

2024 PRESS KIT



# Loire

WINES

02

# Loire Wines, the wines of a lifetime

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**Due to their richness and individuality, I am more convinced than ever that Loire wines are the wines of today. Great wines that will still have much to share with us tomorrow.**

**In an unprecedented context of questioned consumption, punctuated by numerous economic and climatic challenges, Loire wines, supported by a dynamic network, are adapting, bouncing back and evolving.**

**Drawing their inspiration from the river, Loire Wines are expressed in white, rosé, red and sparkling. In a simple and uncomplicated way, they open the door and invite a wide range of consumers, from novices to experts, to enjoy a new experience in wine.**



**This constant search for sincerity by the winegrowers and wine merchants of Loire is now being revealed through a new identity and their commitment to sustainable viticulture. A new page is being written with a passion for expertise, tradition and respect for nature. This foundation contributes to the distinctive character of our wines and makes Loire a lively and dynamic, forward-looking wine tourism region.**

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**Today, Loire Wines are:  
the wines of a lifetime!**

**Camille Masson,**  
*Chairman of InterLoire*

# Loire

## by the water

**With its 800 km of wine routes, Loire offers a wealth of cultural landscapes listed as UNESCO World Heritage Sites and wine regions rich in their individuality.**

### The land

**The vineyards of Loire are the product of an extraordinary mosaic of soils and subsoils, giving each terroir its own distinctive characteristics. Winegrowers have learned to unlock this geological richness to offer a broad range of wines.**

The Nantes region is composed of the eruptive and metamorphic rocks of the Armorican Massif, primarily gneiss, mica schist, greenstone and granite.

In the Anjou area, the subsoil is composed mainly of slate, sandstone and carboniferous schists, as well as volcanic rocks, all originating from the Armorican Massif.

Between the wine regions of Anjou and Saumur lies the transition between the ancient bedrock to the west and the sedimentary basin to the east.

Continuing towards Saumur and Tours, the subsoil is composed of "Tuffeau" limestone and of sands and flint clays from the Paris Basin. The terraces along the banks of the Loire and Vienne rivers are composed of sands and gravels rolled along by the water and deposited over time.



In Haut-Poitou, the soils of the demarcated plots are predominantly clay-limestone. A major fault divides the production area: to the north and east, the soils from the Cretaceous period produce clay hills resting on "Tuffeau" limestone or "Terres d'Aubues" soils from Turonian period; to the south and west, a large Jurassic plateau extends over more or less deep "Terres de Groies" soils, characterised by red clays strewn with limestone gravel, often fossiliferous.

**At the very root of wine heritage, Loire invites you on a journey to the heart of its lands and the wild nature that surrounds them. Thanks to its many tributaries and different reliefs, Loire contains to a multitude of favourable microclimates that contribute to the great richness of its wines.** The mild oceanic climate in the west, together with the influence of the semi-continental climate from Touraine onwards, are perfect for winegrowing.

In the Nantes region, the oceanic influence attenuates the seasonal variations: autumns and winters are mild, and hot summers often humid.

The climate in Anjou is oceanic, with mild winters, hot summers, plenty of sunshine and small temperature variations.

In Saumur, hills slow the westerly winds, making the climate semi-oceanic and seasonal variations naturally more pronounced.

The vineyards of Touraine are located at the crossroads between the oceanic and continental influences, while those of Haut-Poitou are subject to oceanic influences.



The distinctive character of Loire Wines stems from the great harmony between the various grape varieties and geological styles, and from the fact that most of them are made from a single grape variety: Melon Blanc or Folle Blanche for Nantes Wines, Chenin, Cabernet Franc, Cabernet Sauvignon and Gamay in Anjou, Saumur and Touraine, Sauvignon and Pinot Noir in Centre-Loire and Touraine, but also Grolleau, Pinot Meunier, Pineau d'Aunis, Romorantin, etc.

**30 grape varieties go into the making of Loire Wines, creating a wide range of unique wines.**

The 3 main grape varieties used in Loire represent  $\frac{2}{3}$  of the production area: 30% Cabernet Franc, 19% Chenin and 17% Melon Blanc.



### Key figures

#### No. 1

Winegrowing region in the world for Chenin Blanc

Winegrowing region in the world for Cabernet Franc

Production region in France for sparkling wines (excluding the Champagne AOP)

#### No. 2

Production region in France for AOP rosé wines

Winegrowing region in the world for Sauvignon

#### No. 3

Region in France for AOP wines

# A wealth of terroirs and wines

"Loire offers a wide range of wines".

