



CONSEIL INTERPROFESSIONNEL
DES VINS DE PROVENCE

Annual Report

2021





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international advertising campaign which will
not be used in France.

A WORD

from the Chairman

Dear wine-makers and merchants,

When I was elected Chairman of the CIVP in July 2021, I made a commitment to work with the Board of Directors to define a strategic plan for the next three years..

In spite of an unsettled economic and health context, the elected representatives and teams at the CIVP worked all year in 2021 to implement the inter-professional council's action plan whilst developing this new plan.

We have all seen how far we have come in the past few decades but also how much remains to be done in response to new challenges and a particularly difficult international climate.

Our three Provençal appellations and the wine trade have built and cultivated the reputation of our wines. And today, we are the global reference for rosé.

Many renowned firms have invested in our wine region and want to develop brands that would add value to it.

The COVID pandemic gave us the chance to assess our resilience. And we are pleased to confirm that, thanks to the vitality of our wine region and wine trade, we have made it through to the other side.

These uncertain times will bring up profound changes to which we will have to adapt. It is important to follow this quickly changing world but also to adjust our structures to new societal needs.

These shifts must drive our actions. Although we have good reason to be confident in our wines' potential, it is still our duty to permanently consolidate their upgrade and to tackle new challenges head on.

Our wines' reputation demands the highest quality standards, and our communications must also be in line with our customers' expectations.

The professionalization of our industry will be a major asset when it comes to the challenges that await us and will enable us to shore up our brand image and reputation.

Our strategic plan revolves around bolstering the reputation of the Vins de Provence brand, developing oenotourism, further improving the quality of our products, developing relationships with our members, building an agro-environmental strategy and continuing to engage in research and development.

It is my sincerest hope that all of us – wine-makers, merchants, organizations and other actors in the region – will all actively engage in this shared ambition. Our longterm, collective success depends on it.

If we want to live up to what our predecessors built before us, it is all of our responsibility to display the desire and the ambition to move forward.

ÉRIC PASTORINO
Chairman of the Conseil Interprofessionnel
des Vins de Provence



ORGANIZATION AND OPERATIONS OF THE CIVP



@SCOWINE

The Conseil Interprofessionnel des Vins de Provence has 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.

Its members as wine-makers and wine merchants who work with the Côtes de Provence, Coteaux d'Aix-en-Provence and Coteaux Varois en Provence AOCs. The Council has made it possible to:

- reinforce the strength of the wine industry in France
- increase its members means of action and financial resources
- promote the special features of each appellation.

1. Decisions

All the CIVP's decisions are made by professional representatives of wine-makers and merchants.

1 THERE ARE SEVERAL LEVELS OF DECISION-MAKING BODIES:

- **General Assembly:** 25 delegates from production and 25 from trade. The GA defines the CIVP's policies and general-, votes on its by-laws, internal rules and regulations, inter-professional agreements and inter-professional dues. It approves the financial statements and votes on the CIVP's budget. It elects the Chair of the CIVP and the Members of the Board of Directors and the Executive Board. The Chair of the CIVP alternates every three years between production and trade.

TWO BODIES WITH EQUAL REPRESENTATION FROM PRODUCTION/ TRADE MONITOR THE CIVP'S OPERATIONS AND MISSIONS:

- **Board of Directors:** 24 volunteer members. The BoD prepares the strategy approved by the General Assembly and ensures its application. It approves and implements institutional orientations within the framework of the policy approved by the GA.

- **Executive Board:** 8 volunteer members. It executes or has others execute the missions and programmes defined by the BoD and the General Assembly, under the approved budget. It monitors the CIVP's regular operations and administrative and financial management.

BRANCHES AND COMMITTEES PREPARE AND MONITOR THE IMPLEMENTATION OF THE CIVP'S ACTIONS:

- **An Appellation Committee for each AOC** (Côtes de Provence, Coteaux d'Aix-en-Provence and Coteaux Varois en Provence), each with the same number of members from production as from trade, appointed by the professional organizations that represent the AOC in question. Each committee defines its own specific policies in terms of orientations, budget and programmes, which are then submitted to the General Assembly for approval. They also recommend special dues levels to the GA.
- **Standing Committees for joint actions between all three AOCs:** Promotion in France, Promotion of Exports, Economics, and Quality Monitoring. They have equal production/trade representation and are co-chaired by a wine-maker and a merchant.

COMPOSITION

OF THE CIVP EXECUTIVE BOARD

- ✓ **Chair**
Eric **PASTORINO**
Production
- ✓ **Vice-chair**
Olivier **NALES**
Production
- ✓ **2° vice-chair**
Philippe **BREL**
Trade
- ✓ **3° vice-chair**
Philippe **LAILLET**
Trade
- ✓ **General Secretary**
Paul **BERNARD**
Production
- ✓ **Deputy General Secretary**
Aurélie **BERTIN**
Trade
- ✓ **Treasurer**
Salvatore **PATTI**
Trade
- ✓ **Deputy Treasurer**
Éric **LAMBERT**
Production

GENERAL MANAGEMENT

- ✓ Brice **EYMARD**
Managing Director

2. Missions

The CIVP's missions are approved by the industry's professional representatives, reviewed by the public authorities and implemented by a team of 17 people.

They are built on four pillars:



ECONOMY

data collection and analysis, along with market research.



TECHNIQUES

research and experimentation, thanks in particular to a partnership with the Centre du Rosé.



QUALITY

quality monitoring to check and improve the quality of wines when they reach the market.



COMMUNICATIONS

collective communication about and promotion of wines from the three appellations, in France and abroad.

ORGANIZATION of CIVP

Following the launch of the Strategic Plan 2022-2024, the organization and operations of the CIVP will be changing in 2022, in response to the wine region's ambitions and objectives.

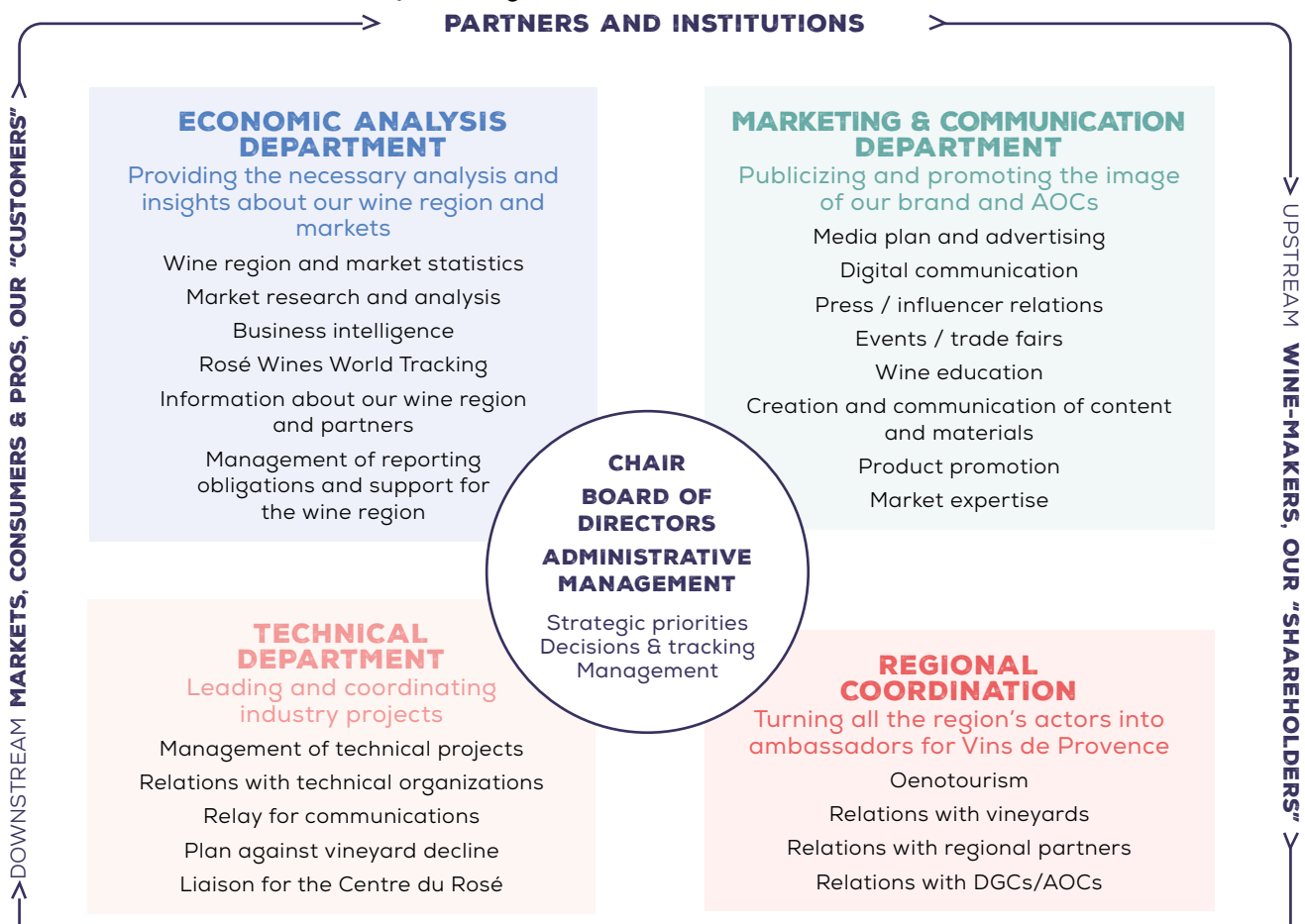
The new organization will be built on three main principles:

- The CIVP has to be connected to its environment – our wine region, our markets, our consumers and our partners – now more than ever.
- The ties between elected representatives and permanent members must be reinforced, with the BoD at the heart of the inter-professional council's strategic decisions.
- The organization needs to be more cross-cutting and more agile, thanks to the creation of a competitive cluster for each mission of the CIVP, our business specialists and our market and wine reference people.

Under this new organization, Carole Guinchard and Clotilde Métier joined the team in 2022, respectively as Marketing & Communication Director and Project Manager.



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VINS DE PROVENCE STRATEGIC PLAN 2022-2024

VINS DE PROVENCE STRATEGIC PLAN 2022-2024

Following his election as Chairman of the CIVP in July 2021, Eric Pastorino decided to hold a seminar for the Board of Directors with the goal of producing a strategic plan for the years 2022 to 2024. That strategic plan was presented to the General Assembly in December 2021 and is currently being implemented.

OBSERVATIONS

THE STRATEGIC PLAN WAS INITIALLY BASED ON OBSERVATIONS MADE BY THE BOARD MEMBERS:

1. Global rosé wine consumption has risen significantly over the past 20 years.
2. Vins de Provence wines are the worldwide reference for rosé.
3. Distribution channels have changed substantially over the last 10 years, accompanied by the upgrading of our rosés.
4. Buyers' and consumers' expectations are increasing.
5. Competition is heavier.

As a result, all of our wine region's actors must continue to evolve and professionalize.

AMBITION

Consolidate and reinforce the leadership position of our premium, collective brand, Vins de Provence.

The Vins de Provence brand, with its highly evocative name amongst both consumers and actors in the region, is a tremendous asset that needs to be conveyed and championed by the entire industry.

