



# Wine, Spirits Beer & Cider\*

**A HIGH-QUALITY FEAST FOR THE SENSES**

Please enjoy responsibly



**France is the leader on the high-quality alcoholic beverage market. Environmental conditions - namely the soils and climates - combined with the know-how of its winemakers, distillers and brewers, lends France's range of wines, spirits and beer its legendary variety and quality. The French industry is carefully organised and tightly controlled. These assets help the industry meet the various needs of consumers around the globe.**



## Products

Still wines, Champagne, sparkling wines and more, Aperitif wines and more.

Alsace, Beaujolais, Bergerac, Bordeaux, Bourgogne, Cahors, Champagne, Coteaux du Lyonnais, Côtes de Duras, Corse, Floc de Gascogne, Gaillac, Jura, Languedoc, Loire, Médoc, Pineau des Charentes, Provence, Roussillon, Savoie, Sud-Ouest, Vallée du Rhône and more.

Bitters, anise drinks (pastis), brandy, fruit brandies, wine brandies (Cognac, Armagnac), cider brandies (Calvados), pear brandies, juniper, gentian, gins, fruit liqueurs and creams, rums, tequila, mescal, vodkas, whiskies and more.

White, pale, brown and amber beers / Spring beers, artisanal beers, abbey beers, organic beers, flavoured beers, fruit beers, boutique beers, bock beers, table beers, light beers, alcohol-free beers / Panaché/ beer-fruit-juice blends and more.

## Wines

**THE WORLD'S WIDEST RANGE OF PRODUCTS** France diverse geography and climates form a singular puzzle of *terroirs* which provide unparalleled diversity. With its renowned major winegrowing regions as well as an abundance of isolated vineyards, it shines the world over with wines of unparalleled reputation.

A crisp, aromatic Crémant d'Alsace, a meaty, liqueur-like Sauternes, a smooth, robust Saint-Émilion, a tender, aromatic Côtes du Rhône or a full-bodied, intense Saint-Estèphe... The range of French wines is so wide that everyone can find the perfect sipper to fit the dish, the mood or the craving of the day!

**THE REFERENCE IN QUALITY** Since 1936, the Designations of Origin (*Appellations d'Origine*) have brought together in a delimited geographical area all of the highest quality wines produced in France. These wines are produced according to the world's strictest rules, which specify maximum yield, authorised grape varieties, techniques for farming the vineyard and lastly, winemaking methods. All wines seeking to obtain a Protected Designation of Origin (*Appellation d'Origine Contrôlée* or AOC) are subjected to analytical and organoleptic testing. They are officially approved by the National Institute for Origin and Quality (*Institut National de l'Origine et de la Qualité* - INAO).

French wines also include many different Protected Geographical Indications, PGI (*Indications Géographiques Protégées* - IGP), previously *Vins de Pays* in French, throughout the country. A young category within the range of French wines, PGI wines are made to offer unbeatable value for money. Though there are specific production requirements for each of the designations and a comprehensive internal and external quality control. There is greater leeway in the grape varieties that can be used, allowing winemakers to be more creative with their products.

France produce as well a large range of branded table wines in the new wine category defined in 2009.

**CHAMPAGNE: FUN-FILLED FESTIVITY** Beloved all over the world, champagne is a sparkling wine that is protected by an AOC designation. More than 293.3 million bottles were exported in 2009. Adored for its flavour and fine bubbles, Champagne is a favourite at special events and occasions, from black-tie VIP evening parties to low-key family celebrations.

## Spirits

**NATURAL AND INVENTIVE** The spirits produced in every region of France create a diverse patchwork of flavours that honour and respect the diversity of the ingredients used to make them. Here again, France's range of products is extremely varied, but above all it illustrates the dynamism of a resolutely modern sector that keeps in step with new trends in consumption.

Its brandies are quite something. Its rums full of exotic flavours. Its anise drinks always dazzling. Its liqueurs a celebration in themselves. Its Gentian and other bitters captivate those who like flavours with an edge. Its gins, junipers and vodkas are full of zing. Not to mention its crown jewels such as Cognac, Armagnac or Calvados.

**ONE-OF-A-KIND PLACES MAKE ONE-OF-A-KIND PRODUCTS** A spirit that has a geographical indication certifies that it has been produced within the boundaries of an IGP area. This indication is a recognition of a reputation resulting from its origins (the terroir and local know-how), and that a spirit is the singular expression of this, inimitable and uncopied. The geographical indication is not only the guarantee of a quality standard, but also the guarantee of an identity that is anything but typical!

## Beers

**A BEER FOR EVERY MOMENT IN LIFE** There are so many different ways and atmospheres in which we can enjoy a meal: gourmet restaurants, quiet dinners with friends, a quick lunch at a bar or café, an impromptu picnic at a nearby park - the possibilities are endless. They all have one thing in common, however: beer, the perfect beverage for any occasion. Whether pale, amber, white or brown, French beer comes in an infinite variety of flavours and goes fantastically with a great many dishes, ranging from the simplest to the most sophisticated. French beers are flavourful gems with surprising nutritional virtues!

**WHERE TRADITION MEETS INNOVATION** There are two explanations for the excellent quality and inimitable flavour of French beers: respect of age-old traditions and the highly developed know-how of France's master brewers. Today's brewers carry on this tradition with the help of cutting-edge technology, offering consumers beers of the finest possible quality.

With inventive aromas and deliciously surprising new flavours, France's range of beers is constantly innovating to keep in step with the latest market trends.

## French Ciders

France has a very long tradition in the Brittany and Normandy regions: lower in alcohol than wine - with an alcohol content that generally ranges from 2° to 8° - cider, a sparkling drink, has found its own special place in French cuisine. Unique and characteristic, cider is made using a process that is protected by law in order to prevent counterfeiting and maintain its exceptional flavour. This drink is loved by the Japanese and Quebecers, as well as by our European neighbours in Germany, Switzerland, Belgium, Spain and the United Kingdom.

## Useful websites

The Guide to French Wines  
[www.vins-france.com](http://www.vins-france.com)

The National Confederation of AOC Wine and Wine Brandy Producers (CNAOC)  
[www.cnaoc.org/home](http://www.cnaoc.org/home)

The National Confederation of French Wine Cooperatives (CCVF)  
[www.vignerons-cooperateurs.coop/sites/ccvf/](http://www.vignerons-cooperateurs.coop/sites/ccvf/)

Independent Winemakers of France  
[www.vignerons-independant.com](http://www.vignerons-independant.com)

The French Spirits Association  
[www.spiritueux.fr](http://www.spiritueux.fr)

The Federation of French Wines and Spirits Exporters (FEVS)  
[www.fevs.com](http://www.fevs.com)

The French Brewers' Association  
[www.brasseurs-de-france.com](http://www.brasseurs-de-france.com)

The National Institute for Origin and Quality (INAO)  
[www.inao.gouv.fr](http://www.inao.gouv.fr)  
[www.vinetsociete.fr](http://www.vinetsociete.fr)

Key figures

The world's 2<sup>nd</sup> leading producer of wine

110,000 winegrowing farms, 870 cooperative cellars and 1,050 trading companies

400 AOC wines, 152 Vins de Pays/IGP wines and 46 categories of spirits

Europe's leading producer of brewer's barley, the world's leading exporter of malt and Europe's 5<sup>th</sup> producer of beer