

WINES OF PROVENCE
Handbook

FROM THE VINE TO THE GLASS



VINS DE
PROVENCE

CONTENTS



1 VINS DE PROVENCE PROFILE

- 1. Key figures for the Vins de Provence 8
- 2. Map of the Vins de Provence 10
- 3. The 3 appellations of the Vins de Provence 12

2 A TERROIR AND EXPERTISE SPECIFICALLY FOCUSED ON ROSÉ

- 1. A history that goes back more than two thousand years 30
- 2. A mosaic of favorable terroirs 31
- 3. An exceptional climate 32
- 4. A diverse range of grape varieties
and expertise in vine management 34
- 5. Commitment to environmentally-friendly measures 37
- 6. Excellence in rosé expertise 38

3 A STYLE OF ROSÉ WINE THAT HAS BECOME A BENCHMARK

- 1. The Provence Rosé style 49
- 2. A myriad of expressions 52
- 3. A stylish rosé from Provence in step
with new consumption trends 54

4 WHITE AND RED WINES OF VINS DE PROVENCE 56

5 WINE TOURISM IN PROVENCE 62



PROVENCE IS THE ONLY MAJOR WINE REGION THAT SPECIALIZES IN ROSÉ...

...this characteristic has its roots in various factors that together make it the producer of the best rosés in the world.

**BEING A ROSÉ SPECIALIST MEANS THINKING ROSÉ
FROM THE VINEYARD TO THE GLASS**



1

KEY FIGURES FOR
THE VINS DE PROVENCE

KEY FIGURES

FOR THE VINS DE PROVENCE

PRODUCTION OF VINS DE PROVENCE IN 2022¹:

1,306,460 hectoliters, equivalent to
174 millions bottles



71%

Côtes de Provence and the Dénomination Géographique Complémentaire (DGC) (Additional Geographical Denomination):

Côtes de Provence Sainte-Victoire, Côtes de Provence Fréjus, Côtes de Provence La Londe, Côtes de Provence Pierrefeu and Côtes de Provence Notre-Dame des Anges

18%

Coteaux d'Aix-en-Provence

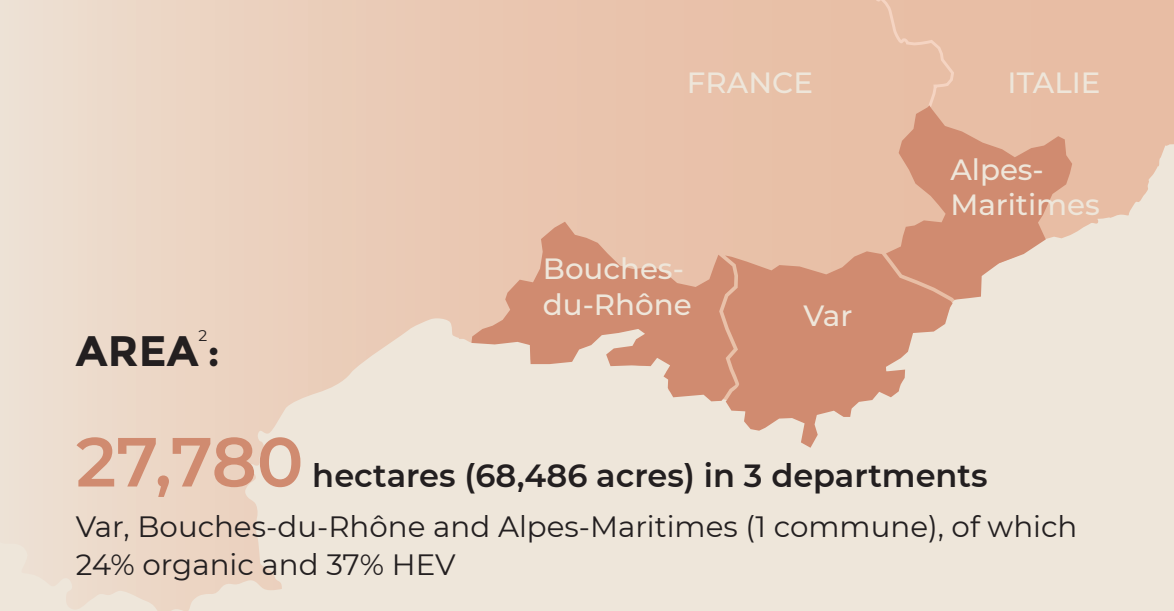
11%

Coteaux Varois en Provence

AREA²:

27,780 hectares (68,486 acres) in 3 departments

Var, Bouches-du-Rhône and Alpes-Maritimes (1 commune), of which 24% organic and 37% HEV



THE WINE INDUSTRY³:



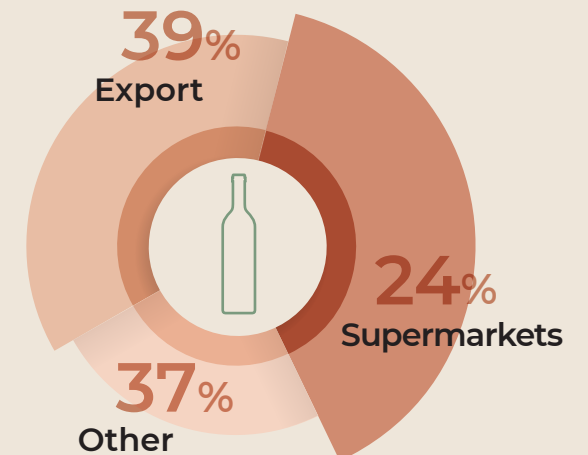
469 private wineries

53 cooperative wineries

559 producers

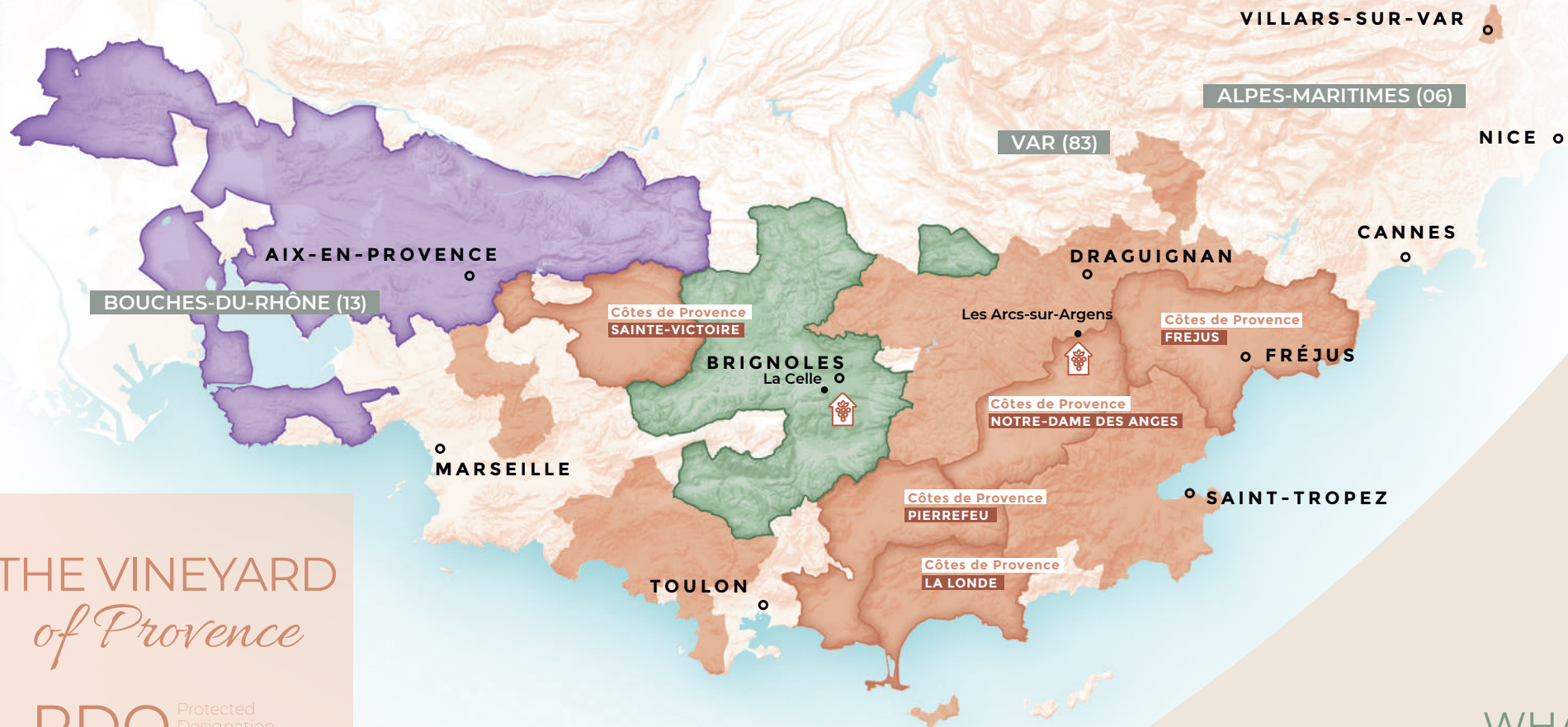
37 wine merchant-winemakers

SALES OF ALL 3 COLORS OF WINE IN 2022³:






Sources: ¹ CIVP from the Harvest Report from the Customs and the ODG Reports, 2022. ² From the ODG Reports 2022. ³ From the Monthly Report from the CIVP, consumer & distributor panel Circana and statistics on foreign trade from the customs, 2022.