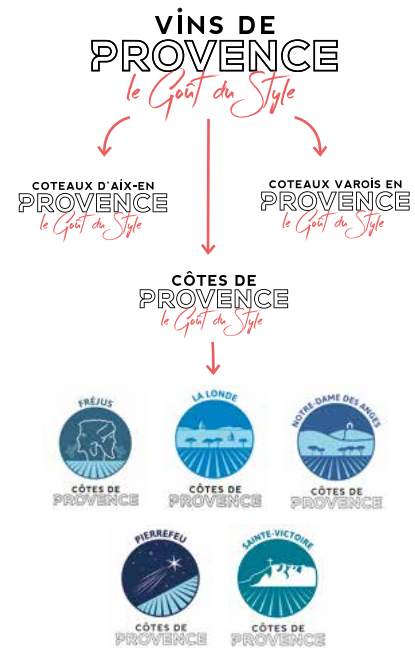
The wine region's AOCs, wine-makers and wine merchants are the source of our brand's strength and potential.



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VINS DE PROVENCE BRAND ARCHITECTURE



STRATEGIC PRIORITIES

CONSOLIDATE OUR POSITION AS A PREMIUM BENCHMARK BY MAINTAINING AND DEVELOPING REFERENCE TOOLS AND MATERIALS ON THE SUBJECT OF ROSE WINE

- Rosé Wines World Tracking
- Rosé Chair with Kedge Business School
- UNESCO recognition
- Unite AOC rosé wine-makers from around the world
- Centre du Rosé

DIVERSIFY OUR DISTRIBUTION CHANNELS AND CONTINUE TO UPGRADE OUR WINES

- Reposition our strategy and target markets to increase our impact
- Strengthen the brand's platform
- Capitalize on digital technologies
- Bolster our actions with influencers and opinion leaders
- Continuously improve our product quality

MAKE OENOTOURISM THE TOP, PREMIUM SHOWCASE FOR THE WINE REGION

- Make our offerings intelligible and visible
- Coordinate and encourage all the actors involved in tourism
- Enrich the oenotourism experience to boost the Vins de Provence image



COMPLETE OUR ECOLOGICAL TRANSITION

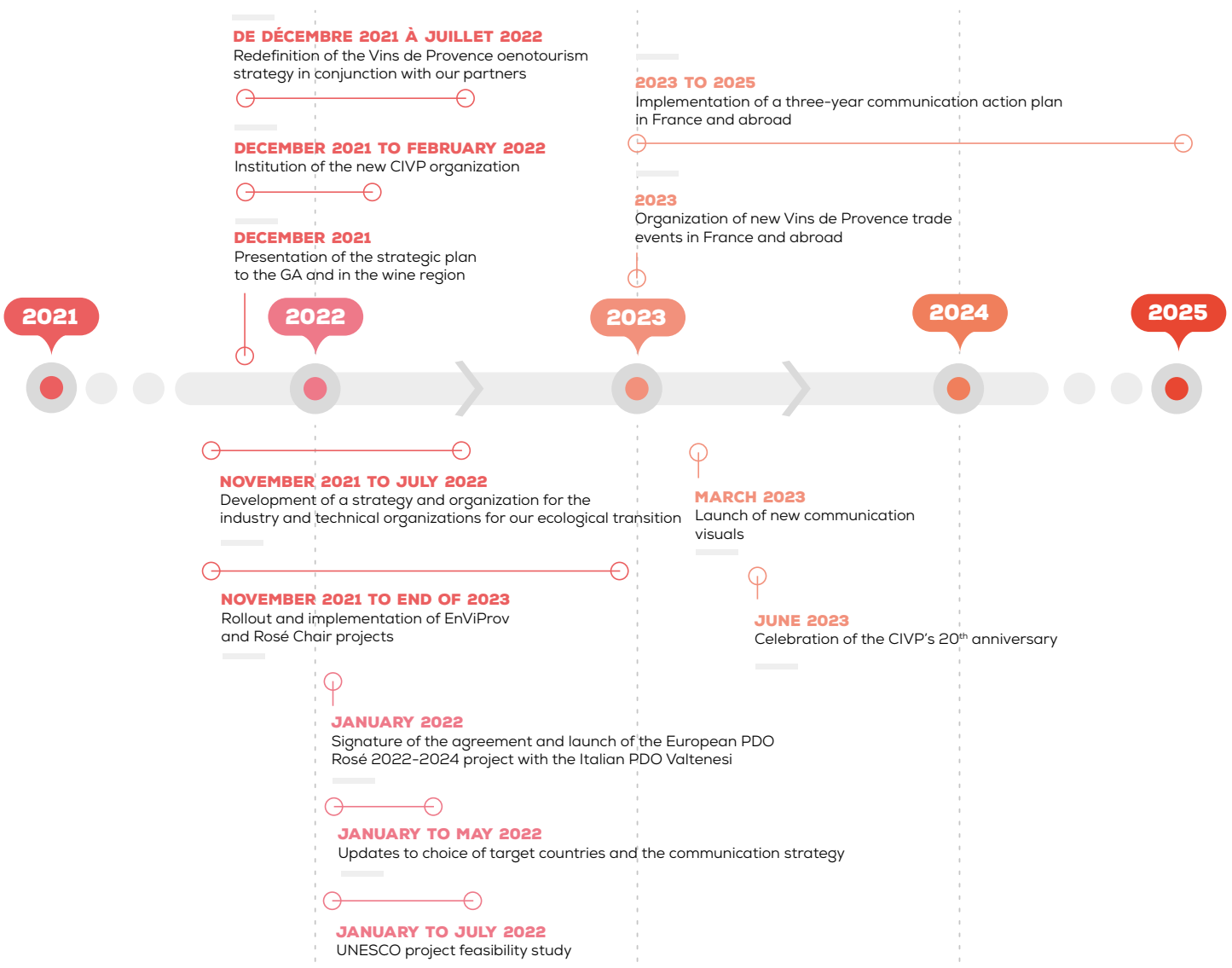
- Coordinate actions by technical organizations
- Redefine the role of the Centre du Rosé
- Provide structure for and drive the wine region's ecological transition thanks to the EnViProv project



STRENGTHEN TIES BETWEEN THE CIVP, WINE-MAKERS AND WINE MERCHANTS, ALL WORKING TOWARDS OUR SHARED AMBITION

- Gain a better understanding of the wine region's expectations
- Disseminate information and communicate better
- Strengthen ties between the CIVP's members, elected representatives and staff
- Facilitate and emphasize an understanding of our economic and regulatory environment
- Support and guide the region through its transition

ACTION PLAN A YEAR OF PROJECTS AND TRANSFORMATION





MANAGEMENT



L'ÉQUIPE

✓ **Delphine DAVID**
Administrative &
Financial Director

✓ **Corinne FISSEUX**
Management &
Accounts Manager

CIVP 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.



CIVP budget for 2021

The CIVP's budget analytically allotted to and used on:

- **Joint actions** for Vins de Provence wines, funded on a shared basis of €3.14/hl.

This budget is used to fund joint actions for the three AOCs: techniques, economics, operations, quality monitoring, national funding (CNIV and Vin & Société) and general communications in France and abroad.

- **Specific actions** for each of the three AOCs and the DGCs, respectively funded by each appellation's remaining dues.

This specific budget is used to communicate with the French market about the image of each of the three AOCs and the five Côtes de Provence DGCs.

On the whole, given the increased volume sold, compared to budget forecasts, and the ongoing impact of COVID-related restrictions in 2021, some of the budgeted actions could not be completed (like our two main trade fairs, Wine Paris and ProWein, and various events aimed at the general public of which we are a partner). Consequently, the CIVP's overall balance was positive, at €904,727, all of which will be carried over to 2022.

DUES CALCULATION FOR 2021

Sales volumes invoiced in 2021, in hl

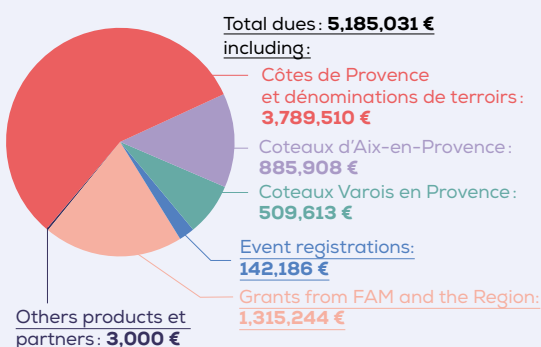
Total: **1,217,123 hl** (vs 1,108,604 in 2020):

- **Côtes de Provence: 839,758 hl**
 - CP Sainte-Victoire: **21,537 hl**
 - CP Fréjus: **399 hl**
 - CP La Londe: **3,814 hl**
 - CP Pierrefeu: **2,540 hl**
 - CP Notre-Dame des Anges: **1,769 hl**
- **Coteaux d'Aix-en-Provence: 221,476 hl**
- **Coteaux Varois en Provence: 125,830 hl**

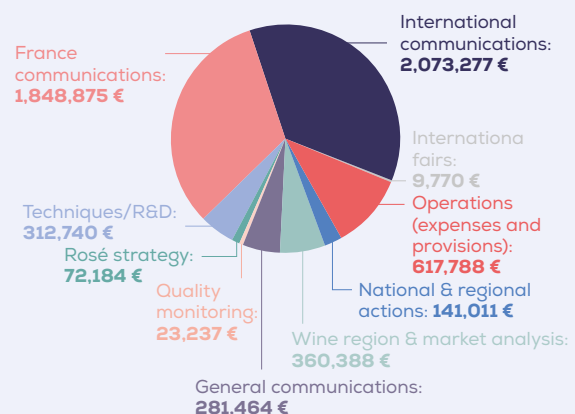
Dues rates for 2021



REVENUE: 6,645,461 €



EXPENSE: 5,740,734 €





TECHNIQUES

QUALITY MONITORING

The 8 members of the Quality Monitoring Committee in 2021:

- ✓ Philippe **LAILLET**
Trade - Chair
- ✓ Éric **LAMBERT**
Production - Vice-chair
- ✓ Max **ALBERTO**
Production - Member
- ✓ Pierre-Jean **BERTRI**
Trade - Member
- ✓ Patrick **LOBIER**
Trade - Member
- ✓ Salvatore **PATTI**
Trade - Member
- ✓ Didier **PAURIOL**
Production - Member
- ✓ Frédéric **RAVEL**
Production - Member

As part of its technical mission, the CIVP has been conducting annual quality monitoring operations on the three AOCs since 2004. Those actions rely on an organization which guarantees the independence and objectivity of the Quality Monitoring Committee (QMC).

Process

The purpose of quality monitoring is to detect objective, major defects in the Côtes de Provence, Coteaux d'Aix-en-Provence and Coteaux Varois en Provence AOCs, sampled nationwide and randomly by an independent service provider, down the line (food retailers, wine merchants, grocer's shops and others).

All the samples are first tasted against a chart of defects prepared by the QMC. Next, they are tested by an independent laboratory, as per parameters established by the QMC.

A letter is sent to all the sampled labels' signatories to inform them that their wine has been sampled. The CIVP then sends out information and/or warning letters based on the test results and the tasting marks and comments.