Loire Wines are characterised by unique white wines, fresh, delicate rosés and lively, fruity reds. This variety of still wines is further enhanced by Loire sparkling wines.

**One of the distinctive features of Loire Wines is the use of single grape varieties for its white wines.**

Loire offers a wide range of white, rosé, red, sparkling and sweet wines that can be enjoyed all year round and on every occasion. Fresh, well-balanced wines that reflect the full expression of the terroirs from Oceanic Loire to Volcanic Loire

**INTERLOIRE**  
34 AOP and 1 IGP

- Dry white
- Red
- Rosé
- Sweet white
- Fine Bubbles
- Rosé de Loire produced in Anjou-Saumur and Touraine
- Crémant de Loire produced in Anjou-Saumur and Touraine

— Nantes Area regional boundary  
 — Anjou regional boundary  
 — Saumur regional boundary  
 — Touraine regional boundary

**NANTES WINE REGION**

- Gros Plant du Pays Nantais AOP
- Muscadet AOP**
- Muscadet Sèvre-et-Maine AOP and "Crus Communaux" AOP
- Muscadet Côtes de Grandlieu AOP
- Muscadet Côteaux de la Loire\*\* AOP
- Coteaux d'Ancenis AOP

\* Clisson - Gorges - Le Pallat - Goulaine - Monnières-Saint-Fiacre - Mouzillon Tillières  
• Château-Thébaud - La Haye-Fouassière - Vallet - \*\* Champloceaux

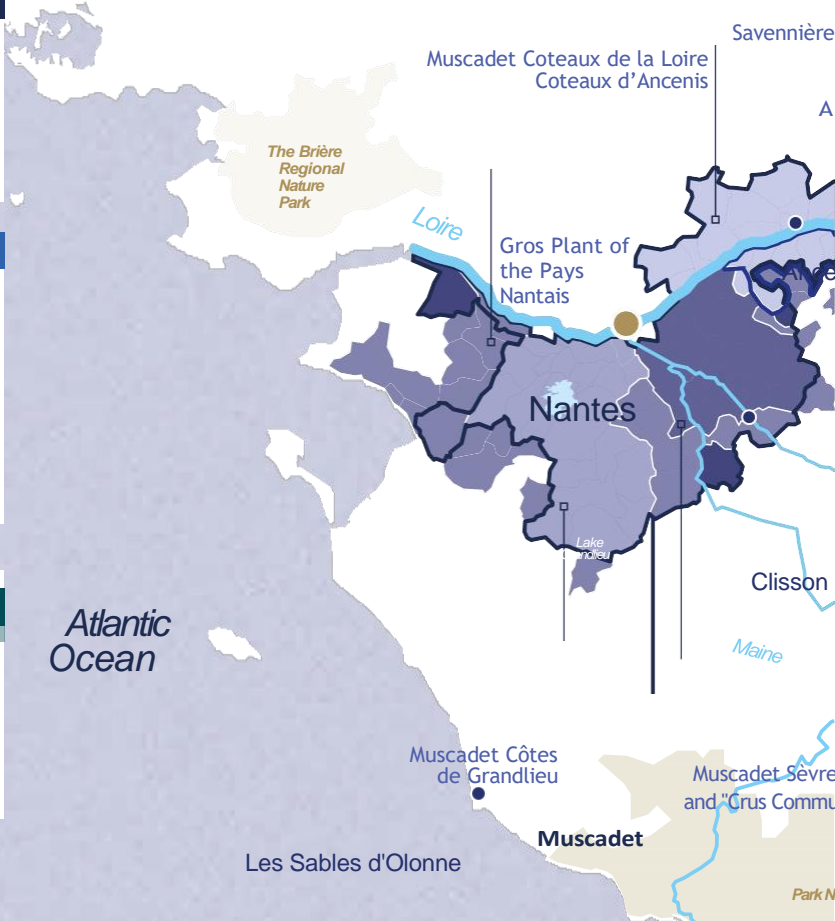
**ANJOU-SAUMUR WINE REGION**

- Anjou AOP**
- Anjou-Villages AOP
- Anjou-Brissac AOP
- Coteaux de l'Aubance AOP
- Cabernet d'Anjou AOP
- Rosé d'Anjou AOP
- Anjou-Coteaux de la Loire AOP
- Savennières AOP
- Savennières Roche aux Moines AOP
- Coulée de Serrant AOP
- Bonnezeaux AOP
- Coteaux du Layon AOP
- Coteaux du Layon "Villages" AOP
- Coteaux du Layon 1<sup>er</sup> Cru Chaume AOP
- Quarts de Chaume Grand Cru AOP
- Saumur AOP**
- Saumur Fines Bulles AOP
- Saumur Puy-Notre-Dame AOP
- Saumur-Champigny AOP
- Coteaux de Saumur AOP