MAP OF THE VINS DE PROVENCE




THE VINEYARD *of Provence*

PDO Protected Designation of Origin

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

DGC Dénomination Géographique Contrôlée

-  Côtes de Provence DGC

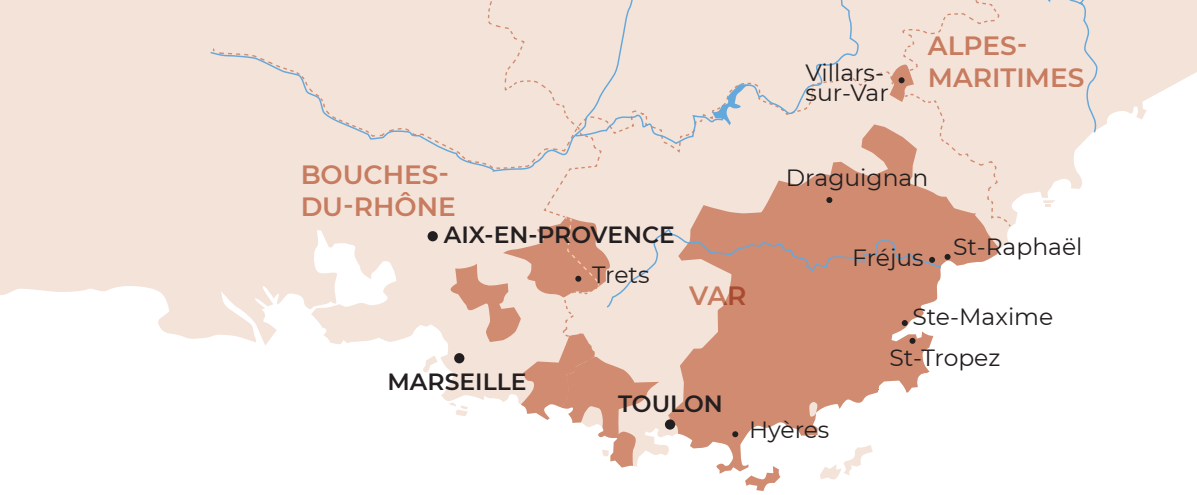
 Maisons des Vins

WHAT IS A PDO?

PDO (Protected Designation of Origin, or AOP (Appellation d'Origine Protégée)) is the highest quality label at European level. PDO designates a product in which all stages of production are carried out according to recognized expertise in the same geographical area, thus giving the product its characteristics. As opposed to PGI label which usually covers wider areas, PDO label covers smaller areas and winegrowers and winemakers must follow very precise specifications that govern winegrowing and making practices, such as a lowest yield and a lower number of grape varieties.

WHAT IS A DGC ?

A DGC - Dénomination Géographique Complémentaire (Additional Geographical Denomination) within a PDO area, identifies wines with a unique typicity coming from a very specific terroir. As for the PDO label, producing a DGC terroir wine requires the winegrower and winemaker to meet a certain number of requirements from the vine to the wine bottle.



CÔTES DE PROVENCE PDO

The Côte de Provence appellation is vast, covering over 20,000 hectares in 84 communes, including 68 in the Var department, 15 in the Bouches du Rhône department and 1 in the Alpes Maritimes department. The zone extends from limestone Provence to the west and north (Montagne Sainte-Victoire), to “crystalline” Provence in the south and

east (the Massif des Maures and the Massif de l’Estérel). The appellation has a Mediterranean climate with characteristic winds (the Mistral in particular). Average annual temperatures range from 12°C to 15°C (54 to 59°F), and rainfall from 600 to 900 millimeters (24 to 35 inches). Annual sunshine is very high, ranging from 2,700 to 3,000 hours.

THE 5 DGC TERROIRS IN THE CÔTES DE PROVENCE

Given the density of the Côte de Provence area, which is expressed in the variety of soils, subsoils and very specific mesoclimates, some winemakers wished to preserve this diversity as a guarantee of the best expression of the character of their wines. They therefore joined forces and embarked on a process of official recognition of their terroir.

Five DGCs - Dénominations Géographiques Complémentaires (Additional Geographical Denominations) - have been recognized by the INAO: Côte de Provence Sainte-Victoire, Côte de Provence Fréjus, Côte de Provence Pierrefeu and Côte de Provence Notre-Dame des Anges for rosé and red wines, and Côte de Provence La Londe for rosé, red and white wines. Producing a DGC terroir wine requires the winegrower to meet a certain number of requirements, which are set out in a restrictive set of specifications. These requirements include that grapes must come from defined, identified plots of vines, a choice of grape varieties from among those permitted with precise blending rules, lower yields and rigorous production rules.

KEY FIGURES

PDO recognized in
1977



Area
20,358 ha
of which 21% organic and 30% en HEV

Production

919,789 hl
of which 91% rosé, 4% red, 5% white



The wine industry includes

348 private wineries
35 cooperative wineries
30 wine merchant-winemakers
Average yield: **45 hl/ha**
Maximum yield: **50 hl/ha**



Grape varieties

I Black grape varieties

Main grape varieties: Grenache, Cinsault, Syrah, Mourvèdre, Tibouren.

The proportion of all the main grape varieties is greater than or equal to 50% of the blend.

Secondary grape varieties: Cabernet-Sauvignon, Carignan, Barbaroux, Calitor, Rousseli, Caladoc.

I White grape varieties

Main grape varieties: Clairette, Sémillon, Ugni blanc, Vermentino (Rolle).

Dry wines: contain less than 4 grams per liter of residual sugar.

Sources : from the Monthly Report from the CIVP, consumer & distributor panel Circana and statistics on foreign trade from the customs, 2022

CÔTES DE PROVENCE

PDO

DGC *Sainte-Victoire*

The **Côtes de Provence Sainte-Victoire** vines lie at the base of the **Montagne Sainte Victoire**. 9 communes are included in the Sainte-Victoire terroir defined area: 7 in the Bouches du Rhône department (Châteauneuf le Rouge, Le Tholonet, Meyreuil, Peynier, Puyloubier, Rousset and Trets) and 2 in the Var (Pourcieux and Pourrières).

The **climate is more continental in this part of the appellation**, with the absence of maritime influences blocked by the presence of the Monts Auréliens and the Massif de la Sainte-Baume mountain ranges. Sainte-Victoire's rocky ridge slightly reduces the liveliness of the Mistral wind, which nevertheless blows very hard, helping to protect the grapevines from disease.

The vines here are **grown on hillsides**. The **poor, well-drained soil is ideal** for vines; it consists of limestone and clayey sandstone.