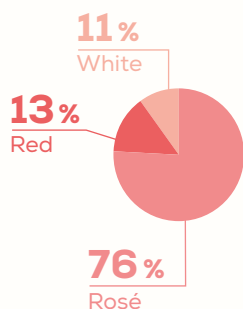
Sampling and tastings in 2021

302 samples were collected from late May to early June (including 23 from 3-litre boxed wine):

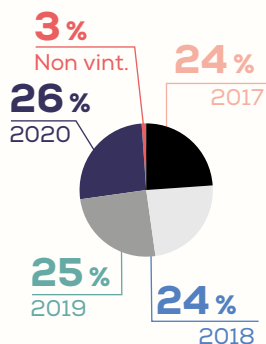
204 from Côtes de Provence, 63 from Coteaux d'Aix-en-Provence and 35 from Coteaux Varois en Provence. 15 panels of 3 or 4 tasters were divided into three rooms at the Maison des Vins Wine Institute on 7 July 2021.

PROFILE OF THE SAMPLED VINS DE PROVENCE WINES

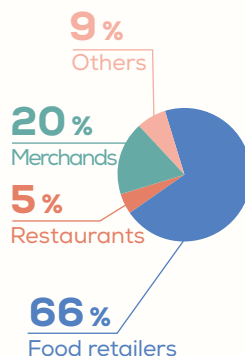
SAMPLES BY COLOUR



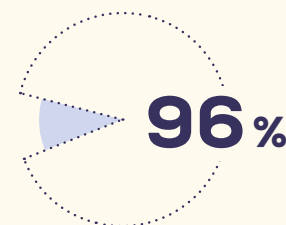
BREAKDOWN BY VINTAGE



SAMPLES BY CHANNEL



2021 QM RESULTS



96% of the samples taken were compliant with the quality monitoring specifications.
12 letters were sent regarding major defects, compared to 23 in 2020.

RESEARCH AND DEVELOPMENT CENTRE DU ROSE

Scientific programme for 2021 at the Centre du Rosé

The research programme involves 20 projects covering every step in the creation of a rosé wine, from the vine material to tasting: the terroir, the varieties of grapes, the crop management techniques, vinification, and chemical and sensory analyses. The team at the Centre du Rosé works hard each year to meet the industry's technical challenges and aspirations, not to mention the issue of our weather, to outline and prepare for the future.

FOUR MAIN SCIENTIFIC AND TECHNICAL RESEARCH AREAS

1. Vine material: varieties, rootstock and clones

Amongst other subjects, the Centre du Rosé studies new varieties of grapes developed through varietal creation, as well as foreign and heritage varieties that can meet the new challenges of the ecological transition and adaptation to climate change. Once approved, these varieties have a chance at being included in PGI and AOC specifications. Toward the end of 2021, the following were added to the specifications for the Côtes de Provence AOC:

- 2 native varieties, Caladoc and Rousseli, as ancillary varieties
- 5 foreign varieties "of interest for adaptation purposes", included on an experimental basis for the next 10 years.

An experimental block was created in La Celle to evaluate all the (150) innovative varieties that are resistant to disease and drought and that are suited to the typicity of Vins de Provence wines.

Spotlight on O'César (tracking of resistant varieties in the South of France):

At a time when the South of France is contending with increasingly challenging climate conditions (rising temperatures, uneven precipitation throughout the year and intense droughts), the Provence wine region is exploring various options for adaptation, based on the research and experiments conducted at the Centre du Rosé. One of them, in the upstream part of the supply chain, deals with the use of "new" varieties.

Leading the O'César project, the Centre du Rosé is working hand in hand with the Bouches-du-Rhône, Var and Vaucluse Chambers of Agriculture, as well as with the Syndicat des Vins Côtes de Provence and Association Syndicale des Propriétaires Vignerons du Var advocacy bodies, on the creation of a regional observatory to track resistant varieties. That observatory will identify heritage and innovative grape varieties, both French and foreign: German, Italian and Swiss for resistance to disease and Greek, Italian and Spanish for drought resistance.

2. Vine training methods

Crop management techniques are revisited to reduce the plants' water requirements, protect them from excess heat and reduce inputs, whilst ensuring optimal production levels, in terms of both quality and quantity.

3. Vinification and oenology

The Centre du Rosé supports innovations in equipment, products and processes, which we adapt to rosé wine-making in order to elevate the terroir/variety duo.

Projects on vinification methods that use reduced inputs are also under way, including a study on sulphite-free wines that applies the principle of biocontrol. To gain a better understanding of the specific compositions of rosé wines, particularly Vins de Provence rosés, two doctoral theses are in progress under the aegis of the Centre du Rosé: one in collaboration with INRAE (National Research Institute for Agriculture, Food and Environment) in Montpellier on pigments and colour, and the other with the University of Nice on aromatic compounds.



4. Quality and typicity

- Study of consistency between the senses, interactions between colours, bouquets and flavours for rosé wines, and of consumer perceptions of rosés.
- Measurement of differences and similarities between Vins de Provence, France and world wines, and the influence of terroirs on the typicity of Provençal rosés.

FOUR SPECIAL RESEARCH TOOLS DEDICATED TO ROSÉ WINE

- Experimental winery
- Test labs
- Tasting room
- Network of two types of experimental blocks:
 - grape sampling blocks
 - blocks monitored annually, where a specific cultivation method or type of grape is employed.

KEY FIGURES

The 2021 harvest produced **230 experimental wines** at the Centre du Rosé winery, divided between the 20 projects in progress.

The lab then conducted nearly **15,000 tests**, intended for use in interpreting the Centre's experiments and for distribution to the region's wine-makers.

Centre du Rosé communications in 2021

- **Two Rosé & Recherche magazines** (July and December 2021).
- A webinar advertised in the magazine **Viti**: "Do you really have to choose between colour and aromatic intensity?" led by Matthias Bougreau on 6 May 2021, in collaboration with Diam and Vivelys
- Articles in the press and trade materials:
 - › An article on the study of Provence rosé typicity, published in the CIVP's magazine, *Le Goût du Style* no. 3 (Spring 2021).
 - › An article in *Mag Viti-oenologie*, the Var Chamber of Agriculture's magazine: "Wine closures and rosé: A important choice with many repercussions" (31 March 2021).
- › An article in *Revue Française d'Œnologie* no. 306 (July/August 2021) on changes in rosé wine styles around the world in the past 15 years.
- › An article in *Revue des Œnologues* no. 1735 on the role of low-permeability wine closures in reducing sulphites in rosé wines.
- › A technical memo on the effects of smoke from fire on grape clusters, must and wine (August 2021).





ENVIPROV: ALL COMMITTED TO AN ECOLOGICAL TRANSITION

In response to climate change issues, the Provence wine region's environmental practices are changing. EnViProv, a group project co-financed under the national recovery plan for agriculture, is a mark of a shared desire to preserve our region.



To drive this ambitious, foundational project for the region, the CIVP, joining forces with the Syndicat des Vins Côtes de Provence, the Centre du Rosé, the Var Chamber of Agriculture and the Provence Rosé cluster, obtained 50% co-financing from the State as part of the France Relance recovery plan, signing a three-year partnership agreement (2021-2023).

THE OBJECTIVES OF THIS SINGULAR PROGRAMME ARE AS FOLLOWS:

- In environmental terms:
 - Reduce the wine region's greenhouse gas emissions
 - Convert 100% of the wine region to HEV (High Environmental Value) or organic by 2030
 - Accelerate the ecological transition
- In terms of industry dynamics:
 - Give the industry structure and coordinate the actions of technical organizations
 - Disseminate and transfer information and to support / train the wine region.

THE PROGRAMME IS BASED ON THREE KEY PILLARS:

1. Life cycle analysis (LCA)

A sort of expanded carbon assessment, the LCA method quantifies the potential environmental impact of the industry's activities, across the entire Vins de Provence wine region, from cultivating grapevines to the final step of releasing the wine to market.

Financé par



A survey of a sample set of 30 representative companies (individual wineries, cooperative wineries and wine merchants) will be conducted in the wine region in 2022, covering all three AOCs. The resulting data will be extrapolated to establish a comprehensive assessment of our industry's environmental impact and to produce a list of recommendations with examples of good practices.

2. Support for environmental certification

A priority area led by the Syndicat des Vins Côtes de Provence since 2019, through the creation of a collective plan to develop Level 3 HEV (High Environmental Value) certification, this support is now continuing under an EnViProv agreement.



The assessment conducted as part of the certification process is based on four criteria:

- preservation of biodiversity
- pest control strategy
- fertilization management
- water resource management.

This campaign will also provide an opportunity to collect and analyse our collective performance in these four areas, supplement the LCA assessment and identify the most relevant region-wide points of leverage.

In 2021, the goal is to double the number of vineyards being assisted with certification to 400. For the industry, the target is still to have converted 100% of the wine region to organic or HEV by 2030.

3. Support for the wine region and implementation of ethical practices

The above two projects, combined with an experiment on soils and humic balances, will yield a 360° vision of the environmental issue in Provence's wine-growing. As a result, the third pillar will entail providing coherent solutions to the wine region which will add value to the territory and ensure the longevity of our industry. The end goal is to offer personalized support and guidance to at least 500 vineyards over the course of two years, by updating their practices to reduce their environmental impact.





ECONOMY



Economic Analysis Department

The CIVP performs three key functions that are essential to the economic management of the industry:

- monitoring of **economic indicators and management of market research**
- management of **Rosé Wines World Tracking with FranceAgriMer**
- monitoring of the **wine region and management of information systems (IT)**

In other words, the Economic Analysis team is responsible for compiling and analysing all indicators and data which can be used to gain a better understanding on the wine region and its markets. It also communicates information to elected representatives, CIVP member organizations, internal departments and various partners.

This department is represented by the Economic Committee, which tracks changes in the markets (within the wine region and in terms of sales in France and abroad) and provides market summaries to the CIVP Executive Board showcasing changes in key economic indicators.

The committee is co-chaired by:

- ✓ Laurent **ROUGON** (Production)
- ✓ Philippe **BREL** (Trade)



THE TEAM

- ✓ Brice **AMATO**
Department Manager
- ✓ Laetitia **PAGANELLI**
Research Coordinator
- ✓ Caroline **GROSSO - MARGARIA**
DeclarVins Expert
- ✓ Corinne **MEISSONNIER**
Economic Analysis & Management Assistant

Wine Region Monitoring & Information Systems mission

The “wine region monitoring” function consists of collecting and improving the reliability of information from the wine region and its sales markets.

📌 TWO MAIN OBJECTIVES:

1. Facilitate and assist members with their reporting obligations
2. Develop and improve the reliability of the databases made available to the different departments at the CIVP to increase knowledge of the wine region and to conduct market research and statistical analyses for the members

📌 IMPLEMENTATION:

- Management of reporting platforms (adhering and adapting to changes in legislation, and guiding members through those changes)
- Consolidation of all the databases used internally, on an ongoing basis
- Guidance for the CIVP’s departments on their use of IT tools
- Coordination of updates to the member directory
- Development of partnerships with other organizations in the local industry, other inter-professional councils, municipalities and customs .