\* Beaulieu-sur-Layon - Faye-d'Anjou - Rablay-sur-Layon - Rochefort-sur-Loire  
• Saint-Aubin-de-Luigné - Saint-Lambert-du-Lattay

**TOURAINÉ WINE REGION**  
of the Loir Valley and Haut-Poitou

- Haut-Poitou AOP
- Saint-Nicolas-de-Bourgueil AOP
- Bourgueil AOP
- Chinon AOP
- Coteaux du Loir AOP
- Jasnières AOP
- Coteaux du Vendômois AOP
- Vouvray AOP
- Touraine AOP**
- Touraine Amboise AOP
- Touraine Azay-le-Rideau AOP
- Touraine Chenonceaux AOP
- Touraine Oisly AOP
- Touraine Mesland AOP
- Touraine Noble-Joué AOP



### For rosé wines,

the grape varieties used are a blend of Cabernet Franc and Cabernet Sauvignon combined with Grolleau, Pineau d'Aunis, Gamay and Malbec depending on the rosé. Loire produces 3 types of rosé, which are light, lively and refreshing: Rosé de Loire, Rosé d'Anjou and Cabernet d'Anjou. Rosé de Loire is characterised by its dry character without sweetness, while Rosé d'Anjou and Cabernet d'Anjou are much more indulgent, with notes of ripe red and sometimes exotic fruit.