KEY FIGURES



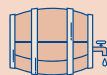
DGC reconnue
recognized in
2005



Area
591 ha

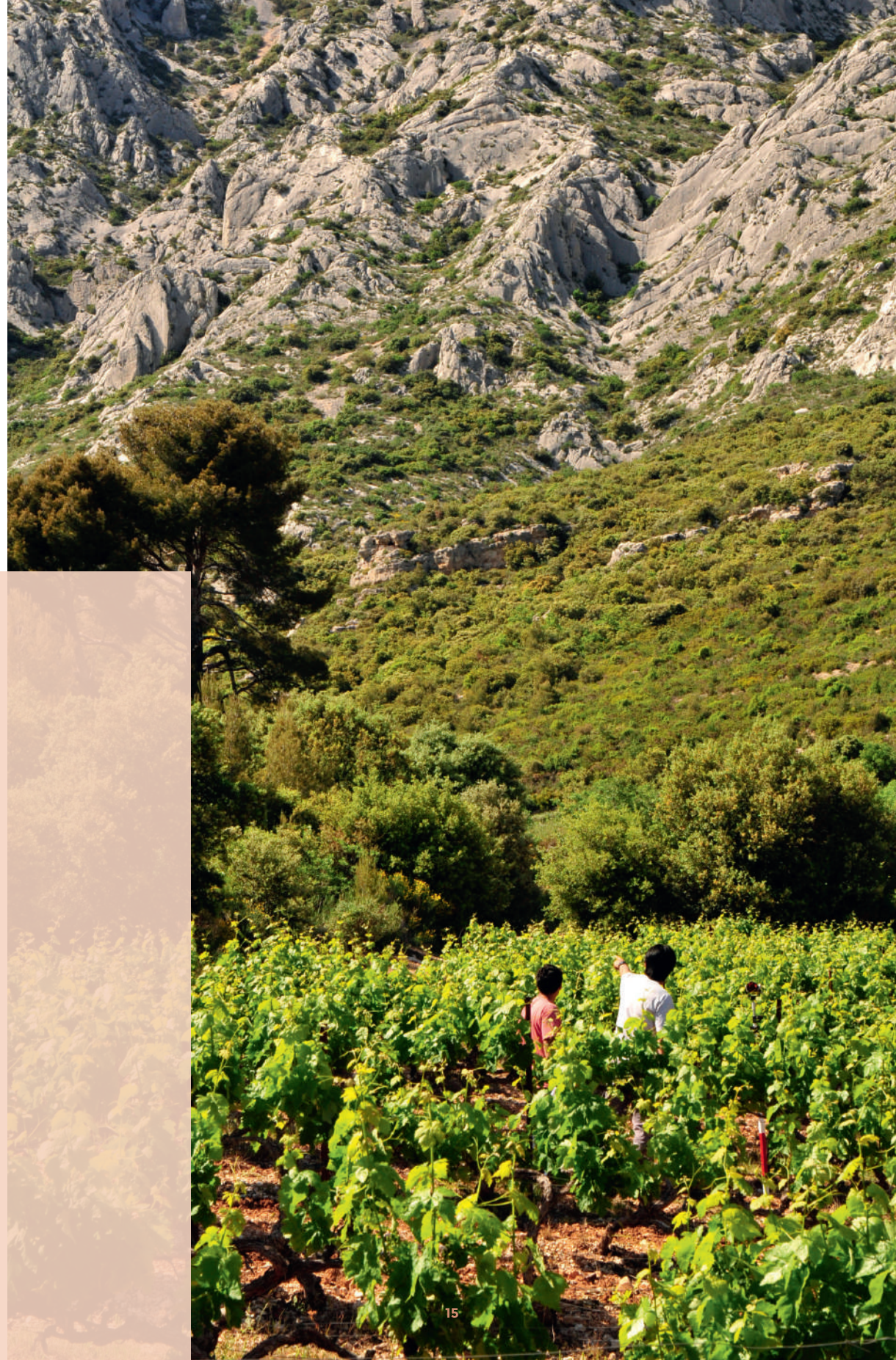


Volume
26,944 hl
of which 94% rosé
6% red



Maximum
authorized yield:
50 hl

Sources : from the Monthly Report from the CIVP, consumer & distributor panel Circana and statistics on foreign trade from the customs, 2022.



CÔTES DE PROVENCE

PDO

DGC *Fréjus*

The Wine area is located **at the eastern end of the Côtes de Provence appellation**. 8 communes in the Var department are included in the Fréjus terroir defined area: Callas (in part), Fréjus, La Motte, Le Muy, Puget-sur-Argens, Roquebrune-sur-Argens, Saint-Raphaël and Trans-en-Provence (in part).

Close to the Mediterranean coast, the vineyards benefit from a **unique maritime climate, with mild temperatures and a constant breeze**.

THREE SPECIFIC TYPES OF SOIL are found in the area:

- red soil developed from the erosion of Permian sandstones and pelites, with local rhyolite pebbles
- soil on Permian bedrock (stony red soil, whitish soils on tuff, yellow-white soils on marine Pliocene)
- sandy soil on erosion products from the Maures massif (with quartzites, sandstone and phyllades (a type of schist)).

KEY FIGURES



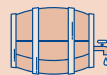
recognized in
2005



Area
63 ha



Volume
2,772 hl
of which 81% rosé
19% red



Maximum
authorized yield:
50 hl

Sources : from the Monthly Report from the CIVP, consumer & distributor panel Circana and statistics on foreign trade from the customs, 2022.



CÔTES DE PROVENCE

PDO

DGC *La Londe*

This is **the southernmost vineyard in the appellation**, with vines facing the sea. 4 communes in the Var are included in the terroir's defined area: Bormes-les-Mimosas (in part), La Crau (in part), Hyères (which includes the island of Porquerolles) and La Londe-les-Maures.

The **immediate proximity of the Mediterranean** determines the climatology specific to this area. **Winter and summer temperatures are relatively mild**. The **annual rainfall is particularly low** (less than 700 mm (27 inches)/year). There is a **lot of sunshine**, and the vines are almost constantly ventilated by strong sea breezes.

There are **4 TYPES OF SOIL**, all characterized by phyllades (schist hardened into layers by metamorphism, similar to slate):

- soil on shallow, pebbly phyllades
- colluvial soil on slopes on phyllades with varying degrees of pebbles
- colluvial soil in areas of subsidence with quartzite, sandstone and phyllade pebbles
- ancient alluvial soils with quartzite, sandstone and phyllade pebbles.

KEY FIGURES



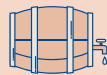
recognized in
2008



Area
175 ha



Volume
7,694 hl
of which 73% rosé
18% red, 9% white



Maximum
authorized yield:
50 hl

Sources : from the Monthly Report from the CIVP, consumer & distributor panel Circana and statistics on foreign trade from the customs, 2022.



CÔTES DE PROVENCE

PDO

DGC *Pierrefeu*

The vines are **bordered to the south by the Maures massif and to the north by the limestone plateaus of central Var**. 12 communes are included in the defined area: Carnoules (in part), Carqueiranne, Collobrières (in part), Cuers, La Crau (in part), La Farlède, La Garde, La Valette du-Var, Le Pradet, Pierrefeu-du-Var, Puget-Ville and Solliès-Pont.

The exceptional geographical situation, with the south-western end of the vineyard open to the Mediterranean, makes it an **intermediate climate sector**, with moderate temperature variations and high summer and spring temperatures. The altitude of the vineyards is less than 400 meters.

The SOIL CAN BE DIVIDED INTO THREE MAIN CATEGORIES:

- red sandy-clay soil characteristic of the Permian Depression
- stony soil (limestone pebbles) with a red sandy-clay matrix on the flat areas
- reddish-brown silty-clay soil covered with schistose pebbles on the hillsides.

KEY FIGURES



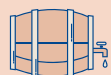
recognized in
2013



Area
92 ha



Volume
3,908 hl
of which 91% rosé
9% red



Maximum authorized yield:
50 hl
45 hl for red wines

Sources : from the Monthly Report from the CIVP, consumer & distributor panel Circana and statistics on foreign trade from the customs, 2022.

CÔTES DE PROVENCE PDO

DGC *Notre-Dame des Anges*

The **Côtes de Provence Notre-Dame des Anges** vineyards are **located in the heart of the Var region**, bordered to the south by the Maures massif and to the north by limestone hills. The terroir is named Notre-Dame des Anges after the highest point of the Maures massif, which is visible from all over the region. 10 communes are included in the defined area. In part: Les Arcs-sur-Argens, Carnoules, Taradeau, Vidauban, Le Cannet des Maures, La Garde Freinet, Le Luc-en-Provence, Gonfaron, Pignans and Les Mayons in their entirety.

Cut off from any maritime influence by the Maures massif, the Notre-Dame des Anges vineyards are characterized by a **Mediterranean climate with continental influences**, with cool, wet winters (900 mm (35 inches) rain/year) and particularly hot, dry summers.

The entire area has the same underlying geological formation: Permian sandstone dating from the Primary Period (the oldest geological remnant in the appellation).

On which **FOUR MAIN SOIL TYPES CAN BE FOUND:**

- pelites, whose red color is one of the visible characteristics of this terroir
- ancient alluvial terraces from the Aille river with rounded pebbles
- sandy
- schists on the edges of the Maures massif.

KEY FIGURES



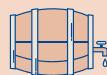
recognized in
2019



Area
101 ha



Volume
4,036 hl
of which 95% rosé
5% red



Maximum
authorized yield:
50 hl

Sources : from the Monthly Report from the CIVP, consumer & distributor panel Circana and statistics on foreign trade from the customs, 2022.





COTEAUX D'AIX-EN-PROVENCE PDO

The **Coteaux d'Aix-en-Provence** appellation covers more than **4,400 hectares**, in 47 communes in the Bouches-du-Rhône department and two communes in the Var department.