Economic mission

The CIVP’s economic mission is defined by the French Rural Code and European Regulations.

Its by-laws specify that the CIVP must provide for the following in particular:

- economic knowledge of the wine industry
- knowledge of product supply and demand
- adaptation and regulation of the product supply
- knowledge of the markets and product sales
- development of contracts that are compatible with EU regulations.

TAKE NOTE

Market research and analyses are conducted in several ways:

“**Jointly**” under the CNIV via group purchases of economic data with the other French inter-professional councils followed by internal data analysis for the purpose of communication to members

“**Directly**”, either via declarations like monthly summary declarations and inter-professional contracts (essential to a comprehensive understanding of the industry) or by commissioning specialised firms to carry out specific research like reputation barometers, surveys of market professionals, etc.



THIS QR CODE TAKES YOU TO THE “MARKET SUMMARIES” SECTION OF YOUR MEMBER ACCOUNT

MARKET RESEARCH AND ANALYSIS

2021 financial year

ROSE MARKETS IN 2021

1. Releases to market: At **1,100,617 hl** in 2021, releases of Vins de Provence rosé were up compared to 2020 (+8%), which is in line with the forecasts associated with availability which were calculated at the beginning of the year and with the different market disruptions (like the pandemic).
2. Exports: 2021 exports increased in volume: 461,470 (up 7% from 2020), making it a record year! In spite of a difficult context these last two years, consumer enthusiasm has remained very strong.

For example, there was a significant increase in shipments to **Australia, Canada, Germany** and the UK in 2021. **Belgium and the Netherlands** were also on the rise. Of the main Vins de Provence markets, the numbers were only down in the US.

3. French food retailers: In 2021, sales by volume (approximately 280,000 hl) were down slightly, returning to their 2019 levels.

vious year's harvest (+4% for Côtes de Provence, -12% for Coteaux d'Aix-en-Provence and +4% for Coteaux Varois en Provence).

- The rosé harvest remained stable at 1,142,024 hl.
- Given inventory levels, the Vins de Provence rosés available for sale on the different markets in 2022 are estimated at 1,305,000 hl, 3% more than last year and 12% higher than the three-year average.

2021 ROSE HARVEST

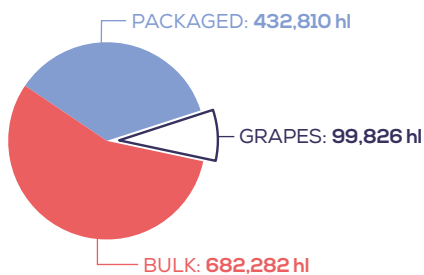
- The harvest for the 2021 vintage, was roughly 1,255,060 hl, all colours combined. It was up from the pre-

2021 harvest

SALES FROM THE VINEYARDS en 2020

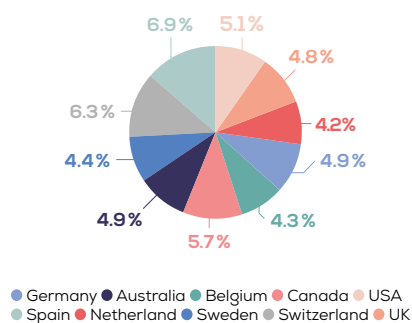
Sales break down at approximately 60% bulk and grapes and 40% direct from the property.

Sales from the vineyards in 2021 (in hl; source: CIVP as per income tax and monthly summary returns)



The value of our three AOCs pursues its long-term growth.

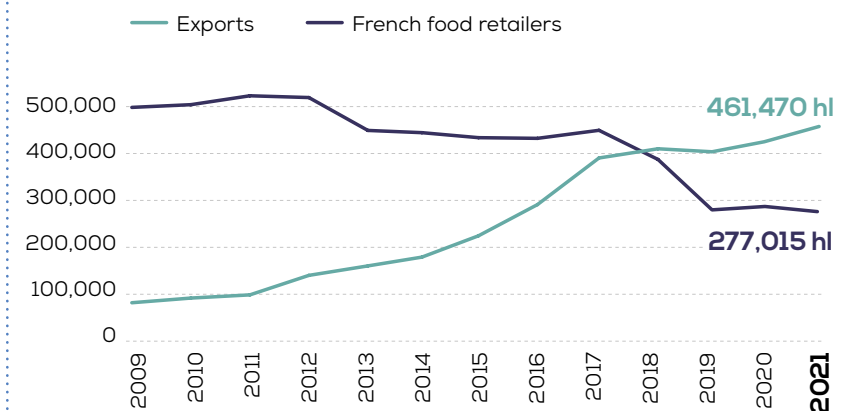
Exports of Vins de Provence wines in 2021



DÉTAILS

	Côtes de Provence	Coteaux d'Aix-en-Provence	Coteaux Varois en Provence	Vins de Provence
Red	39,135	15,204	4,777	59,117
Rosé	828,710	180,080	133,235	1,142,024
White	36,259	13,819	3,841	141,853
TOTAL	904,104	209,103	141,843	1,255,060

Evolution of sales of Vins de Provence Rosés by distribution channel (in hl; food retailers = hypermarkets + supermarkets + grocer's shops + e-commerce)





FRANCE MARKETING & COMMUNICATION DEPARTMENT

France Marketing & Communication Department

The France Committee prepares and monitors the strategy and joint actions for Vins de Provence wines on the French market. It is co-chaired by:

✓ Eric **PASTORINO** (Production) ✓ Philippe **BREL** (Trade)

The three AOC Committees, Côtes de Provence, Coteaux d'Aix-en-Provence and Coteaux Varois en Provence manage the actions that are specific to each AOC.

THE TEAM

✓ Cédric **SKRZYPCZAK**
Media Department Manager

✓ Hélène **GARCIA**
Events Project Manager

✓ Valérie **GUILLORIT**
Internal Communication Project Manager

✓ Delphine **MOREAU**
Oenotourism Project Manager

General communications

I. JOINT VINS DE PROVENCE ACTIONS FOR ALL THREE APPELLATIONS

A. MEDIA PLAN

Radio (to cover the entire region and deliver great exposure over a short period of time)

A national radio campaign.

9 radio networks selected: RFM, RTL, RMC, Nostalgie, Chérie FM, Virgin, Rire & Chansons, RTL2 and Les Indés Radios. 600 adverts broadcast (20 seconds each). 3-week campaign (10-27 July 2021).

B. PRESS RELATIONS

2021 in figures:

- › 1,911 articles published in the printed press, equivalent to an advertising investment of €28.7 million Impact: 1.32 billion contacts generated,
- › 12 press releases produced
- › 6 press tastings organized by the CIVP with a total of 1,100+ samples
- › 1 sample product pack sent to wine and product reporters, with more than 60 press spin-offs

C. DIGITAL COMMUNICATION

Vins de Provence has a presence on the main social networks:

Website
www.vinsdeprovence.com

Facebook page:
52,400 fans

Twitter
@vinsdeprovence
account: 2,200 followers

Instagram
@vinsdeprovence
account: 13,500 followers

YouTube
Vins de Provence
channel

Pinterest
Vins de Provence (CIVP)
account

The CIVP communicates all year round on social media, with an editorial line specific to each network: an informational strategy on Facebook, an aspirational strategy on Instagram and Pinterest, and a target of professionals on Twitter and LinkedIn.

2021 figures: 30+ million impressions for Vins de Provence posts on social media and 490,000+ interactions.

D. INFLUENCER PROGRAMME

In 2021, the CIVP wanted to update its approach to influencer marketing, namely by banking on a year-round presence – not just a presence during rosé season in the summertime – and on a programme dedicated to each of the AOCs.

The 2021 influencer programme targeted more influencers with a wide variety of profiles and community sizes. This new strategy enabled us

to create custom-made activations throughout the year and above all to convey messages specific to each AOC based on its positioning.

Wine, oenotourism and lifestyle communication lines were developed for Vins de Provence, including through a partnership with Margot Ducancel (Rouge aux Lèvres on Instagram), a year-round Vins de Provence ambassador who posted multiple live broadcasts on Instagram on the topics of rosés, whites and reds; travel influencers invited to the wine region during the summer; and a lifestyle influencer invited to the region in autumn..



E. PROFESSIONAL EVENTS

VINS DE PROVENCE WINE COMPETITION

The tasting for the 2021 edition of the Vins de Provence Wine Competition took place from 27 to 29 April last at Maison des Vins Côtes de Provence. 781 wines were in the running. The different judges panels were made up of 138 professional tasters representing the entire wine industry, as well as connoisseurs on the panel of experts from the Centre du Rosé research and experimentation centre. They recognized 189 wines from the Côtes de Provence AOC and its additional terroir designations, Coteaux d'Aix-en-Provence and Coteaux Varois en Provence.

Promotion of the contest:

- Via stickers ordered by the winning companies
- Via the magazine Rosé en Provence (7th edition) and the magazine Rouges et Blancs en Provence (5nd edition). The journalist Michel Egea wrote up "favourites" profiles for the Gold Medal winning wines. Those magazines have circulations of 15,000 to 20,000 copies and are available (for free) at wineries, hotels and restaurants in the region and at wine shops
- Via social media and the press: publication of the list of winners, requests from wine reporters, and sample product packs for the press
- Winning wines recognized by the different partnerships managed by the CIVP
- At a party honouring the winners
- As part of a partnership with La Cité du Vin in Bordeaux, where the competition's winning rosés are available to taste.



WINNERS' PARTY

8 July 2021 at Château Mentone in Saint-Antonin-du-Var.

The winners' party brought 150 people together to showcase the winners of the Vins de Provence Wine Competition.



F. PROMOTION OF DIRECT SALES / TOURISM

COTE CAVES EN PROVENCE

12th edition – 1 July to 31 August 2021

This action is aimed at all producers of Côtes de Provence, Coteaux d'Aix-en-Provence and Coteaux Varois en Provence AOCs with their own winery shop open to the general public. In 2021, **229** wineries registered for the game, **360** kits were produced, and **41,400** gifts were in play, including:

- 18,000 straw hats
- 10,800 glass wine stoppers
- 7,200 beach bags
- 3,600 wooden boards
- 1,800 beach towels

TAKE NOTE

A second chance to win via the Destinations Vins de Provence mobile app: This year, each ticket for the Côté Caves game has a unique code. The ticket holder can register it in the Destinations Vins de Provence app to try to win more prizes.

Promotion of the game: Press and social media communication campaigns. The participating vineyards were invited to post a photo of their winery with staging for the Côté Caves game on their Facebook, Twitter, Instagram and other accounts, using the hashtag #CoteCaves.



DESTINATIONS VINS DE PROVENCE APP

The app is among the "four seasons" tools rolled out by the CIVP to develop visibility of the Provence wine region's oenotourism options.

To simplify how users navigate the app and make it more intuitive, several new buying triggers were created in 2021. Users can now search for activities that interest them by clicking on "Discover", "Taste", "Eat", "Sleep", "Entertain" or "Go out". They are then redirected to the relevant vineyards, wine shops, restaurants and wine bars.

It is easy for them to locate the service providers around them and find the closest offerings based on their preferences.

More than 600 partner locations: 290 vineyards, 140 restaurants, 90 wine shops and wine bars, 56 tourist offices and 2 wine tours.

