



INTER RHÔNE

Interprofession des vins A.O.C.
Côtes du Rhône & Vallée du Rhône

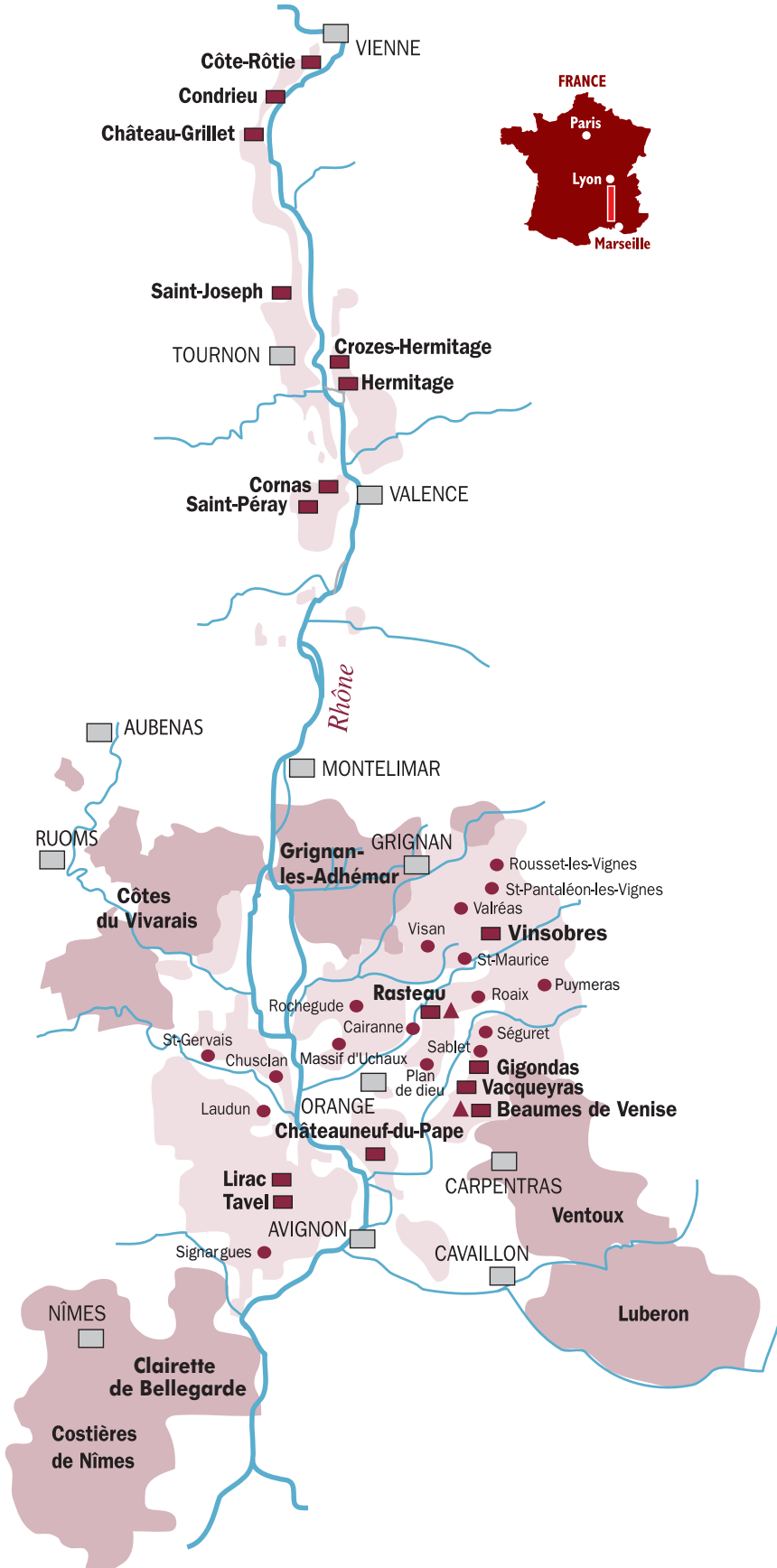
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WINE STAR AWARDS
ÉLU "WINE REGION OF THE YEAR" PAR WINE ENTHUSIAST

General overview

“A wine region that extends over 6 different French departments...” Located between Vienne and Nîmes, the Rhône Valley wine region is one of the largest and most varied in France.



