



vins de
provence

Côtes de Provence / Coteaux d'Aix-en-Provence / Coteaux Varois en Provence



The Wines of Provence

Provence's vineyards extend over approximately **200 kms (120 miles) between the Mediterranean Sea and the Alps Mountains** in the French departments of the Var, Bouches-du-Rhône and, to a lesser extent, the Alpes-Maritimes. **There are three main appellations for the vineyards of Provence:**

- the **Côtes de Provence** appellation and "terroir" designations Côtes de Provence Sainte-Victoire, Côtes de Provence Fréjus, Côtes de Provence La Londe and Côtes de Provence Pierrefeu
- the **Coteaux d'Aix-en-Provence** appellation
- the **Coteaux Varois en Provence** appellation

Provence has an extremely varied landscape and topography. The region includes remarkable sites such as the **Sainte-Victoire** and **Sainte-Baume** Mountain chains, the **Maures** and **Tanneron** crystalline rock formations, and the volcanic **Estérel Massif**.

Two major geological formations coexist: **limestone** in the northwestern vineyards and crystalline formations in the east near the sea. Plant ecosystems characteristic of the Mediterranean region are associated with each soil type: the '**garrigue**' scrublands for limestone soils, and thickets of '**maquis**' shrubbery for crystalline soils.

The climate is typical of the Mediterranean region: **sunny, dry and hot**. The many different winds in Provence are an integral part of the region's climate. The most well-know is the **Mistral**, an extremely dry wind which helps keeps the vines healthy by protecting them from illnesses due to excess humidity.

More than a **dozen varieties of grapes** are used regularly to produce Provence AOP wines. A select few form the basis for the majority of the vineyards in the region, while others are more site-specific and only used in certain appellations. During the winter following the harvest, the winemakers blend the newly-matured base wines to create balanced wines that bring out the unique qualities of each grape type. **Blending is an ancient tradition amongst Provence's winemakers.**

Provence:

The home of rosé wines

Making rosé wines has been one of Provence's specialties for centuries, and an important part of Provençal "art of living". The climate, the "terroirs" (areas with distinct soil and climatic conditions) and the Grape Varieties native to Provence are ideal for making these types of wines. Rosé represents 88% of wine production in the region, with 146 million bottles of Provence AOP rosés produced each year. Provence is France's leading region for AOP rosé wines, representing 39% of domestic production and approximately 5.6% of worldwide rosé production.

The Rosé Wines of Provence

A RESEARCH CENTER exclusively dedicated to rosé wines has been set up in Provence. Its main mission is to help **improve the quality** of rosé wines through experimentation and research work. The results are published and made available to wine industry professionals.

www.centredurose.fr

AN ECONOMIC OBSERVATORY FOR ROSÉ wines has been created at the CIVP in order to compile and analyze data from the French and international markets.

Consumption of rosé wines has tripled in France over the past 20 years to attain a record of 30% of total wine consumption. Almost 9 out of every 10 wine drinkers say that they drink rosé, representing a total estimated market of 36 million rosé wine consumers.

But rosé is more than just a passing trend. It has become an integral part of today's society as consumer trends have changed and new life styles have emerged: meals that are less structured, the increasing popularity of ethnic cuisine from around the world, greater simplicity, new encounters, good times and instant gratification.



The Rosé Wines of Provence

are widely known
for their pale pink color,
so crystal-clear and luminous.





The rosés wines of Provence have a rich, aromatic bouquet including fruits (white fruits and red berries, black cherries and exotic fruits), floral notes (white petals and roses), hints of spices (cinnamon, pepper) and fresh herbs. On the palate, the wines have a **tangy freshness** and are **extremely vivacious**. **The rosés are light, delicate, and well balanced, with an extremely fruity and generous finish that has become their calling card.**

● **PAIRING SUGGESTIONS:** ratatouille, braised artichokes "à la barigoule", aioli, soup with pesto, anchoïade, bouillabaisse, seasoned fish such as sea bass with fennel. Rosés are also the perfect accompaniment for all types of ethnic dishes: exotic or spicy cuisine (a tajine from Morocco or an Indian curry, for example) and Asian cuisine.

They should be served at 8-10°C.

THE COLOR AND AROMAS OF ROSÉ WINE

Only the skin of red grapes contains color pigments (the pulp which produces the juice does not have any color).

The color of a rosé wine will then depend on the duration and temperature of the contact between the grape juice and the skins. This is known as the maceration time. It's also during this brief and delicate phase that the aromas of the rosé wine are extracted. The types of grapes that have been selected and the "terroir" will also have an impact on the rosé's color and personality. **Rosés are undoubtedly the most delicate and most difficult wines to make.**





The Red Wines of Provence

The colors vary between **purple and ruby red, with myriad hints of violet**. On the palate, they reveal aromatic notes of blackberries, blackcurrant, burlat cherries, pepper, and licorice, and also notes of roasting and sweet spices for reds aged in wood barrels. Provence reds fully **express the unique character of Provence's "terroirs"**, whether they be from along the coast or the inland regions. When young, they are supple and intense; well-structured, powerful and generous when they've aged a few years.

● **PAIRING SUGGESTIONS:** meats grilled with herbs from Provence, white meat, leg of lamb, beef stew salad, or a vegetable tian. When they have reached maturity after barrel aging, Provence AOP reds go very well with more flavorful dishes such as meats cooked in sauce (stews, game, "pieds et paquets") and aged cheeses.

They should be served at 14-16°C for young wines and 16-18°C for aged wines.

The White Wines of Provence

They have a **beautiful pale yellow color with greenish-gold tints**. They are a true aromatic explosion on the palate, with notes of citrus and wonderful aromas of pear and peach. Whites that are matured for several months in wood barrels or left on lees may also offer hints of sweet spices, toast or hazelnut.

● **PAIRING SUGGESTIONS:** seafood, grilled fish or fish in sauce. Whites matured in barrels will find their full expression with white meats, truffles and goat cheese.

They should be served at 6-8°C.

Provence Wine Route

The Provence Wine Route brings together **430 winemakers and cooperative wineries** committed to providing visitors with a friendly welcome. All will gladly open their doors to offer you a personalized tasting where you'll learn all about their wines. The site www.routedesvinsdeprovence.com has been set up to be your on-line guide for practical information, including **recommendations**, **current events** in the region, **ideas for theme-based tours**, and a search engine enabling you to set up your own **wine route**. Once you've arrived, you'll easily find your way to the wineries by following the standard road signs we've set up along the routes.



Key Figures *Provence Wines (five-year average)*

1,200,000
Hectoliters/year

Equivalent of
166 million bottles

26,500 Hectares

spread over 3 French departments: Var, Bouches du Rhône and Alpes Maritimes

600 winemakers

540 private wineries
and 60 cooperative wineries

40 wine trading companies



88%



8,5%



3,5%

Provence Wine market:

40% in supermarket retail

18% in Cafés/Hotels/Restaurants

18% via direct sales (from the winery)

16% on export market

4% in wine stores

4% via hard discount

Provence is the number 2 wine region on the restaurant market, with 70.3% of restaurants offering a Provence wine on their menu.

+10% per year for Provence wine exports: a booming market.

The USA is the number one importer of rosé wines from Provence, accounting for 27.6% of total exports.



This document is a publication of the
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