For each one, the app indicates its location, contact person, activities on offer, opening hours, labels, any special offers and user reviews.

All of the app's partner information comes APIDAE (an online platform for tourists with information from local tourist offices): presentation, text in English and French, photos, contact information, environmental label and charter (for vineyards), prices, activities and events.

Available to download for free on Androids and Apple phones, in English and French versions.

The app also features a news and events feed for the current period and information about Provence's AOCs and rosé expertise.

It is supported by a communication plan in the local press, tourism press and social media.

It was downloaded nearly 7,000 times in 2020 and 2021.



G. COMMUNICATION TOOLS

PROMOTIONAL ITEMS

The CIVP sells Vins de Provence promotional items to wine-makers and merchants.

The 2020 catalogue featured 33 products, including acrylic cruise wine glasses, ballpoint pens, beach bags, beach towels, deck chairs, face masks, flash drives, foudra towels, glass drying towels, glass wine stoppers, hand fans, hessian bags, ice buckets, insulated tote bags, parasols, polo shirts, serving trays, sommelier aprons, sommelier knives, spittoons, straw hats, tote bags, Vins de Provence santon figurines, waterproof smartphone covers, wine chillers, wine tasting glasses, wooden boards, wooden sunglasses and writing slates.



COMMUNICATION MATERIALS

The CIVP produces communication materials to develop knowledge of the Provence wine region. They are available internally to wine-makers but also in response to external requests (from schools, wine merchants, trade, press, etc.).



H. VINS DE PROVENCE PARTNERSHIPS

In 2021, Vins de Provence partnered with multiple events, either through financing or the donation of wine or promotional items:



- Rosé Day, an event organized by Jeunes Agriculteurs
- New Romance Festival, a gathering of readers of modern literature
- Vins de Provence Festival in Draguignan
- Les Eléonores de Provence
- LACID Festival, held during the Festival de Cannes
- MEDEF Employers Union's Summer Universities.

I. DISTRIBUTION PROGRAMME

LOBBYING: Wines from our three AOCs were promoted by means of a lobbying strategy.

La Lettre des Vins de Provence: Creation of a Vins de Provence newspaper for wine section managers at France's 5,600 hypermarkets and supermarkets. Two issues were published, in April and July 2021.

Press release: A market press release was sent to the wine and trade press, keeping Vins de Provence wines in the minds of professionals.

Trade media plan:

- **Press campaign:** A publication in June in Rayon Boissons (circ. 7,500) and LSA (circ. 18,000).
- **Digital campaign:** For Rayon Boissons, an advertorial was published in the weekly newsletter for four weeks in June 2021 and another posted on its website for three weeks between 31 May and 20 June 2021.

For LSA, a prominent advertisement was including in the newsletter for four weeks and an advertising tile was included in the general rotation on the website, with an enhanced presence in the Beverages section.

WINE LABELS AND MERCHANDISING:

To boost Vins de Provence wines' visibility on the shelves.

Refrigerated display units with Vins de Provence decorations were installed in 10 Monoprix chain stores.

CO-FINANCING OF IN-STORE ACTIVITIES DAYS

The CIVP once again co-financed in-store activities days at food retailers between April and September 2021. In figures, this covered 793 days co-financed by the CIVP, 45 companies and 70,000 AOC leaflets distributed.



II. COTES DE PROVENCE SPECIFIC PROGRAMME

A. MEDIA PLAN

A media plan specific to the Côtes de Provence AOC was instituted in 2021, combining press, signs and digital technologies.

Press

(to work on our reputation in a qualified, affinity-based way)

3-month campaign from 9 June to 31 August 2021

Targets: 16 mainstream cooking, news and women's press publications

26 publications

2 million copies / 4.9 million contacts

Signs

(to work on our presence in minds & initiate purchases)

3-week DOOH (digital out-of-home) campaign at shopping centres from 5 to 24 July 2021

Targets: 4 chains: Leclerc, Carrefour, Géant and Hyper U / Super U

Zones covered: Southeastern, southwestern, western and northern coasts of France.

Format: 10-second animated video advert for the Côtes de Provence communication campaign

1,028 SCREENS / 6,210,000

ADVERTS BROADCAST / 13 MILLION ESTIMATED CONTACTS

Digital (to benefit from all targeting technologies and the impact of "moment planning")

1-month campaign, from 8 July to 8 August 2021

Targets: Sociodemographic, behavioural and geotargeting

Zones covered: Southeastern, southwestern, western and northern coasts of France.

Format: Static and animated displays

9 million impressions / 1.1 million videos viewed in full / 47,122 clicks



B. DIGITAL COMMUNICATION

The CIVP develops video communication materials to increase knowledge of the Vins de Provence wine region amongst consumers and professionals in a fun way. These videos are posted on social media and are also available to you.

All our videos can be seen in the Videos section of the Vins de Provence Facebook page and on the Vins de Provence YouTube channel.

Series set in the COTES DE PROVENCE AOC region

This series aims to showcase the characteristics of the Côtes de Provence wine region. It is divided into multiple episodes made to help viewers understand the originality of the appellation. The images show work being done on grapevines and/or in wineries, while a voice-over by a wine-maker explains what makes that work unique and how it helps to create great rosés like the ones with the Côtes de Provence AOC.



Series featuring COTES DE PROVENCE wine-makers

This series aims to showcase the role of wine-makers in producing Côtes de Provence rosés, and more specifically their ability to make the right decisions at the right time in order to breathe life into extremely pure grapes or promote them. It is divided into multiple episodes made to help viewers understand the work being done at vineyards, at different times of year. The images show work on grapevines and/or in wineries, while a voice-over by a wine-maker explains what is happening and how it helps to create great rosés like Côtes de Provence AOC rosés.

C. INFLUENCER PROGRAMME

The CIVP, working with the SoWine agency, conducted an influence campaign specific to the Côtes de Provence AOC in 2021. Food and lifestyle communication lines were developed for the Côtes de Provence appellation, including content created about wine pairings (recipe suggestions that go perfectly with Côtes de Provence AOC wines), even outside the summer season; three lifestyle influencers invited to the region during the summer for a stay between the hinterland and the sea; and another lifestyle influencer invited in autumn with a focus on the Côtes de Provence AOC's "Taste of Style" concept.



D. COTES DE PROVENCE EVENTS AU TOUR DU VIGNOBLE COTES DE PROVENCE

The CIVP organized a new event on 7 June at **La Magnanerie de Saint-Isidore** in Hyères and on 21 June at **Maison des Vins Côtes de Provence** in **Les Arcs-sur-Argens**, dedicated to the Côtes de Provence AOC and comprising a two-episode series entitled **AU TOUR DU VIGNOBLE CÔTES DE PROVENCE**.



The event gave professionals and tastemakers in the region the chance to discover or rediscover the Côtes de Provence wine region during an event held at iconic, charming venues, plus a guided tour of the

region, discussions with Côtes de Provence wine-makers, a tasting of their wines and a lunch.

58 Côtes de Provence firms participated in the event.

The exhibitors were divided by geographic origin:

→ **7 June 2021** - La Magnanerie de Saint-Isidore - Hyères: La Londe, Pierrefeu, Bassin du Beausset and Bordure Maritime

→ **21 June 2021** - Maison des Vins Côtes de Provence - Les Arcs: Haut Pays, Notre-Dame des Anges, Fréjus and Sainte-Victoire.

A total of around 200 visitors participated in Au Tour du Vignoble Côtes de Provence.

E. COTES DE PROVENCE PARTNERSHIPS

Multiple partnerships were cancelled as a result of the pandemic: Balades Gourmandes en Terroir de Pierrefeu, Just Rosé, Nuit des Vignerons de la Motte, Les Vignades and Rallye Sainte-Victoire.

Others were maintained, most of them in the latter half of the year:

Festi'Vin & Terroir on 4 & 5 August in Vidauban, Les Nuits Blanches Festival 29-31 July, Les Arcs Wine Festival on 7 August and Salon Autour du Vin on 23 & 24 October in Draguignan..



The CIVP wanted to strengthen its summer festival partnerships to ensure the visibility of Côtes de Provence wines during the season, with Chateaufallon-Liberté in Toulon, Castel Pop in Hyères and the Ramatuelle Festival.

Republication and distribution of the "Myth Busters about Rosé Wines" brochure with the addition of a summertime calendar for the Côtes de Provence wine region.

F. MAISON DES VINS COTES DE PROVENCE

The CIVP's Côtes de Provence Section contributed financially to the promotion of Maison des Vins Côtes de Provence.

III. COTEAUX D'AIX-EN-PROVENCE SPECIFIC PROGRAMME

A. MEDIA PLAN

A media plan specific to the Coteaux d'Aix-en-Provence AOC was instituted in 2021, to develop the appellations reputation and visibility within the region.

Signs

(to boost the AOC's visibility as close as possible to purchases)

3-day DOOH (digital out-of-home) campaign at shopping centres in June 2021

Targets: 2 chains: Carrefour and Leclerc

Zone covered: Bouches-du-Rhône

Format: : 10-second animated video advert for the Coteaux d'Aix-en-Provence communication campaign

147 SCREENS / 450,000 ADVERTS BROADCAST / 1.5 MILLION ESTIMATED CONTACTS

Digital

(to grow the AOC's reputation and visibility)

28 July to 11 August 2021

Targets: sociodemographic, behavioural and geotargeting

Zone covered: Bouches-du-Rhône

Format: 20-second video dedicated to the Coteaux d'Aix-en-Provence AOC

1.1 million impressions / 915,000 videos viewed in full / 2,812



B. DIGITAL COMMUNICATION

Continuation of a web series in partnership with the Clair de Lune agency, on Coteaux d'Aix-en-Provence wine pairings, featuring renowned Provençal chefs working with a pair of Coteaux d'Aix-en-Provence wines and iconic products from Mediterranean cuisine.

OBJECTIVES:

- Reassert the territorial roots of the Coteaux d'Aix-en-Provence AOC
- Promote rosé for all seasons
- Highlight the strong ties between Coteaux d'Aix-en-Provence wines and influential locavore chefs

The series includes the creation of two video formats, a short video (60 seconds) on pairings, in which the chef presents a signature dish made from regional products and then explains and shares notes on its pairing with wines from the AOC, and a long video (2:10 minutes) on the chef and the terroir. These videos delve deeper into various subjects with each chef: their relationship to wine, their connection with Aix-en-Provence, their vision of the profession, and the list goes on. All these videos are posted on the Vins de Provence YouTube channel and Facebook page and are accompanied by an online campaign with strong media coverage across the entire Google Ads ecosystem, with an emphasis on YouTube Ads & Google Display products. This coverage includes various advertising formats (illustrated, native, text, in-stream and discovery (YouTube)).



C. INFLUENCER PROGRAMME

The CIVP, working with the SoWine agency, conducted an influence campaign specific to the Coteaux d'Aix-en-Provence AOC in 2021. A wine communication line with developed for the Coteaux d'Aix-en-Provence AOC, with three wine influencers invited to the region in September, during harvest time.



