

6-7 APRIL 2020

AIR PROVENCE: A new business event

In the heart of the Côtes de Provence appellation

The first edition of AIR PROVENCE, organised by the Provence Wine Council (CIVP) on behalf of the Côtes de Provence appellation, will be held on **the 6th and 7th April 2020** in the heart of Provence. Local and international wine experts and trade professionals are invited to experience an immersive and innovative industry event. Here's a closer look at this exclusive professional gathering!

Amidst strong market momentum, Air Provence is an event intended to promote the regional identity of Côtes de Provence in style, while also striving to meet the needs and expectations of professionals:

- **An effective business opportunity**, bringing together some 200 producers and traders negociants across land and sea at two hubs – located in Les Arcs-sur-Argens and La Londe les Maures – with more than 1,000 wines, displaying the diversity of Côtes de Provence rosés
- **An experiential journey**, offering shuttle tours from both hubs to discover the terroirs and vineyards, and reservation-only evening events for an inside glimpse of the Côtes de Provence.
- **A versatile event designed to meet a wide range of professional needs**, by tuning in to and studying expectations, from registration to the event itself (staging, logistics, content, experience, etc.)

The wealth of formats – including meetings with winegrowers at the hubs, self-guided tasting areas, master classes, themed tours, evening events, and more – and the diversity of wines available to try – from large estates and small producers to cooperatives, organic and environmentally certified wines, and wines certified under five Dénominations Géographiques Contrôlées (protected geographical indications) – will provide the right solutions to meet the needs and expectations of each visitor.

Event registration is exclusively reserved for buyers and specifiers.

Register now at www.air-provence.com

“Moving Côtes de Provence wines upmarket should be clear at all levels, including in the experiences we offer professionals. By adopting the flight industry’s codes of communication, we intend to emphasise the service-oriented dimension of the event. Air Provence should be useful for visitors and give them the opportunity to immerse themselves in the regional identity of Côtes de Provence.”

Eric Pastorino, President of ODG Côtes de Provence

AIR PROVENCE
— 6 & 7 AVRIL 2020 —

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DES CÔTES DE PROVENCE**

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LABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, À CONSOMMER AVEC MODÉRATION

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