholders to the 10th edition of its biennial event in Angers, Pays de la Loire. This event organized by Atout France allows the diversity of the offer to be valued French (France) wine tourism for professionals international.

Key figures for the 2024 show in Angers:

163 french exhibiting companies
165 international buyers and prescribers
46 countries represented
4 665 business meetings
Shared stand with CRT PACA – more than 20 appointments business for the Wines of Provence.



PARTNERSHIP UNIVERSITY OF TOULON - LICENSE Wine Tourism PRO

The CIVP is a partner of the University of Toulon, which has opened a professional **license for sustainable wine tourism and gastronomy**. This is done in rotation. The cost of the training is fully covered by the CFA. This convention will strengthen our exchanges and ensure consistency and follow-up of the various actions of collaboration with the University of Toulon.

AGRITOURISM STUDY TRIP - TUSCANY

Spearheaded by our partner Var Tourisme, a delegation, bringing together the CIVP - Wines of Provence, the Wines of Bandol, the Var Chamber of Agriculture and Chamber of Commerce Italian went to Tuscany for 3 days to to better understand the success of this region, a pioneer of agritourism and wine tourism in Italy. Through visits and meetings with key players: the vice president of Regional Council, the director of promotion, the director

Website

www.destinationsvinsdeprovence.com

To present and make visible and understandable the wine tourism offer of Provence wines

selection of a web agency to create a showcase website for the wines of provence. The website will provide access to the full range of wine tourism products and services offered by the Vins de Provence via editorial content presenting the wine tourism destinations in the vineyards, suggesting itineraries and ideas for themed experiences, and providing access to all wine tourism offers via APIDAE, the tourist office database, for continuously updated information (offers, diary, etc.). In 2024, to create immersive and inspiring content, editorial work was carried out with the 8 Vignobles & Découvertes destinations and specialized SEO editors to produce for each destination:

- destination presentation text
- text presenting the destination's must-see tourist attractions
- itinerary presentation text
- text presenting a thematic tourism itinerary (art, gastronomy, rosé know-how, slow tourism...)

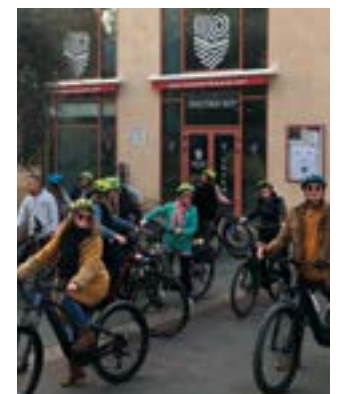
from the agriculture service... we were able to understand the organization and regulations that have been put in place to develop agritourism.



EDUCTOUR VINEYARDS & FEDERATION DISCOVERIES

Monday 25 and Tuesday
26 November 2024
Dracénie Provence Verdon

Intervention of the CIVP to present the strategy wine tourism from Provence. More than 20 Wine Regions & present discoveries.



PARTNERSHIPS AND OPPORTUNITIES

The CIVP continues its commitment on the territory by supporting numerous local initiatives – cultural events, wine festivals, associative actions – through a partnership program taking the form of financial endowments, of products or objects.

In a few numbers...

- 43 supported events
- 1949 goodies distributed
- 721 bottles tasted

PARTNERSHIPS WINES OF PROVENCE

The International Agricultural Show From February 27 to 29, 2024, the Wines from Provence were present at the stand of the Southern Region. Through a playful and educational workshop, animated by Sonia Ferchaud de Beyond the Wine, visitors have could create their own cuvée based the three iconic grape varieties of Provence – Grenache, Cinsault, Syrah. 15 workshops were held.



The arrival of the Tour de France: Wines from Provence stopped at the finish of Nice with a booth animated by Cédric SKRZYPCZAK.



Other supporters: the CIVP also has been a partner of the Foire de Brignoles, from the Pink Day of Provence, Winter Universities of Young Farmers, as well as Cooparade.