D. COTEAUX D'AIX-EN-PROVENCE PARTNERSHIPS

Multiple partnerships were cancelled as a result of the pandemic: Coteaux d'Aix-en-Provence Wine Festival in Rogne and Salon des Agricultures de Provence in Salon-de-Provence.

1 partnership was maintained: Fête de la Vigne et du Vin in the Bouches-du-Rhône department on 15 May 2021

Visibility: Coteaux d'Aix-en-Provence logo on communication materials

IV. COTEAUX VAROIS EN PROVENCE SPECIFIC PROGRAMME

A. MEDIA PLAN

A media plan specific to the Coteaux Varois en Provence AOC was instituted in 2021, to develop the appellations reputation and visibility within the region.

Signs

3-day DOOH (digital out-of-home) campaign at shopping centres in June 2021, to work on our presence in minds and trigger purchases

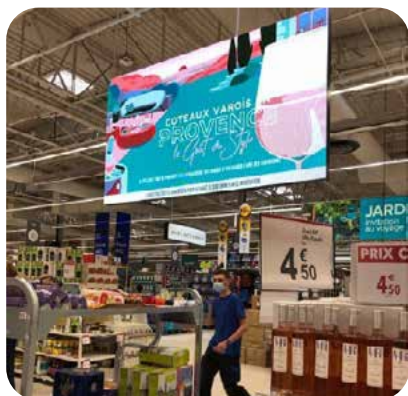
Targets: 3 chains: Carrefour, Leclerc and Hyper U / Super U

Zones covered: Southeastern, southwestern and western coasts of France

Format: 10-second animated video advert for the Coteaux Varois en Provence communication campaign

454 SCREENS / 1,595,000 ADVERTS BROADCAST / 5.3 MILLION ESTIMATED CONTACTS

Long-term signage at Toulon Hyères Airport



B. COTEAUX VAROIS EN PROVENCE PARTNERSHIPS

RALLYE DECOUVERTE DES COTEAUX VAROIS EN PROVENCE:

Cancelled

MUSICAL EVENINGS AT ABBAYE DE LA CELLE: 26 July to 8 August

FOIRE DE BRIGNOLES: April edition postponed to 9-17 October 2021 with promotion of the Coteaux Varois en Provence AOC during the fair

C. PROFESSIONAL EVENT

COTEAUX VAROIS EN PROVENCE WINE TOUR

Urban wine merchants and sommeliers invited to the Coteaux Varois en Provence wine region on 9 & 10 May 2021.

The CIVP set up a wine tour in collaboration with the Syndicat des

Vins Coteaux Varois en Provence advocacy body and the Clair de Lune agency, with the aim of promoting the Coteaux Varois en Provence AOC to influential urban sommeliers and wine merchants in a health context that remains uncertain.

Three groups of four tastemakers (12 in total) were hosted for a tour of three wineries per group, with a focus on adapting to pandemic and post-pandemic life.

The trip revolved around three highlights:

- A discovery tasting of the AOC at Maison des Vins Coteaux Varois en Provence
- Winery tours
- A dinner and a lunch combining socializing with key encounters. KPI: 12 tastemakers hosted, sommeliers and wine merchants mainly from Paris.



V. COTES DE PROVENCE DGC PROGRAMME

Côtes de Provence has **five additional terroir designations (DGCs)** that showcase a portion of the AOC's territory. The concept of a DGC underscores a **terroir's special features** and the **interactions between the natural environment** (soil and climate) and the **wine-makers' expertise**.

From a perspective of the AOC's image, DGCs show that, over and above the recognizable style of our pale, fresh, fruity, aromatic and dry rosés, there are actually many different nuances depending on the area, the blend, the varieties and the vinification process.

JOINT PROGRAMME FOR THE 5 COTES DE PROVENCE DGCs

Because of the pandemic, the prestige dinner planned for the press and influencers in Paris was postponed to 2022.

It was only possible to complete certain actions for the Côtes de Provence Notre-Dame des Anges and Côtes de Provence Sainte-Victoire DGCs.

A LOOK BACK AT THE SECOND YEAR OF THE COTES DE PROVENCE NOTRE-DAME DES ANGES DGC

Creation of content and communication materials

- Dedicated website: Brought online on 7 July 2021, with 5,381 visitors in the space of 5 months and an average of 5 pages viewed per visitor



cotesdeprovence-notredamedesanges.com

- Dedicated videos: A long version (2:49 minutes) and a short one (1:20 minutes)



- Updates to the dedicated brochure
- Dedicated list of wine-makers



- Dedicated promotional items: 20 glasses, 15 buckets and chillers, and 30 writing slates

Visibility campaigns

- Press release
- Social media: A post published on the Vins de Provence Facebook page on Friday, 16 July, which was the subject of a visibility campaign on Facebook and Instagram from 16 July to 31 August

Post: **405,702 people reached**

Video: **100,333 views**

- Digital: The Notre-Dame des Anges video (short version, 1:20 minutes) was showcased via a 100% YouTube campaign from 19 July to 15 August **72,086 full video views**



- Region:
 - Targeting tourism actors: Distribution of 300 CdP NDA brochures, 300 wine-maker lists, 1 CdP NDA writing slate and 2 tote bags
 - Targeting NDA wine-markers: distribution of 300 CdP NDA brochures, 300 wine-maker lists and 1 CdP NDA writing slate

RELOCATION OF THE COTES DE PROVENCE SAINTE-VICTOIRE DGC TO SAINT-ANTONIN-SUR-BAYON

Launch of a new Vinothèque Maison Sainte-Victoire

The Association des Vignerons de la Sainte-Victoire wine-makers' association opened a new wine collection where it decided to relocate its head offices. The Vinothèque Maison Sainte-Victoire in Saint-Antonin-sur-Bayon is now open to the public Tuesday to Saturday, 10 am to 12:30 pm & 1:30 pm to 6 pm.



Updates to the brochure

The SV brochure was republished, with the goal of distributing it more widely to DGC wine-makers and wine merchants, as well as actors in the region.



Social media

The association created its own Instagram account (@vins_sainte_victoire) to bolster the DGC's identity in the minds of consumers and to promote the Vinothèque's wine collection. Management of that account has been entrusted to an agency.



EXPORT COMMUNICATION

THE COMMITTEE

✓ Hélène **DRAGON**
Production

✓ Olivier **SOUVELAIN**
Trade

The Export Committee coordinates the medium and long term strategy with the permanent export staff. It identifies target countries on the basis of economic studies, statistics and experience in the business.

THE TEAM

✓ Valérie **LELONG**
Department Manager

✓ Cécile **GARCIA**
Export Area Manager, USA / China / Hong Kong / Korea

✓ Caroline **BENETTI**
Export Area Manager, Canada / Europe

✓ Romain **DIHO**
Export Area Manager, Australia / New Zealand / Japan / ASEAN

✓ Clotilde **METIER**
Export Communication Project Coordinator

Strategy and orientations

EUROPE: BELGIUM, DENMARK, GERMANY, NETHERLANDS, SWEDEN & UK

and

REST OF THE WORLD: AUSTRALIA, CANADA, CHINA, HONG KONG, JAPAN, NEW ZEALAND & USA + ASIA-PACIFIC PRODUCT LISTING PLAN

Since the outbreak of COVID, exports to European countries have grown nicely, and we wanted to sustain this in 2021. In terms of exports outside Europe, we continued our rollout strategy, adapting our actions to the changing restrictions associated with the pandemic.



Budget: €202,109

102,182 hl exported in 2021

KEY FIGURES

MEDIA BUREAU - 1 JANUARY TO 31 DECEMBER 2021

Our media relations activities revolved around a dynamic and effective media bureau which ensured that our key information and initiatives were communicated to the trade press and consumers. The eight press releases we issued and regular contact with British journalists generated no fewer than 302 articles, with a combined audience of 539 million.

SOCIAL MEDIA ACTIVITIES - 1 JANUARY TO 31 DECEMBER 2021

Activity on Vins de Provence social media in the UK, highlighting messages and plenty of interactions with followers thanks to contests. We gained 840 new followers on Instagram and 450 on Facebook.

Our collaboration with three influencers to stimulate engagement with our Instagram page generated 53,000 impressions.

EDUCATIONAL SESSIONS AT HAMPTON COURT PALACE FESTIVAL - 13-24 AUGUST 2021

We organized 45 short, entertaining tasting sessions led by experienced educator David Kermode every night of the music festival. 1,125 festivalgoers and the attendees of the gala dinner discovered the 16 wines he presented.



@TUCKERIMAGEUK

PARTNERSHIP WITH THE BUYER - MAY TO JULY 2021

We partnered with the online magazine The Buyer to develop three advertorials and promote Vins de Provence rosés to the 63,000 professionals who use its media platform.

COLLABORATION WITH ONLINE RETAILERS - AUGUST & SEPTEMBER 2021

We worked with two online retailers, Virgin Wines and Tanners, to promote Vins de Provence wines. We reached 89,000 Virgin Wines subscribers and 34,000 Tanners subscribers with an increase in sales along the way.

INFLUENCER PRESS TRIP - 11-14 OCTOBER 2021

We invited two journalists and two influencers to capture the essence of Provence and its wines and then share it with their readers after four days of tastings and meetings with wine-makers. Their 123 stories and posts generated more than 880,000 impressions.



COLLABORATION WITH FOOD FM - 6 AUGUST 2021

We participated in David Kermodé's podcast The Drinking Hour.

Reaching more than 1 million listeners, this podcast allowed us to give our target audience some key information about Vins de Provence wines.

TRADE MEDIA PLAN - THE DRINKS BUSINESS - DECEMBER 2021

We negotiated a full-page advertorial in the international trade publication The Drinks Business, with a reprint in the magazine's daily newsletter and on its website. It boasts the UK's biggest trade readership

(12,000 monthly readers, 35,000 subscribers and 3 millions monthly visits to its website).

LONDON SIGNAGE PLAN - 30 NOVEMBER TO END OF DECEMBER 2021

100 "Make your winter rosé" signs were posted in London, inside 11 Tube stations in influential neighbourhoods. 237 million Londoners saw them before the winter holidays.

GERMANY

Budget: € 102,979
29,466 hl exported in 2021

KEY FIGURES

"MY FRIENDSHIP MOMENT" INFLUENCER PARTNERSHIP - AUGUST TO OCTOBER 2021

Our communications revolved around the theme of "My friendship moment", developed by five influencers. Two of them focussed on a weekend in Provence and in Germany, and the other three on a moment with Vins de Provence wines at home. They published 17 posts on social media, reaching **268,800 consumers**.