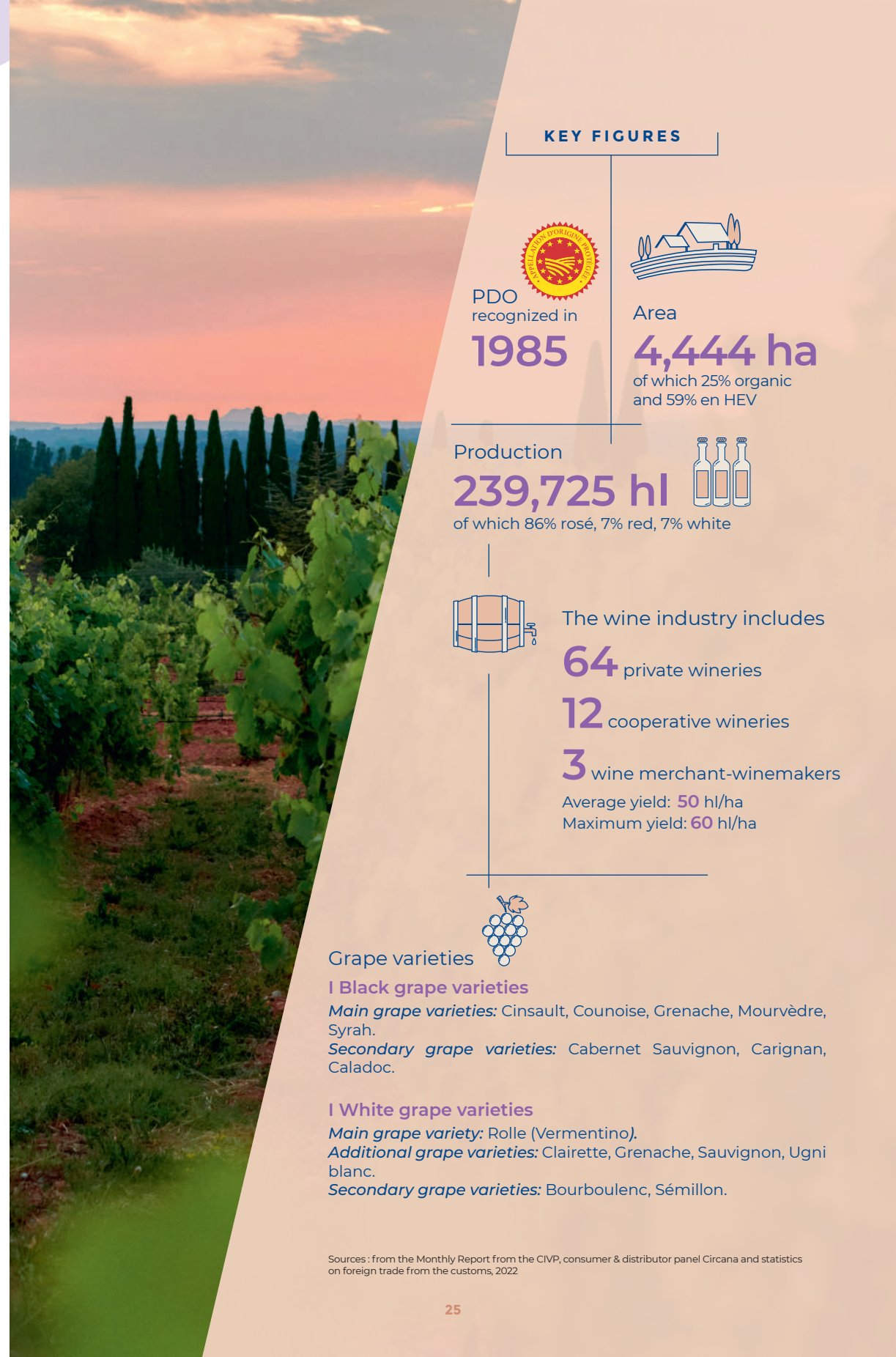
The area essentially corresponds to the **western part of limestone Provence**, stretching from the Durance river in the north to the Mediterranean in the south, from the Rhône valley in the west to the Sainte-Victoire mountain in the east, encircling the town of Aix-en-Provence which gives it its name.

The landscape is generally characterized by a **succession of eroded mountain ranges** (with peaks of over 1,000 meters), **sedimentary basins and secondary limestone ranges**.

The region receives 2,900 hours of sunshine a year in a **Mediterranean-type climate, subject to the effects of the cold, dry Mistral wind**. Average annual temperatures are around 13°C (56°F) with between 550 and 680 millimeters (21 and 27 inches) of rain.

THE THREE MAIN SOIL TYPES ARE:

- ___ stony clay-limestone
- ___ sandy, often gravelly on molasse and sandstone
- ___ stony with a clay matrix or sandy alluvium on the Arc and Durance terraces.



KEY FIGURES


PDO
recognized in
1985

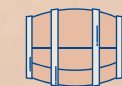


Area
4,444 ha
of which 25% organic
and 59% en HEV

Production

239,725 hl

of which 86% rosé, 7% red, 7% white



The wine industry includes

64 private wineries

12 cooperative wineries

3 wine merchant-winemakers

Average yield: **50 hl/ha**
Maximum yield: **60 hl/ha**



Grape varieties

I Black grape varieties

Main grape varieties: Cinsault, Counoise, Grenache, Mourvèdre, Syrah.

Secondary grape varieties: Cabernet Sauvignon, Carignan, Caladoc.

I White grape varieties

Main grape variety: Rolle (Vermentino).

Additional grape varieties: Clairette, Grenache, Sauvignon, Ugni blanc.

Secondary grape varieties: Bourboulenc, Sémillon.



COTEAUX VAROIS EN PROVENCE PDO

The **Coteaux Varois en Provence appellation is located in Provence Verte** (recognized for its unspoiled nature) and limestone Provence in the heart of the Var department. It covers **almost 3,000 hectares**, in 28 communes grouped around Brignoles.

There is a high proportion of vineyards with environmental certification (44% organic and 56% HEV).

The landscape is **mountainous, with peaks ranging from 600 meters to over 1,000 meters for the Sainte-**

Baume massif.

While the climate is Mediterranean, the altitude of the vineyards, ranging from 350 meters to 500 meters for the highest plots, and the rocky limestone massifs that form a barrier against the maritime influence, give it a **more continental character**. The vineyards are also subject to the influence of the Mistral, a violent, cold, dry northerly wind.

Annual rainfall varies from 700 to 900 millimeters (27 to 35 inches) and average temperatures are around 13°C (55.4°F).

The fall and spring are often very mild, however, the sometimes extremely hot, dry summers (tempered by cooler nights), and the very cold, harsh winters are more marked than in the rest of the region.

The soil types in this area are characterized by a series of east-west limestone and clay-limestone folds, alternating with areas of gravel and flint, and by a high plateau of Triassic formations that are the source of the Var's main rivers.

KEY FIGURES



PDO recognized in

1993



Area

2,978 ha

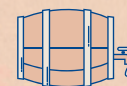
of which 44% organic and 56% en HEV

Production

146,946 hl



of which 92% rosé, 4,5% red, 3,5% white



The wine industry includes

67 private wineries

11 cooperative wineries

5 wine merchant-winemakers

Average yield: **50 hl/ha**

Maximum yield: **60 hl/ha**

Grape varieties



I Black grape varieties

Main grape varieties: Cinsault, Grenache, Mourvèdre, Syrah
Secondary grape varieties: Cabernet Sauvignon, Carignan, Tibouren.

The red and rosé wines are blends of at least two grape varieties. The proportion of all the main grape variety is at least 50% of the blend.

I White grape varieties

Clairette, Grenache Blanc, Sémillon, Ugni Blanc, Rolle (Vermentino).

The proportion of Rolle (Vermentino) constitutes at least 30% of the blend.

Dry wines: contain less than 4 grams per liter of residual sugar.

Sources : from the Monthly Report from the CIVP, consumer & distributor panel Circana and statistics on foreign trade from the customs, 2022



2

A TERROIR
AND EXPERTISE
SPECIFICALLY FOCUSED
ON ROSÉ



A history that goes back MORE THAN TWO THOUSAND YEARS

The Phocaeans introduced the first vines to France when they founded Marseille **2,600 years ago**.

Historically, **Provence was thus France's first winegrowing region**. Four centuries after the Phocaeans, the Romans settled in Provence and further developed the vineyards. As Rome expanded its empire, it planted vines wherever it went. So it was that other wine-producing areas followed Provence.

But while winegrowing in Provence has a heritage and tradition stretching back more than two thousand years, **there has also been a more recent rise in the popularity and reputation of Provence's wines in France and internationally**. It was in the late 1970s that visionary, committed winegrowers took up the challenge (considered risky and disparaged at the time) of producing high-quality rosé wines, gradually building up a structure around the Vins de Provence PDO, with precise specifications and increasingly stringent quality requirements.

A mosaic OF FAVORABLE TERROIRS

Winegrowing Provence, which contains the three PDOs, Côtes de Provence, Coteaux d'Aix-en-Provence and Coteaux Varois en Provence, stretches 200 km (125 miles) from east to west, and 100 km (62 miles) from north to south, from the foothills of the Alps to the Mediterranean. **From the Sainte-Victoire mountain to the island of Porquerolles, from the Sainte-Baume mountain to the Esterel massif, these landscapes, known all over the world for their spectacular beauty, are also home to a mosaic of terroirs particularly suited to growing vines and producing great rosés.**

Two major geological configurations coexist: limestone in the western and northern parts of the vineyards, and **crystalline** in the eastern part facing the sea.

These two geological areas have their corresponding Mediterranean plant formations, with aromatic **garrigue** on the limestone soil and evergreen **maquis** shrubland on the crystalline soil. Provence's winegrowing soil is generally **poor and well drained. The shallow soil, with no excess humidity, is ideal for vines.**

An exceptional CLIMATE

The unique conditions for growing vines and producing extremely healthy grapes with a specific juice/skin balance, a necessity for making exceptional rosés, consist of broad exposure to the sea, which tempers the climate, a mountainous topography, which provides contrasts and microclimates, high levels of sunshine, low rainfall and the influence of the wind.






Sunshine is the main characteristic of the Mediterranean climate, with particularly high temperatures in summer, which can be modulated locally by the mountainous landscape. Summers are dry and hot, with very high temperatures on windless days in areas set back from the coast. Like all Mediterranean areas, Provence receives rain, but it is infrequent and can be violent. **There are numerous winds in Provence that are an integral part of the region's climate.** The best known, the Mistral, is a fierce, very dry wind. These characteristics are conducive to healthy vines, reducing the presence of parasites and naturally slowing the development of disease. As a result, the vines require less phytosanitary treatments.