Key Figures

→ **73 468** hectares and 6.000 winegrowing businesses

→ 2nd largest French AOC wine region in surface area and production for both conventional and organic wines

→ **2.83** million hl harvested in 2010

→ **413** million bottles sold in 2009/2010

→ **765** million turnover generated by the Rhône wine region in 2010 (estimate)

→ **155 pays** countries in the world consumed Rhône Valley wines in 2010

→ **92%** 92% of wine drinkers in France recognize Côtes du Rhône AOCs

- **Côtes du Rhône regional appellation areas**
Produced in 171 districts in 6 departments
- **17 Côtes du Rhône Villages with geographical name**
95 Côtes du Rhône Villages production districts with or without geographical name
- **The 16 “Crus” of the Côtes du Rhône**
- ▲ **The 2 VDN Vins Doux Naturels (natural sweet wines)**
- **Other Côtes du Rhône “appellations”**
AOC Ventoux, AOC Luberon, Grignan les Adhémar, Costières de Nîmes, Côtes du Vivarais, Clairette de Bellegarde

Source: Inter-Rhône 2010

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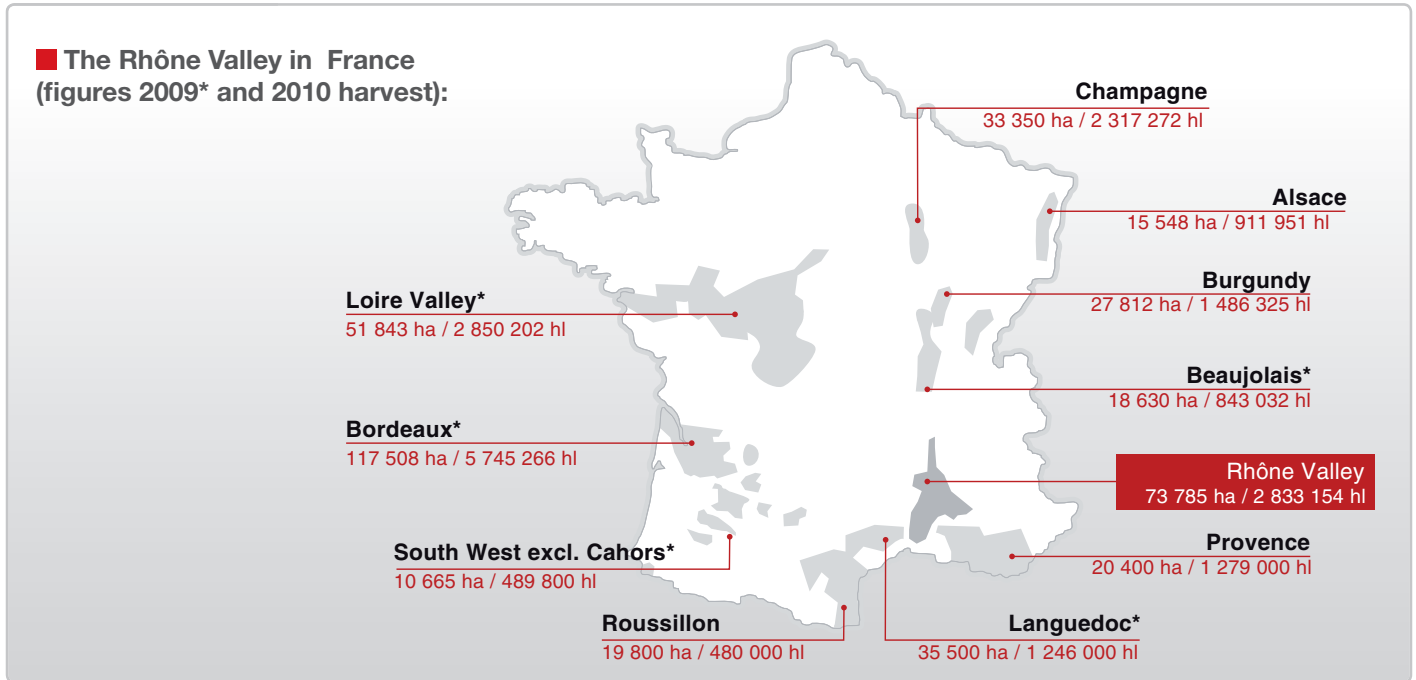
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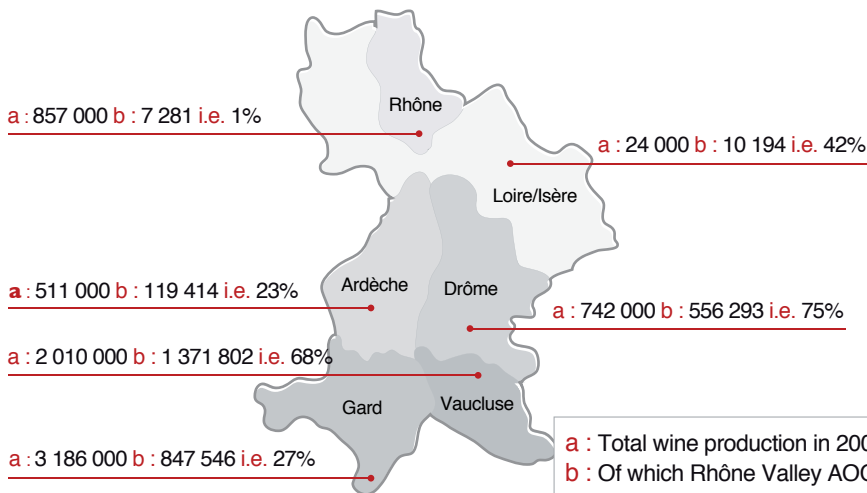