TRADE PRESS MEDIA PLAN - FEBRUARY TO SEPTEMBER 2021

To get our messages out to German professionals, we developed a media plan using Meininger publications:

- 4 editorial pages with tastings in Weinwirtschaft (circ. 7,000) and Meininger Frankreich Spezial (circ. 25,000)
- A "Sustainable Provence" page in Meininger Sommelier (circ. 6000)
- Vins de Provence banner in the Meininger Newsletter (30,000 subscribers) for two weeks, repeated four times

WINE & GASTRONOMY PRESS MEDIA PLAN - MAY TO JULY 2021

- 2-page oenotourism report in Weinwelt (circ. 60.000)
- 5-page oenotourism report in Frankreich Magazine (circ. 30.000)
- 1-page culinary advertorial in Gault&Millau (circ. 80.000)
- 1-page culinary advertorial in Bunte Genuss & Stil (circ. 150.000)

die farbe der provence

REGION SUD

WEITERE INFORMATIONEN

WINE & GASTRONOMY PRESS MEDIA PLAN - MAY TO JULY 2021

BELGIUM NETHERLANDS

Budget: €100,000

25,882 hl exported to Belgium in 2021

34,193 hl exported to the Netherlands in 2021

KEY FIGURES

MAINSTREAM PRESS MEDIA PLAN – NETHERLANDS - APRIL & JUNE 2021

We established a partnership with the lifestyle and tourism magazine *Leven in Frankrijk* (circ. 25,000) for two reports of 5 and 6 pages (Spring and Summer issues) and two articles in its newsletter.



MAINSTREAM PRESS MEDIA PLAN – BELGIUM - JULY & AUGUST 2021

We targeted readers of *ELLE Belgique* / *ELLE België* magazines (French and Dutch versions) with a double-page wine tourism spread in *ELLE* (circ. 63,000), four pages on the art of entertaining and recipes in *ELLE à Table* (circ. 60,000). The same report was reproduced in a two-page spread in *ELLE Decor*.

The articles were also published online on www.elleatable.be, www.elleeten.be and www.elle.be, with social media posts as the final ingredient in the media plan.



SWEDEN DENMARK

Budget: €40,000

13,122 hl exported to Sweden in 2021

5,015 hl exported to Denmark in 2021

KEY FIGURES

ANNONCE

ENDELIG ROSÉ

Når solens stråler skinner igennem et køligt glas rosévin, smiler vi skuldrene og smiler lidt bredere.



HELT RIGTIG ROSÉ
Server rosé køligt ved 7-10° C.

Rosé er ikke kun god om sommeren, men smager fortrinligt året rundt til f.eks. vegetariske retter, tapas, sushi eller charcuteri.

Hvis du er i tvivl, så vælg Provence. Vinsydensiden i Provence er specialiseret i rosé, så med et smil er det svært at gå galt i byen.

En Provence rosévin dækker en hel farvepalette fra hvidt til mørkt, fra laksefarvet til garmørbrun. Vinene er velsmagte, smagfulde, friske og frugtige.

V i har solket og længtes efter det i månedsvis. Endelig at løse et glas rosévin til skål med venner under den danske forårsfest. Det er næsten titårligt. En slags velkommen til byens tid. Og selvom vi gerne nyder de elegante rosévine på alle tider af året, fordi de kompletterer f.eks. pastaretter, sager og skaldyr fortrinligt varmt vejr, så er det som om, sæsonens glas tænger rosévinens færdighed, Provence, med sig. Som vens duften fra lavendelmærkerne, følelsen af den varme Mistralvind og middehørlimmet kommer med ind i bughulen sammen med de hyggelige dister.

ROSÉ OG SAMVÆR
Skål den rosé på herke, så er det værd at rette blikket mod Provence i Frankrig, hvor

vinmarkerne fylder de stejle skrænter. Her har man dyrket vin siden de første brugte vindstokkene med til Marsielle for 2.600 år siden og specialiseret sig i rosévinens hoveddråber Grenache, Cinsault, Syrah, Tibouren og Mourvèdre. Chardonnay, som dermed er den ældste vinproducerende region i Frankrig og som har specialiseret sig i rosévine, og lever rødt i disse år en stigende popularitet - også når det ikke er, hvad vi har til lands ville kalde "rosé-sansen". Vinens sødme og elegante tilgængelighed passer til den måde, vores samvær har udviklet sig på. Det må gerne være ukonkret, og middagsklær ikke nødvendigvis indtages med albuerne and i kroppen på faste pladser omkring middagsbordet. Det er vine, der kompletterer en mindre konventionel måde at sætte sig på, og når det er på plads, vinder den pladsen i glasset for dem og føle i disse år. ■

VINS DE PROVENCE

PARTNERSHIP WITH MUNSKANKEN – JUNE 2021

The magazine for Sweden's biggest wine tasting club (30,000 members). Publication released in late May 2021, in the June edition (75,000 readers). Article in the magazine for member tasters, also available online. Presentation and recommendation of 15 wines, complete with tasting notes and information about the wine region and the three AOCs.

PARTNERSHIP WITH VINBANKEN.SE – MAY 2021

One of the two biggest wine websites in Sweden. Two online articles with recommendations for 10 wines, including tasting notes, plus a teaser on the website's home page.

121,000 views and 19,200 contacts via the newsletter.

PARTNERSHIP WITH FRIDA LUND ON ELLE.SE AND INSTAGRAM – JUNE 2021

The wine influencer with the biggest Instagram community in Sweden.

1 article on Vins de Provence rosés on elle.se.

1 post and 1 story on Instagram (@_fridalund).

44,000 contacts on Instagram and 6,400 views of the online article.

UNITED STATES

Budget: €435,007
166,614 hl exported in 2021

KEY FIGURES

MEDIA BUREAU - 1 JANUARY TO 31 DECEMBER 2021

Our bureau is in constant contact with the American media. Three press releases authored and issued. Three sample product packs for the press, one media pitch and two interviews with Forbes and Wine Spectator.

Organization of a tasting with 182 samples for Wine Advocate magazine.

196 spin-offs, both organic and directly linked to our actions. More than 500 wine and lifestyle journalists reached and more than 1.78 billion media impressions.

SOCIAL MEDIA ACTIVITIES - 1 JANUARY TO 31 DECEMBER 2021

Activity on our US Facebook and Instagram pages in the form of content creation and posting. Promotion and publication of #IconicWine, #IconicViews and #IconicArt content. 32,394 fans on Facebook (up 4,600) and 20,300 on Instagram (up 2,700).

ICONIC CONTENT PLATFORM - DECEMBER 2021

We created a page dedicated to American professionals on the vinsdeprovence.com website for the publication of content specific to that target audience and to arouse their interest in the category. In parallel, a media strategy involving online advertisements redirected users directly to the content in order to maximize visibility.

PROMOTION WITH RETAILER WINE.COM - 6-15 AUGUST 2021

We negotiated a digital marketing programme with Wine.com, America's biggest online wine distributor, to boost the reputation and sale of Provence rosés, including a week of Vins de Provence placement on the home page. 100,000 consumers were reached in total.

PROMOTION WITH RETAILER ABC WINES - 17 AUGUST TO SEPTEMBER 2021

We coordinated a digital plan (featuring a dedicated article, social media posts and a newsletter) with ABC Wines in Florida, supplemented by a series of 42 tastings at the retail outlets to promote Vins de Provence wines to retail customers.

More than 180,000 consumers were reached in total.

PROVENCE ICONIC PANEL 2.0 - 27 MAY 2021

An online conference organized in partnership with Wine Enthusiast.

Professionals from the US and Provence spent an hour discussing various topical subjects. With 292 live attendees of the webinar and a total of 538 views, it achieved the expected goals.

PROMOTION IN WINE ENTHUSIAST - 1 MAY TO 27 JUNE 2021

The online panel was promoted via a dedicated web page and banners on Wine Enthusiast's website. More than 60,000 professionals and 357,000 consumers were reached in total.

PARTNERSHIPS WITH CHEFS - OCTOBER TO DECEMBER 2021

Partnerships with 11 American restaurants as a form of post-COVID support, to serve their guests recipes paired with Vins de Provence wines and to bolster sales.

These partnerships were promoted through videos of the chefs, posts on social media and three partnerships, with influencers, the "Time Out" guide and "The Connected Table". More than 1 million impressions were generated.

ICONIC ART MIAMI - 6 DECEMBER 2021

We held a press and tastemaker event in the trendy, boutique hotel Palihouse Miami Beach. Three workshops were led by artists on the subjects of sustainable development, nuances of rosé and Provençal terroirs, and a dinner was attended by a sommelier, three journalists and six influencers.



SOCIAL MEDIA ACTIVITIES - 1
JANUARY TO 31 DECEMBER 2021

Bilingual management and activities on the Vins de Provence Canada Facebook and Instagram pages. Content creation by six lifestyle, gastronomy and travel influencers in Quebec, Ontario and British Columbia to communicate about our positioning, advertisements and contests, plus production of a "Get to know me" series to amplify the partnership.

As at the end of 2021, our social media accounts had 10,773 Facebook fans and 2,500 Instagram followers.

INFLUENCER PARTNERSHIP -
1 JANUARY TO 31 DECEMBER 2021

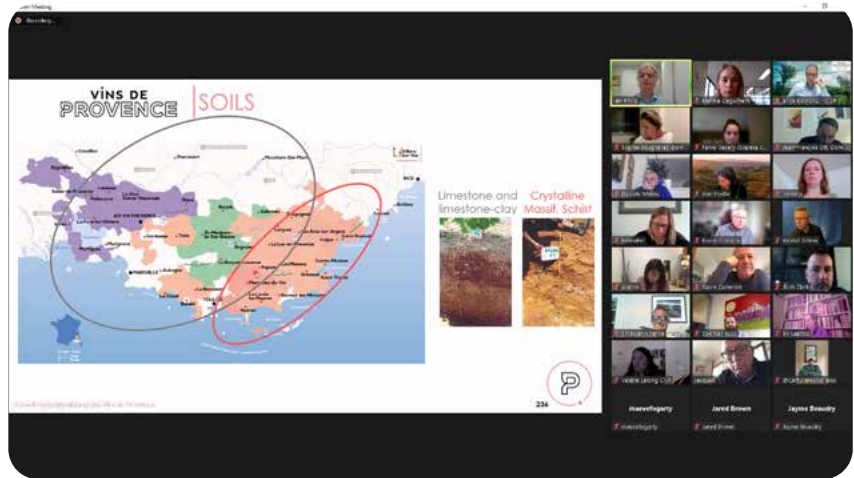
We collaborated with Audrey Rivet (Quebec) and Alicia Haque (British Columbia) to convey messages to those provinces through the creation of 47 posts, which were collectively "liked" 18,252 times.



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MEDIA BUREAU - 1 JANUARY TO 31
DECEMBER 2021

Multiple levers were activated by this media bureau, connecting the Canadian press to Provençal wine-makers: a press release aimed at wine and environmental columnists and a sample product pack sent to 20 media outlets. Our press monitoring counted a total of 240 articles with a reach of 48 million readers.



VIRTUAL TRADE SEMINARS - 4 & 5
OCTOBER 2021

Organization of two training webinars in Quebec and British Columbia, led by Elyse Lambert and Iain Philip on the subject of "Discover the shades of Provence".

63 professionals participated, and social media amplification generated 46,000 impressions.

COMMUNICATION DIRECTED AT
CANADIAN PROFESSIONALS -
16 & 17 DECEMBER 2021

Elyse Lambert and Sara d'Amato, two Canadian leading lights in the field of wine, sent a bilingual newsletter to 5,600 professionals, featuring video recommendations on wine pairings from Provençal wine-makers.

ONLINE CONFERENCE -
16 NOVEMBER 2021

Three representatives of Provence discussed the topics of the "Future of rosé wine" during the online conference, Tasting Climate Change. More than 500 people were in attendance, and 10,500 were reached by the social media amplification programme.