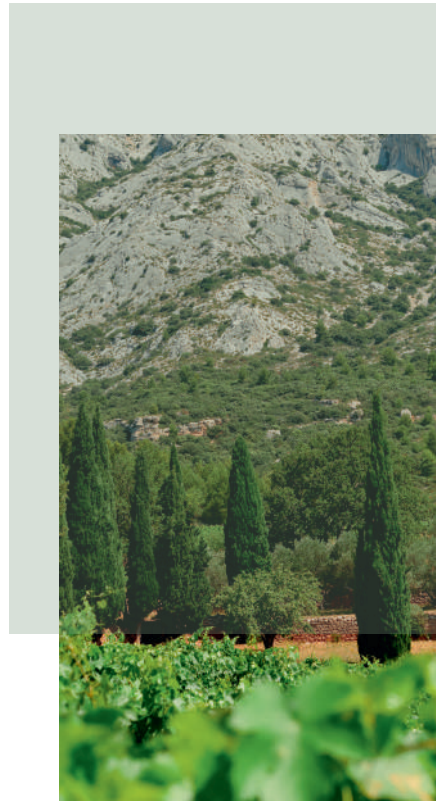
A diverse range OF GRAPE VARIETIES

The natural environment is also remarkably well-suited to the grape varieties planted (primarily Grenache, Cinsault, Syrah and Rolle) and the production of great rosés. More than a dozen grape varieties are used to make Provence wines. Some of them constitute a base that can be found in the majority of vineyards, while others are more specific to certain appellations.

	 GRENACHE NOIR	 SYRAH
CLIMATE AND SOIL 	Does particularly well in sunny, stony soil.	Temperate to warm climate for thorough ripening.
STRUCTURE 	<ul style="list-style-type: none"> - Generally low acidity. - Gives structure, roundness and bouquet. - Produces heady, powerful wines. 	<ul style="list-style-type: none"> - Colorful wines rich in tannins (due to the small, thick-skinned berries), with low acidity. - Brings freshness and structure - Ideal for making wines for cellaring.
AROMAS AND FLAVORS 	Youthful aromas of small red fruit and berries that later develop into spicy scents.	Subtle notes of candied red fruit, black fruit and spices.

	 CINSAULT	 MOURVÈDRE
CLIMATE AND SOIL 	<ul style="list-style-type: none"> - Suited to all soil types, especially poor, dry, schistose soil - Grown preferentially in poor, dry terroirs. 	<p>"Mourvèdre needs to see the sea and have its head in the sun."</p> <ul style="list-style-type: none"> - Best suited to sufficiently deep limestone soil and warm southern areas to enable good ripening. - In clay soil, the tannins are more rustic, ripening is longer and the alcohol generally more pronounced.
STRUCTURE 	<ul style="list-style-type: none"> - Mainly used for pale rosés (due to the thin skin and low color intensity). - Brings freshness, finesse and fruit. - Helps to balance other more powerful grape varieties. 	<ul style="list-style-type: none"> - Brings fine tannins, supple structure and a velvety mouthfeel give. - Gives powerful wines that time to age in the bottle.
AROMAS AND FLAVORS 	Fresh, fruity aromas (redcurrant, pomegranate, raspberry, nectarine, etc.) + floral (lime blossom).	Aromas of violets, blackberries, spices.

	 ROLLE
CLIMATE AND SOIL 	<ul style="list-style-type: none"> - Late-ripening variety - Requires a warm climate sensitive to wind - Suited to hot areas and dry, relatively infertile terroirs - Requires careful trellising (sensitive to wind).
STRUCTURE 	Richness, roundness and balance on the palate.
AROMAS AND FLAVORS 	Citrus scents, notes of flowers and pears, almond and fennel.



Expertise IN VINE MANAGEMENT

In addition to the intrinsic characteristics of the grape varieties, are those of the terroirs on which they are grown and the way Provençal vines are managed.

The foothills of the Sainte Victoire mountain, with their cooler climate and late ripening, reinforce structure, minerality and liveliness, while the terroir in La Londe, with its strong maritime influences, is characterized by more roundness and salinity.

Today, traditional goblet vine training (vine shoots branch out around a central stem like the fingers of a hand) has all but disappeared in favor of **trellised vines pruned using the Royat Cordon or Guyot tech-**

nique, i.e. attached to a structure that allows mechanized harvesting. In Provence, you also need to protect the vines against the prevailing winds, which is why winegrowers plant the rows in the direction of the wind. The topography allows planting along contour lines: these are called **restanques**.

These steep hillside terraces, on which the plots of vines are planted, along with low walls and copses, are elements that structure the landscape and help preserve biodiversity, for example by providing a home for auxiliary fauna.

WINEGROWERS TAKE INTO ACCOUNT THREE DETERMINING FACTORS IN THEIR VINEYARD MANAGEMENT FOR THE PRODUCTION OF HIGH-QUALITY ROSÉ :

- ___ watering of the vines
- ___ nutrients drawn from the soil
- ___ specific foliage management (protection of bunches from sunlight)

Commitment

TO ENVIRONMENTALLY-FRIENDLY MEASURES

Committed to the agro-ecological transition, winegrowers in the Vins de Provence vineyards, which stand out with a high proportion of organic vines (around 20% in the Var and Bouches-du-Rhône departments), wanted to accelerate environmental certification in the region.

A collective plan organized by the Côtes de Provence syndicate was launched, based on HEV (High Environmental Value) certification. The plan aims to achieve 60% organic and/or HEV certification by 2024 (i.e. a minimum of 25,000 ha) and 100% by 2030.

Excellence

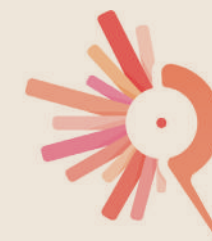
IN ROSÉ EXPERTISE

With their long-standing expertise and pioneering technical choices entirely dedicated to producing rosé, the Provence vineyards have built the identity of their rosés on a particularly solid qualitative foundation.

Unlike other vineyards that have chosen to make red or white signature wines, and with over 91% of its production oriented towards rosé (the equivalent of 152 million bottles), **Provence dedicates the best of its grapes to its rosé wines, and today represents the first region in France for PDO rosé in terms of production.**

From the selection of the best grapes, to night-time harvesting, continuous temperature control, direct pressing, cold skin maceration, to the art of blending and more, from the vineyard to the winery, **every stage in the winemaking process in Provence is designed with the delicacy of great rosés in mind, which are particularly difficult to produce, requiring specific expertise, rigor and precision.**





Le Centre
du Rosé
le goût de la recherche

IN ADDITION TO ITS LONG-STANDING EXPERTISE,

Provence also boasts the Centre du Rosé, the world's only research and development center dedicated to rosé, created in the 1990s to contribute to the ongoing qualitative improvement of rosé wines through research and experimentation.

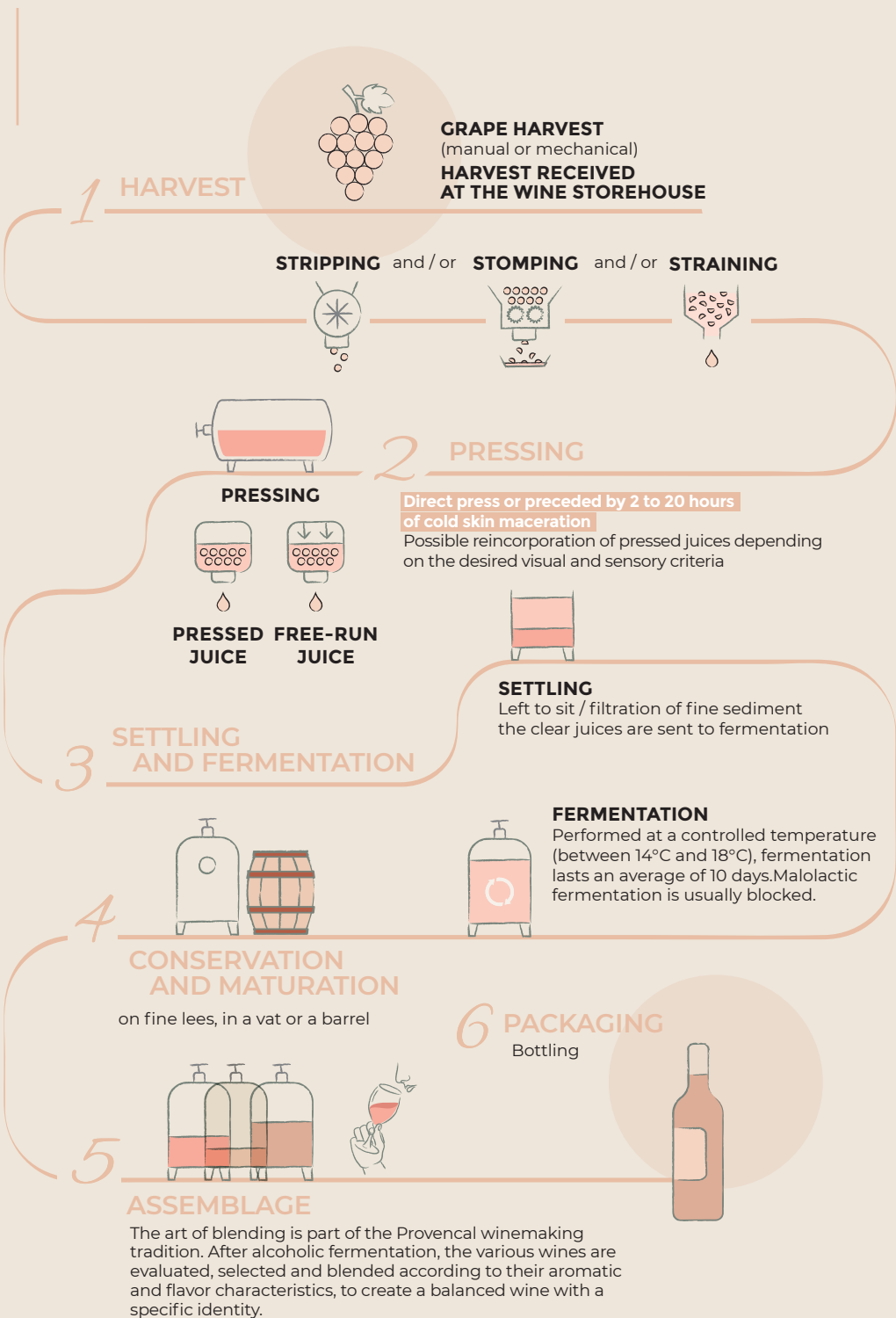
This center, which brings together experts, researchers, winemakers and tasters, looks at the future of rosé production and centralizes knowledge with a view to:

- strengthening the leadership of Provence rosé
- helping winegrowers improve the quality of their wines and their vineyards
- supporting them in facing future challenges

The results of this work are published in scientific journals and presented at vineyard conferences.

www.centredurose.fr

Wine-making process OF THE ROSÉS



The rosé wines OF PROVENCE

THE HARVEST

The **harvest date is often earlier than for red wines**. The grapes are picked at optimal ripeness to ensure the right balance between acidity and alcohol. **Harvesting in Provence is carried out à la fraîche, usually at night or at dawn**, to prevent the grapes from spoiling, which are then brought to the winery at the lowest possible temperature. All these steps enable the winegrower to vinify their rosés in the best possible conditions.

The harvest of black grapes with white pulp arrives at the winery. Rosé is usually made from black grapes, but a small addition of white grapes (before fermentation is complete) can add freshness and extra aromas and flavors.

The grapes are usually destemmed (the berries are separated from the stalks) and then crushed (the berries burst open, releasing the pulp, skin, seeds and juice).

PRESSING

Where does the pinkish color come from?

The pulp that yields the juice is colorless; only the skin of black grapes contains colored pigments. **The color of rosé wine therefore depends on the length of time and the temperature at which the skins remain in contact with the juice: this is the maceration period.** It is also during this delicate phase that the aromas and flavors of rosé wines are extracted. The vinification method thus plays an important role in the wine's final color, although the choice of grape varieties and terroir will also influence the rosé's color and personality.

In Provence, two main techniques are used at this stage: pre-fermentation cold maceration and direct pressing.

The choice between these techniques will be determined by several factors: the maturity of the harvest, the grape varieties vinified and their organoleptic potential, their proportion in the final blend and the desired aromatic profile.



For both techniques, the production of rosé requires meticulous attention to detail to obtain a beautiful color and delicate, expressive aromas.

__ For pre-fermentation cold maceration:

The destemmed and crushed harvest macerates in a vat for between 2 and 20 hours at a controlled temperature of 10 to 14°C (50 to 57°F). This temperature control during maceration delays the onset of fermentation, and allows the enzymes contained in the skins to release and diffuse the pigments and aromatic precursors into the juice. When color and aromas/flavors correspond to the winemaker's wishes, the juice is

drained off and the rest of the harvest is pressed (free-run juice and press juice).

__ For direct pressing:

This technique involves pressing the grapes directly without prior maceration. Pressing is slow and moderate, allowing the skins to release pigments and giving the juice a light, slightly pinkish color. This juice is then immediately fermented.

Rosés produced by direct pressing generally have fairly light, low-intensity colors, in contrast to rosés produced by pre-fermentation cold maceration, which have deeper colors.

FERMENTATION

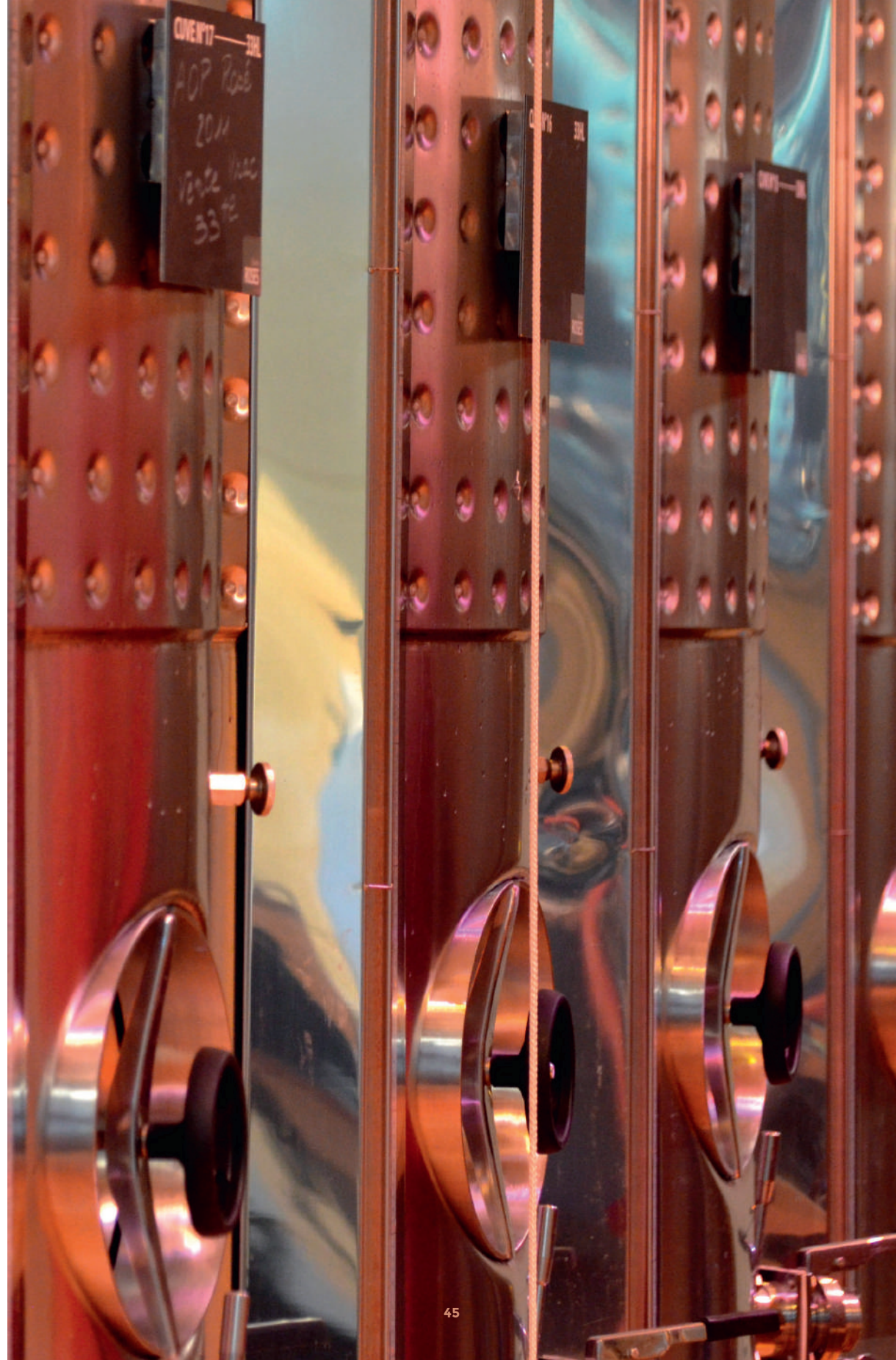
The juices are then fermented at a **controlled temperature (14 to 18°C, 57 to 64°F)** to preserve as many aromas and flavors as possible. Fermentation takes an average of ten days.

STORAGE AND AGING

The wines are kept in **stainless-steel or concrete vats**. Rosé wines are aged on fine lees. Some rosés are also vinified or aged in barrels.

BLENDING

The art of blending is part of the Provençal winemaking tradition. After alcoholic fermentation, the various wines are evaluated, selected and blended according to their aromatic and flavor characteristics, to create a balanced wine with a specific identity.





3

A STYLE OF WINE
THAT HAS BECOME
A BENCHMARK



The Provence

ROSÉ STYLE

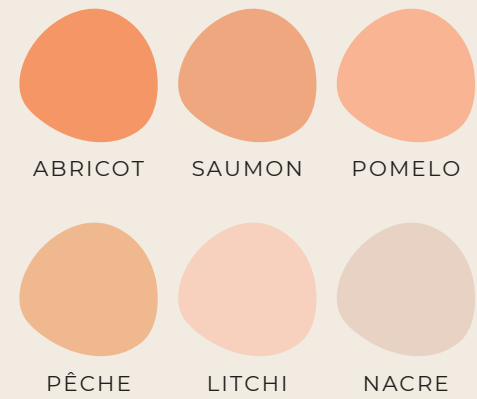
There is great diversity in the expressions of Provence's rosés, however, there are **shared characteristics that help define a style built around:**

- a **pale color**
- **good aromatic complexity** with fruity and floral notes.
- an **elegant palate** with roundness, liveliness and a perception of sweetness, even though the wines are dry.
- **freshness** on the finish.