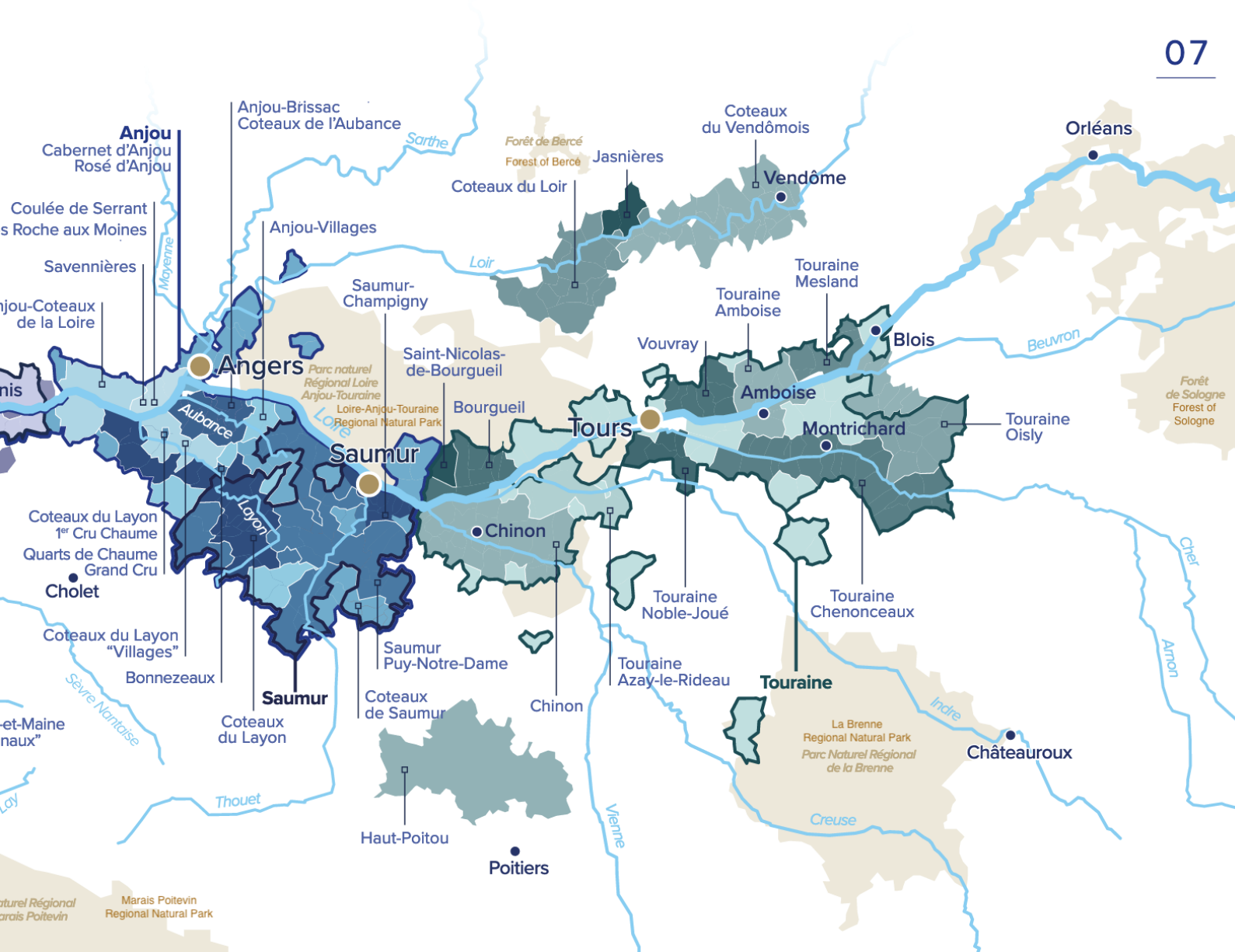
### For red wines,

the main grape varieties used are Cabernet Franc, Pinot Noir, Gamay and Grolleau. Pineau d'Aunis, Côt and Cabernet Sauvignon are also used. They are characterised by their suppleness and their light, sometimes full-bodied structure.

### Loire sparkling wines

**On a regional scale, a large number of winegrowers and wine merchants make Crémant de Loire.** Crémant de Loire can be made from Chenin, Chardonnay and Cabernet Franc for white wines and Cabernet Franc, Pinot Noir and Grolleau for rosés. Crémant de Loire production extends through the Anjou and Touraine regions, under the same strict specifications, to produce elegant, fresh bruts, sweeter semi-dry and slightly tannic rosés.

**On a local scale, Loire also produces other sparkling wines under 4 appellations: Anjou, Saumur Fines Bulles, Touraine and Vouvray,** offering a variety of tastes and pairings. Over the last 5 years, Loire sparkling wines have really taken off, both in France and internationally, with growth almost doubling. This great enthusiasm can be explained by the fact that they are perfectly in tune with current consumer expectations and are perceived as high-quality wines that are the product of genuine traditional expertise.



# Wine tourism in the spotlight in the vineyards of Loire

"Loire offers visitors a wide variety of experiences".

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Loire offers visitors a wide variety of experiences based on its landscapes (to discover on pleasant walks), gastronomy and food and wine pairings. Visitors can also enjoy a range of fun activities (escape games, treasure hunts, etc.), as well as a range of accommodation, some rather unusual, such as a night in a barrel or a hot-air balloon experience.

Today, the wine region boasts a network of 350 certified tourist cellars, 95 of which are labelled Cellars of Excellence. Part of a national tourist drive with 4 "Vignoble et Découverte" certified regions: Muscadet Loire Océan, Anjou-Saumur Val de Loire, Chinon/Bourgueil/Azay, Vallée du Loir, the Loire wine region is top of the leader board for the quality of its welcome.

Helping curious novices

and enthusiasts alike

discover the region

and taste its wines

in the heart of the vineyards,

more than 10,000 people have come together over 20 years to enjoy a flagship event. Each year, during the 1<sup>st</sup> weekend in September, participants are invited to take part in immersive and indulgent walks, from the Nantes wine region to the Vallée du Loir, through Anjou and Touraine. In 2024, the concept will take the form of a major pre-harvest festival, in the collective spirit that defines it, with winegrowers always on hand to help visitors discover the terroir and wine region's landscapes. However, the event is changing to attract new visitors, increase the number of visitors to the welcome village and offer memorable experiences while reinforcing the concept's eco-commitment.

## Wine tourism in Loire today:

1.9

million visitors per  
year, 1/3 of whom from  
abroad

91

million euros in  
turnover

98€

Average basket  
per purchase





# A wine region committed to environmental and climate issues

InterLoire was the first region to create a collective plan involving all the wine industry players: the 2030 industry plan, outlining the future for the wine region.

Following the “Etats Généraux de l'Alimentation” (French National Food Conference), InterLoire collectively mapped out the way forward, creating 100 indicators to monitor the sector's objectives in four major areas: added value creation, response to environmental challenges, social and societal responsibilities of industry players and society and consumer expectations.

Developed and steered since 2019 by all the wine industry players, as part of the Conseil Professionnel Val de Loire business council, comprising InterLoire and the Centre-Val de Loire and Pays de la Loire Regional Chambers of Agriculture, this industry plan sets out the sector's objectives and outlines the future of the wine region in 2030. Through this plan InterLoire reaffirms its objectives: to create value for Loire Wines in all French and export markets, move upmarket, show commitment to the region through respect for the environment and collectively assert the Loire Wines identity.