ELLE CANADA MEDIA PLAN -
15 NOVEMBER TO 13 DECEMBER
2021

Establishment of a partnership with ELLE Canada and our top influencer on the Canadian market, Audrey Rivet, for a two-page spread printed in the Christmas edition of the lifestyle and fashion magazine, a web component featuring an article, a post on Facebook with media amplification, an Instagram story, a mention in the newsletter and a web banner on KO Channel. 1.7 million readers targeted.

PROMOTION VIA THE "LCBO" - 20
JUNE TO 17 JULY 2021

This promotion was part of a broader programme on the topic of French rosés at 140 State alcohol monopoly shops. Creation of a 4-sided sign with visuals and publication of a 3-page report in the "Summer" edition of "Food & Drink", with a photo shoot to transport consumers' minds to Provence. 2.5 million visitors were reached, and sales in the category increased by 47%.



AUSTRALIA

 Budget: €175,000
 14,170 hl exported in 2021

 KEY FIGURES

MEDIA BUREAU - JULY TO DECEMBER 2021

Six press releases authored and sent to 211 media outlets to continue expanding the reputation of Vins de Provence wines and reach 7 million Australians.

INFLUENCER PARTNERSHIP AND DIGITAL CONTEST - FEBRUARY TO DECEMBER 2021

We launched a digital campaign with Australian chef and influencer Justine Schofield and her audience of more than 300,000 subscribers.



Justine created seven posts and two stories for us and participated in a digital contest that allowed 30 Australian consumers to win gift baskets in the colours of Vins de Provence by liking and commenting on the influencer's post.

TRADE MEDIA PLAN - JULY TO DECEMBER 2021

Collaboration with the Australian publication Drinks Trade for a trade media plan including an advertisement, articles, a tasting and more. The magazine has a print circulation of 18,000, plus 130,000 unique monthly visitors to its website.

CONSUMER MEDIA PLAN - OCTOBER TO DECEMBER 2021

Media campaign with Are Media, a group that reaches 6.3 million readers each month. We collaborated with one of Australia's biggest magazines, Gourmet Traveller, supplementing the arrangement with a 6x3 metre poster in three Sydney Metro stations.

MULTI-STORE COOPERATION - NOVEMBER TO DECEMBER 2021

A cooperation campaign to support 10 independent wine retailers following the COVID-19 lockdown. The participating shops received promotional materials for the holiday season. Approximately 20,000 customers were reached.

COOPERATION WITH VINTAGE CELLARS - NOVEMBER TO DECEMBER 2021

A digital campaign with Vintage Cellars (Coles Group) with a theme page about Provence highlighting available products on vintagecellars.com.au, another on firstchoiceliquor.com.au, a mention of Provence on the vintagecellars.com.au home page, two educational pages in the newsletter and a carousel Instagram post on the Vintage Cellars account. Total audience of 609,000 readers.



NEW ZEALAND

 Budget: €49,850
 1,521 hl exportés en 2021

 KEY FIGURES

CONSUMER MEDIA CAMPAIGN - NOVEMBER TO DECEMBER 2021

Media campaign with:

- 2 editorial pages in "The Australian Women's Weekly" (the leading women's magazine in New Zealand, with a readership of 470,000)
- 1-page advertisement and a mention in "Kia Ora" (Air New Zealand's magazine, with a readership of 453,000)
- a mention in the newsletter, an online editorial and a Facebook post with the online women's magazine "Now to Love" (353,000 unique digital visitors each month).

PARTNERSHIP WITH GLENGARRY - SEPTEMBER TO NOVEMBER 2021

Partnership with Glengarry's distribution channel, one of the biggest in New Zealand with 18 locations. The campaign took place on their own digital platforms and one the platforms of media partners NZ "Herald", "Stuff", "The Dominion Post" and "The Press Christchurch". The distributor doubled the number of Provence wines in its portfolio.

INTERMEDIA PLAN - NOVEMBER 2021

A two-pronged plan involving an advertisement and a mention in World of Wine (circ. 33,000), New

Zealand's biggest wine magazine.

Publication of an advertisement, a newsletter and mobile advertising, plus banners on the website of The Shout (48,500 readers), which has the biggest digital and print audience in the trade sector.



VIETNAM & SINGAPORE

 Budget: €60,039
 4,098 hl exportés en 2021

 KEY FIGURES

MEAL EVENT WITH ROBB REPORT - 19 NOVEMBER 2021

An educational meal at a 5-star hotel in Ho Chi Minh City for 28 consumers with substantial buying power and readers of the magazine "Robb Report",

led by a sommelier. Participants left with goodies and brochures. Robb Report published articles and mentions, and also organized a contest for its 10,000 readers.



MEDIA PLAN AND MEAL EVENT WITH EPICURE - 3 SEPTEMBER TO 17 NOVEMBER 2021

Cooperation with the Singaporean monthly gastronomy magazine Epicure on four articles relating to a wine pairing event to raise the awareness of its 20,000 readers. The meal paired Singaporean dishes with Vins de Provence wines for 45 guests.



JAPON

 Budget: €121,338
 1,039 hl exported in 2021

 KEY FIGURES

MEDIA BUREAU - 22 JUNE TO 10 NOVEMBER 2021

We sent three press releases to 1,635 Japanese media outlets, along with a tasting box and documentation. Those three packs generated 95 press spin-offs and more than 300 million contacts.

and 20 food and lifestyle influencers.

The event led to 16 press spin-offs (5 million contacts) and 49 Instagram posts (670,750 impressions).

INFLUENCER AND PRESS EVENT - 1 JULY 2021

We held a lifestyle event in the suite of the Trunk Hotel in Tokyo, led by a wine expert and a chef, for 21 media outlets

MEDIA TIE-UP / MEDIA PL- 30 JUNE TO 6 SEPTEMBER 2021

Collaboration with two specialized magazines. Four pages in "Wands", three in The Cuisine Kingdom and five online articles. Six wines promoted to 340,000 readers reached.



SOUTH KOREA

 Budget: €30,135
 799 hl exported in 2021

 KEY FIGURES



PARTNERSHIP WITH THE NATIONAL COMPETITION FOR THE BEST SOMMELIER IN FRENCH WINES & SEMINAR - 16 JUNE & 10 NOVEMBER 2021

44 Korean professionals (sommeliers, buyers and importers) attended the tasting seminar led by a passionate sommelier. We negotiated additional visibility through a partnership with the semi-finals, with the inclusion of 2 Provence rosés in an event awarding special prize for Provence.

INFLUENCER PARTNERSHIP - 17 JULY TO 17 SEPTEMBER 2021

Creation of an Instagram campaign with 11 influencers via posts and contests, as well as collaboration with the wine bar Half Past Ten for promotional purposes. In total, 39 posts and stories reached 241,949 followers.



Budget: €122,872

912 hl exported in 2021

KEY FIGURES

PARTNERSHIP PROMOTION WITH SO FIGARO - 6-28 DECEMBER 2021

We continued our exclusive partnership with China's influential So Figaro magazine and the renowned actress Yuan Shanshan. A special vintage was created and auctioned off on the website TaoBao as part of a charitable action publicized by the actress in a vlog, in particular.

In parallel, So Figaro (circ. 650,000) published an advertorial featuring the actress and a page mentioning 10 Provence wines that are available on the Chinese market, all in the

December issue whose cover was entitled, "Meet the rosés of Provence". For that magazine, a photo shoot and a video were produced in an elegant décor.

The actress, So Figaro and master sommelier Lu Yang published 10 posts on Weibo and WeChat.

This promotion reached 1,334,000 readers and generated more than 2,620,000 impressions. This three-year partnership has yielded a wonderful, high-quality image of Vins de Provence wines in China.

MEDIA BUREAU - 29 DECEMBER 2021

We sent a press release to 400 media outlets to promote our partnership with So Figaro. Eight digital press publications reprinted the release, reaching 393,000 Chinese readers and 437,000 page views.



Budget: €39,257

1,521 hl exported in 2021

KEY FIGURES

PROMOTION IN RETAIL OUTLETS - 1 AUGUST TO 30 SEPTEMBER 2021

We launched an in-store promotional campaign in Hong Kong, with the concept "A voyage to Provence", developed for and dedicated to the campaign. 11 import distributors were involved in rolling out the promotion to their groups' branches, representing a total of 58 points of sale (online and offline).

The distributors committed to posting communications on their digital media: Facebook and their websites.

Advertisements were published on the distributors' websites, plus 12 posts. This allowed the action to reach some 400,000 Hong Kongers.

Five different stations (representing the five senses) were set up, run by a chef and by sommelier Reese Choi, each of them offering three or four products to illustrate the assigned sense. 17 journalists and

3 influencers participated. Ahead of time, we issued a press release and negotiated two editorials in WineNow and Sassy Media, plus three influencer posts to ensure solid spin-off results.

PRESS AND INFLUENCER MEAL - 29 JULY 2021

A meal for the press and influencers was given in an unusual venue, Glasshouse Greenery in Hong Kong.



ASIA-PACIFIC PRODUCT LISTING PLAN

Budget: €146,495

KEY FIGURES

AUSTRALIA / NEW ZEALAND BUSINESS OUTREACH

Because the health crisis prevented a Provençal delegation from travelling to Oceania in 2021, the format of our business outreach had to be revised. Masterclasses took place as per normal in Auckland and Melbourne, and wines from 15 companies were presented by sommeliers to the 60

professionals in attendance at each event.

Conversely, the prolonged lockdown of Sydney made it impossible to hold the event in person, so the wines were repackaged in tasting boxes that were sent to the state's top 20 buyers.



VIRTUAL INTERNATIONAL FAIRS

Budget: €9,770

In the absence of in-person events to meet with current and potential clients, multiple digital events appeared in 2021. The CIVP participated in two virtual trade fairs for the enhanced promotion of Vins de Provence wines.

VINOMEETINGS - 22-27 FEBRUARY 2021

A platform created by the organizers of the Pink Rosé Festival in Cannes, a trade event dedicated to rosé wines. Developed in collaboration with the CIVP, VINOmeetings was a week-long exhibition dedicated to Vins de Provence rosés. 45 Vins de Provence companies registered for the event.

An online Vins de Provence conference / masterclass led by CIVP MD Brice Eymard and Elisabeth Gabay, Master of Wine, on 25 February. 39 pre-registered attendees, 22 participants and 213 views on YouTube.



HOPWINE - 15-19 MARCH 2021

The idea was to offer a platform to connect buyers and wine-makers via an instant messaging tool, with the option for professionals to order a box of 20 ml samples from the wine-makers they met.

As part of a series of sessions, the CIVP set up a Vins de Provence Pavilion in March. Napa Valley also had a pavilion in 2021.

24 Vins de Provence companies presented their wines online.

The fair received 4,659 unique visitors: 50% from France, 10% from the US, 6% from Germany, 5% from the UK and 5% from Canada.

80% of the sample boxes sent out were exports.

An online masterclass was taught by Christy Canterbury, Master of Wine, and CIVP MD Brice Eymard on 16 March. There were 180 pre-registered attendees, 60-70 total participants on the day and 126 views on YouTube.



VINS DE PROVENCE

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



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