As they vary from inland to coastal vineyards, depending on the topography and micro-climate, **Provence rosés express differences** in terms of acidity and roundness, freshness and warmth, or aromas such as exotic fruits or white flowers.



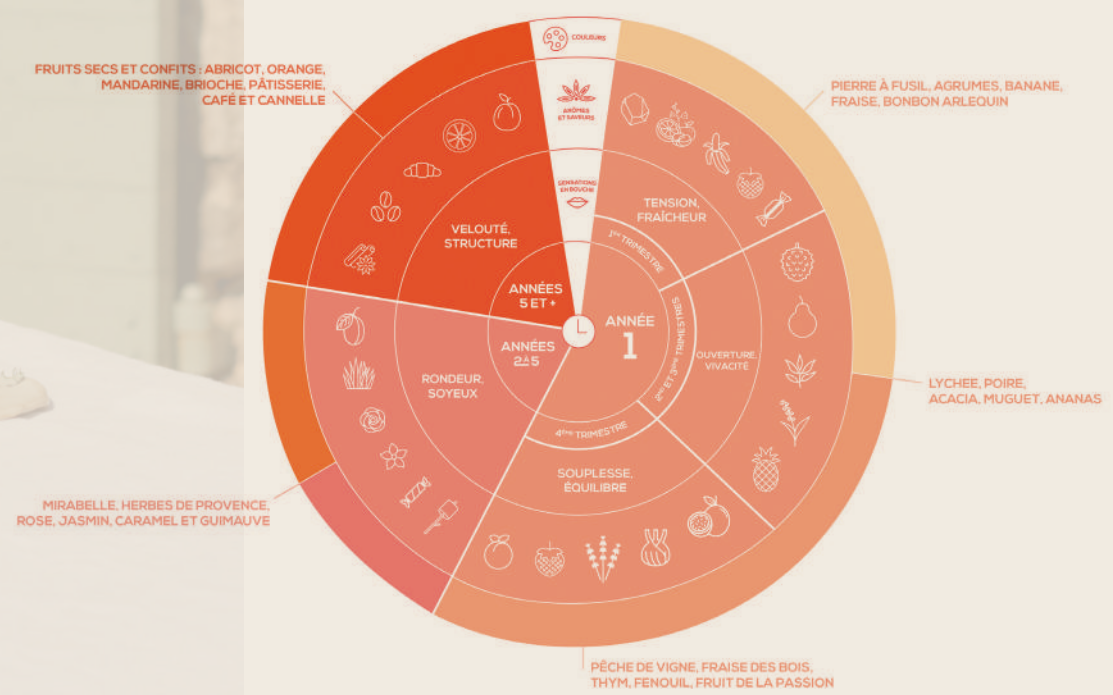
1. The color chart



These are the names of the **six main colors of rosé produced in Provence**. Created in collaboration with the rosé Centre de Recherche et d'Ex-

périmentation, the color chart is a useful reference for producers and consumers alike, enabling them to precisely describe the color of a rosé.

2. The aroma wheel





A myriad OF EXPRESSIONS

With more than 5,000 vineyards, grouped around 600 wineries (private wineries, cooperatives and wine merchant-producers), **this style of Provence wine has become a benchmark, while preserving its variations and diversity of expression.**

1. Tasting characteristics

— Côtes de Provence

Côtes de Provence rosés have a pale pink color. Highly expressive, they present, depending on their origin, a fruity (white fruit, citrus, exotic fruit, red fruit, etc.) or floral aromatic palette, mixed with mineral or empyreumatic notes and supported by a structure balanced between roundness and liveliness.

— Coteaux d'Aix-en-Provence

Coteaux d'Aix-en-Provence rosés are light, supple, fruity and floral, and mainly consumed young. They have a beautiful, glittering, pale pink color.

— Coteaux Varois en Provence

Coteaux Varois en Provence rosés are dry, with a lively, bright pink color, and are characterized by aromas of fresh fruit, often red fruit. A few spicy or «garrigue» notes reminiscent of thyme, rosemary, broom and juniper sometimes bring complexity to the aromatic profile. These wines offer a good balance between freshness and structure on the palate.



2. A diverse range

The Vins de Provence offer a particularly **diverse range of wines, to suit all budgets**: whether you're looking something exceptional for a celebration or an affordable wine for a casual occasion, the Vins de Provence have something for you!





A Provence rosé style IN TUNE WITH NEW CONSUMER TRENDS

The style of Provence wines is in line with new consumer trends: less structured meals, not necessarily taken around a table, the development of world cuisine and aperitif-style dinners with a selection of snacks: occasions that reaffirm sharing and conviviality.

In tune with the times, combining rigorous expertise, modernity and plenty of imagination, the style of Provence wines has won over new generations of consumers in France and internationally.

ROSÉ WINES WORLD TRACKING

Maintaining Provence's leadership also means obtaining reliable economic information on rosé wines, which in turn requires vital data reconstitution, cross-referencing and analysis. The Conseil Interprofessionnel des Vins de Provence and FranceAgriMer have set up the **Rosé Wines World Tracking** which they manage jointly. **This economic observatory has been gathering, analyzing and disseminating data on the production, consumption and marketing of rosé wines worldwide since 2002.** A report is published each year to track rosé trends and developments at an international level.



www.observatoiremondialdurose.com



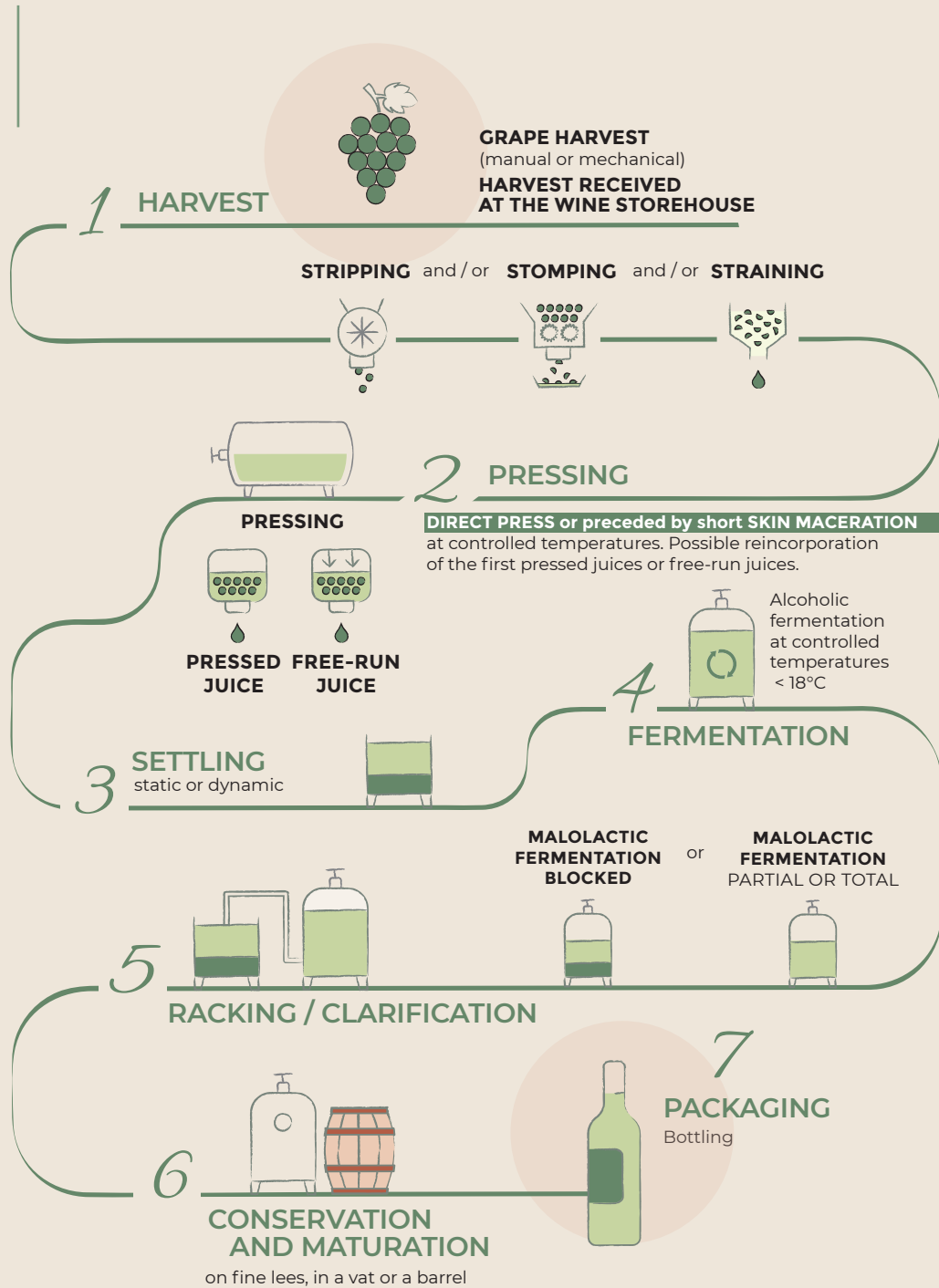


4

WHITE AND RED WINES OF PROVENCE

Wine-making process

OF THE WHITE



The white wines

OF PROVENCE

THE HARVEST

The harvest of white grapes with white pulp arrives at the winery. The grapes are usually destemmed (the berries are separated from the stalks) and then crushed (the berries burst open, releasing the pulp, skin, seeds and juice).