PARTNERSHIPS COTES DE PROVENCE

The Cité du Vin in Bordeaux: Exceptional partnership this year because the wines from Provence were selected for representing summer in the experience immersive Via Sensoria, celebrating the four seasons. The experience has attracted 24,935 visitors from April to November. An after-work event was also organized with two sessions led by Romain SCHALAPA, bringing together a total of 88 professionals. The 19 cuvées offered were also available for tasting at the Belvédère, where all visitors could enjoy the view while sipping a glass of wine from the partners.



Rallye Sainte-Victoire: this 21st edition once again showcased the terroir of the Côtes de Provence Sainte-Victoire through a convivial route in the heart of the vineyard.

Les Balades Gourmandes: the 14th edition in Pierrefeu brought together hundreds of participants on a 6 km wine route, punctuated by tastings in 14 cellars.

Sur le chemin des Anges: for the third consecutive year the Côtes de Provence Notre Dame des Anges have organized a scavenger hunt-style walk through the vineyards and forest. In total, nearly 500 people who have been able to discover the terroir through the various winemakers and naturalist guides.

Cultural support: Côtes de Provence have lent their support to many major festivals such as the Nuits Blanches du Thoronet, the Festival of Ramatuelle, or the Summer Festival from Châteauvallon.



COTEAUX PARTNERSHIPS FROM AIX-EN-PROVENCE

Vasarely Foundation: Les Coteaux Aix-en-Provence maintains its commitment to the Vasarely Foundation, a culturally indispensable actor of the territory.

Oratorical Festival: from 18 to May 25, 2024, the 10th edition of Days of Eloquence were held in Aix-en-Provence on the cinema theme.



Wine Festival of the Hillside of Aix-en-Provence Provence in Rognes: Sunday, 23 July 2023

Bouches-du-Rhône Grape and Wine Festival : Saturday, May 11, 25 cellars and fields have come together for promote wine as well as wine-related professions.

COTEAUX PARTNERSHIPS VARIOIS IN PROVENCE

Brignoles Fair: The 95th edition took place from April 13 to 21.

Rallye Découverte des Coteaux Varois en Provence : The 9th edition of the event took place on Sunday, June 2.

Soirées Musicales de l'Abbaye de la Celle : This year the evenings took place from July 25 to August 11.

SPECIFIC PROGRAM FROM THE 5 DGC COTES DE PROVENCE FRÉJUS, LA LONDE, PIERREFEU, SAINTE-VICTOIRE, OUR LADY OF THE ANGELS



In 2024, the CIVP continued its support for the five terroirs of the Côtes de Provence, in partnership with Mireille Conrath of the Côtes de Provence Union. A collective intelligence workshop was organized for each terroirs, in the continuity of the work undertaken in 2023 on their own identity. These workshops, in addition to strengthening group cohesion, aimed to refine the positioning of each terroir, to practice taking a speech to present his terroir and wines in 1 minute, to build an action plan and to initiate reflection towards a shared vision for the 5 terroirs.

PERSPECTIVES 2025

The year 2025 will mark a new stage: it will be a matter of converging individual approaches by initiating a collective work among the five DGCs, with the goal of defining a common objective. This dynamic aims to enhance the readability and complementarity of the terroirs of the Côtes de Provence, while valuing their diversity from a shared project.



AGAIN THIS YEAR, THE COTES DE PROVENCE REGION HELD EVENTS IN THEIR AREA TO DISCOVER THEIR SKILLS AND WINES:



Les Balades Gourmandes des Côtes de Provence Pierrefeu (june 2)



Dîner sous les étoiles from the Côtes de Provence La Londe (july 20)



Sur le chemin des Anges from the Côtes de Provence Notre Dame des Anges (june 15)



Rallye Sainte-Victoire from Côtes de Provence Sainte-Victoire (october 19)

CIV
**CONSEIL INTERPROFESSIONNEL
DES VINS DE PROVENCE**



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