**Today, 80% of Loire estates are committed to an environmental approach,**

**be they organic, biodynamic, Terra Vitis accredited or under the HEV (High Environmental Value) label, with a target of 100% by 2030.** InterLoire is committed to making the industry and its jobs more attractive, and to promoting a working environment that better protects the health and safety of workers, employees and employers in vineyards and cellars. A commitment to health is also a priority for the industry, the main measure being to step up efforts to raise awareness and provide education on safe consumption, with 100% of tourist cellars committed to prevention and responsible drinking by 2030.



# Production, consumption, distribution

## Key figures



**42,000**

hectares of winegrowing area

**34**

**AOP**

6 in the Nantes wine region  
18 in the Anjou-Saumur wine region  
1 in the Haut Poitou wine region  
9 in the Touraine wine region

**1**

**IGP**

Val de Loire IGP



**2,700** winegrowers,  
**410** wine merchants  
and **16** cooperative cellars

## Production



**2**

million hl  
or 267 million bottles  
produced per year  
average 2018/2022



**A region producing  
wines of all colours**

**37%** whites

**29%** rosés

**18%** reds

**16%** sparkling



**Consumption of  
Loire Wines: wines with a  
variety of organoleptic profiles,  
ideal for every occasion**

In France and abroad, the success of Loire Wines lies in the profiles of its wines, a symbol of their quality, in tune with consumer expectations. Their gustatory profiles correspond to today's tastes, with balanced aromas based on freshness, fruit and delicacy. Testifying to genuine expertise, Loire Wines are perceived as quality wines, in tune with the various rhythms of consumption and life, and the notions of sharing and coming together that are associated with them.

**White wines, increasingly  
consumed by all  
generations**

Loire white wines are trendy and unusual and are becoming go-to wines for an aperitif, attracting a rather feminine and young clientele. The Loire wine region has a potential French consumer base of 20.2 million: 11.2 million current consumers and 8.9 million new consumers yet to be won over\*.

Supermarkets are the number one sales channel for Loire white wines in France, which are also widely favoured by restaurateurs nationwide.

**Red wines, hand-in-hand with  
the enjoyment of good food**

Although red wines are consumed on an increasingly occasional basis in France, they are still the most well-established wines in terms of consumer habits and are associated with shared moments and great good.

Red wines are faring well in Loire compared to other winegrowing regions. Currently, the Loire wine region has a potential French consumer base of 15.1 million: 7.3 million current consumers and 7.8 million new consumers to attract\*.

With a strong presence in supermarkets, Loire red wines are also still a must for bottle shops: 97% of whom stock at least one.

\*Wine Intelligence study 2023

**Rosés, now neck and  
neck with white wines**

With a growing budget dedicated to them, rosés are now in direct competition with white wines, becoming the second most popular wine in France for the over-35s.

Loire is the market leader for AOP rosé wines in supermarkets, with 30% of the market share in terms of volume, making French supermarkets the number one channel for marketing Loire rosé wines. The Loire wine region has a potential French consumer base of 16.5 million: 10 million current consumers and 6.5 million new consumers yet to be recruited\*.

The consumer profile for Loire rosés is younger and more feminine than for the average rosé.

**Loire bubbly  
is becoming increasingly popular**

More niche than Champagne and yet so interesting in terms of taste, Loire bubbly is highly sought after and is attracting increasing numbers of consumers, from curious amateurs to more discerning consumers looking for something new. Thanks to a 5.2% increase in volume, following two years of growth, sales of Loire sparkling wines have returned to their 2019 pre-Covid crisis level. French supermarkets may still be the number one sales channel for Loire sparkling wines, but Loire is leading the way in terms of AOP sparkling wines (excluding champagne) sold by bottle shops, well ahead of Prosecco, Burgundy and Alsace.



# Loire Wines

"Its raison d'être  
is to represent,  
promote and  
develop Loire  
wines".

In France's third-largest production region for wines with a protected designation of origin, InterLoire, the Loire Wines Council, brings together 3,000 winegrowers, wine merchants and cooperatives), representing 80% of the winegrowing basin.

InterLoire comprises 34 appellations and denominations from the Nantes, Anjou-Saumur and Touraine regions, as well as the Val de Loire IGP, which extends over 42,000 hectares and 14 départements from Vendée to Puy-de-Dôme.

Its raison d'être is to represent, promote and develop Loire Wines, by serving the community of Loire operators, guiding and coordinating the wine region's response to the challenges of tomorrow, as part of a sustainable and fair approach.

Its missions are to steer the economic development and future prospects of the sector, carry out research and experimentation, collectively promote Loire Wines, and lead and coordinate the Loire wine industry players.

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