PRESSING

The berries are then drained directly while in the press or transferred to a vat for skin maceration. In the latter case, maceration takes place at a controlled temperature (10 to 14°C, or 50 to 57°F), just long enough for the varietal aromas to diffuse from the skins into the pulp. The free-run and press juices may be separated initially and then blended or not, depending on their aromatic potential.

FERMENTATION

The must is allowed to settle, and then undergoes alcoholic fermentation in vats or barrels. This is carried out at a controlled temperature (10°C to 14°C, 50 to 57°F).

In most cases, white Vins de Provence do not undergo malolactic fermentation.

STORAGE - AGING

White wines can be directly racked and bottled. These are then consumed young. They reveal the varietal and vinification notes typical of each grape variety.

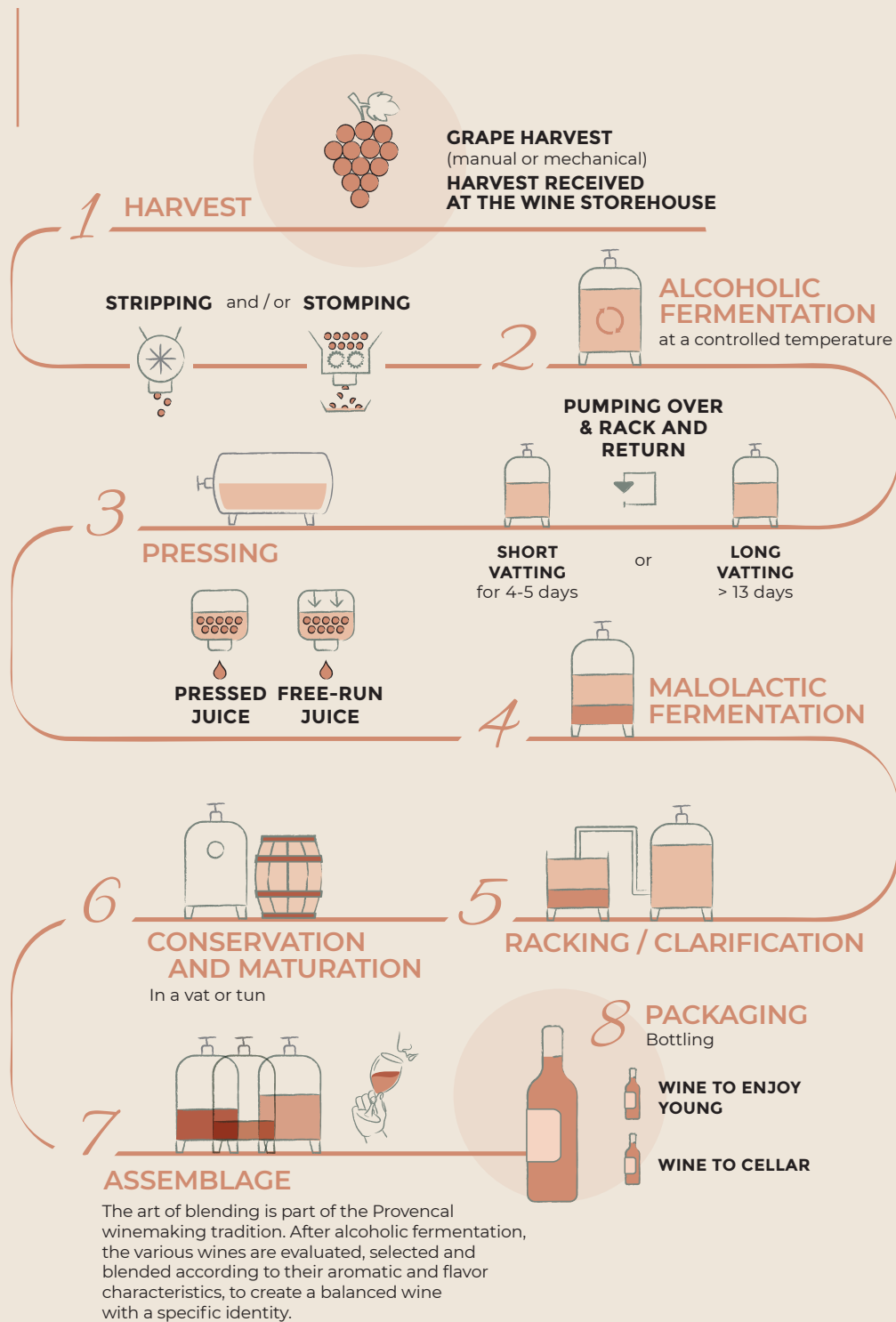
They may also be aged for several months on fine lees. The resulting wines present different organoleptic characteristics (dried fruits, nuts, honey, etc.). Some winegrowers allow malolactic fermentation to oc-

cur in certain white wines, aging them in barrels for a few months and then racking them before bottling.

In this case, the wines are suitable for aging and, in addition to the varietal and vinification aromas, present sweet notes of toast, vanilla and spices from the oak.



Wine-making process OF THE RED



The red wines OF PROVENCE

THE HARVEST

The harvest of black grapes with white pulp arrives at the winery. The grapes are destemmed and crushed, and then vinified with traditional short or longer maceration periods.

MACERATION & FERMENTATION

This is the stage at which the color, structure, aromas and flavors of red wines are extracted. During this phase, the grapes are fermented at controlled temperatures. The winemaker may choose a long or short maceration period, depending on the characteristics of the raw material and the desired results. Short maceration produces fruit-driven wines to be consumed young, while longer maceration favors the extraction of polyphenols (color pigments + tannins) and produces full-bodied, colorful wines suitable for aging.

During maceration and alcoholic fermentation, pumping-over and racking help to extract the aroma precursors and polyphenols present in the grapes.

After alcoholic fermentation, a second fermentation, malolactic fermentation (which transforms malic acid into lactic acid) takes place for red wines.

BLENDING

After the two fermentations, the liquid phase is separated from the solid phase: The liquid in the vat is drained off (the free-run wine), and the solid matter is pressed (the press wine).

As with rosé, the wines are tasted separately to determine their proportions in the blend according to the characteristics of the desired wine.

STORAGE – AGING

Aging gives the wine a different personality. It can be carried out in inert containers (concrete, stainless steel) or in wooden containers (barrels, casks).





5

WINE TOURISM IN PROVENCE

A genuine invitation to disconnect and experience “slow tourism”, wine tourism in Provence means discovering Provence in a different way:

through the beauty of its vineyards, its long-standing expertise in producing exceptional rosé wines, its culture and, of course, its “art of living”, that is synonymous with sharing moments and complete relaxation enjoying the wonderful light for which the region is famous.

Our winegrowers are full of ideas and original initiatives to encourage visits and create opportunities to share their passion. They offer a wide range of unique and immersive wine tourism experiences, sharing their history, their rosé expertise and the way of life in Provence through the seasons with themed evenings, concerts in vineyards or cellars, open-air movies, art exhibitions, and wine trails for walkers and mountain bike enthusiasts. There is a wide range of tables d'hôtes, guesthouses and self-catering accommodation, while spas, yoga, cookery and enology classes complement the more traditional winery tours and guided tastings.

VIGNOBLES & DÉCOUVERTE APPROVAL

7 DESTINATIONS HAVE RECEIVED VIGNOBLES & DÉCOUVERTES APPROVAL

- ___ Pays d'Aix-en-Provence
- ___ Provence Verte Verdon
- ___ Dracénie Provence Verdon
- ___ Bandol Sud Sainte Baume
- ___ Méditerranée Porte des Maures
- ___ Cœur du Var
- ___ Salon de Provence

This national approval certifies the excellence of winegrowing and tourism areas for their comprehensive range of tourist products (accommodation, catering, winery tours and tastings, museums, events, etc.).





www.fascinantweekend-provencebandol.fr

VIGNOBLES & DÉCOUVERTES FASCINANT WEEKEND

This annual wine tourism event is held over **the third weekend in October**, in destinations with Vignobles & Découvertes approval. It is the perfect opportunity to visit wine properties and meet winegrowers. The Fascinant Weekend offers visitors an immersive experience in our vineyards, with cultural, sporting, fun and sometimes unusual activities to enjoy with family, friends or on your own!

THE VINS DE PROVENCE WINE ROUTE

From the gates of Nice to the Camargue, the Route des Vins brings together over 456 winegrowers in private and cooperative wineries, all committed to offering visitors a warm welcome (376 Vins de Provence winegrowers). It offers several themed tours (Art & Culture, Escapade for two, Gourmet delights, etc.)





VINS DE PROVENCE

CÔTES DE PROVENCE
COTEAUX D'AIX-EN-PROVENCE
COTEAUX VAROIS EN PROVENCE



www.vinsdeprovence.com

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