The Rhône Valley wine region in France

Second largest
French quality wine region



■ **Rhône Valley AOCs within their production area**
(estimation based on 2009 harvest figures)



The Rhône Valley AOCs represent:

- 35% of all wines from the Provence-Alpes-Côte d'Azur region
- 29% of all wines from the Rhone Alpes region
- 7% of all wines from the Languedoc Roussillon region

SOURCE: FRANCE AGRIMER

■ **The weight of viticulture within agricultural activities**

	Part of vineyard	Number of wine growing businesses (in production units)
Vaucluse	46%	5000
Gard	35%	5200
Drôme	8%	2300
Ardèche	9%	2700
Loire/Isère	0,4%	1600
TOTAL (except Loire/Isère)	23%	16800

The Rhône AOCs represent nearly 2% of Drôme+Vaucluse+Gard GDP

SOURCE: INSEE, AGRESTE, FRANCE AGRIMER, 2009 FIGURES



Rhône Valley AOCs companies and production

Over 6,000 wine growing businesses produce Rhône Valley AOC wines. Vinification and sales of Rhône Valley AOC wines take place in:

- 1562 private wineries
- 95 cooperative wineries
- 56 trading houses
- 5 producers' unions

Split of production units having reported wine sales in 2009/2010:

	Private wineries**	Cooperative wineries*/**
Côtes du Rhône (régionaux+Villages+Crus)	1278	63
Costières de Nîmes / Clairette de Bellagarde	105	10
Grignan les Adhémar	39	11
AOP Ventoux	139	13
AOP Luberon	53	12
Côtes du Vivarais	17	6

* including contributions from around 5000 wine growing businesses

**certain wineries can sell several appellations

SOURCE: INTER-RHONE 2010

Rhône Valley AOCs 2010 Harvest

Producers Unions' data 2010	Production areas (ha)	Production (hl)	Average yield achieved (hl/ha)	REDS		ROSES		WHITES	
				%	HL	%	HL	%	HL
Total Vallée du Rhône	73 785	2 833 154	38	80%	2 257 970	14%	414 582	6%	160 601
Total Côtes du Rhône	58 304	2 145 514	37	89%	1 900 288	7%	151 973	4%	93 253
Regional Côtes du Rhône	35 036	1 398 663	40	89%	1 240 623	8%	109 453	3%	48 587
Côtes du Rhône Villages	9 670	322 257	33	97%	310 256	1%	4 766	2%	7 235
*without district name	4 187	139 161	33	99%	137 188	0%	431	1%	1 542
*with district name	5 484	183 096	33	95%	173 068	2%	4 335	3%	5 693
Total crus des CDR	13 598	424 594	31	82%	349 409	9%	37 754	9%	37 431
Beaumes de Venise	612	20 769	34	100%	20 769	-	-	-	-
Chateauneuf du Pape	3 165	84 777	27	93%	78 964	-	-	7%	5 813
Château-Grillet	4	50	13	-	-	-	-	100%	50
Condrieu	171	6 041	35	-	-	-	-	100%	6 041
Cornas	129	3 649	28	100%	3 649	-	-	-	-
Côte-Rôtie	283	9 583	34	100%	9 583	-	-	-	-
Crozes-Hermitage	1 532	64 110	42	92%	58 953	-	-	8%	5 157
Gigondas	1 232	37 007	30	99%	36 656	1%	351	-	-
Hermitage	137	3 933	29	73%	2 856	-	-	27%	1 077
Lirac	801	21 081	26	85%	17 807	7%	1 547	8%	1 727
Rasteau	880	28 767	33	100%	28 767	-	-	-	-
St-Joseph	1 221	38 981	32	90%	35 138	-	-	10%	3 844
St-Péray	78	2 012	26	-	-	-	-	100%	2 012
Tavel	946	34 904	37	-	-	100%	34 904	-	-
Vacqueyras	1 461	44 131	30	96%	42 366	1%	441	3%	1 324
VDN Muscat de Beaumes de Venise	490	10 297	21	-	-	-	-	100%	10 297
VDN Rasteau	36	932	26	35%	332	55%	511	10%	89
Vinsobres	419	13 569	32	100%	13 569	-	-	-	-
Total other A.O.Cs.	15 481	687 640	44	52%	357 682	38%	262 609	10%	67 348
Clairette de Bellegarde	7	204	28	-	-	-	-	100%	204
Costières de Nîmes	3 951	211 621	54	50%	105 516	43%	90 370	7%	15 735
Côtes du Vivarais	406	13 985	34	47%	6 584	47%	6 626	6%	775
Grignan les Adhémar	1 632	48 387	30	72%	34 815	22%	10 445	6%	3 127
Luberon	3 205	150 423	47	28%	42 736	48%	71 470	24%	36 217
Ventoux	6 279	263 020	42	64%	168 031	32%	83 699	4%	11 290

SOURCE: 2010 HARVEST REPORTS-PRODUCERS' UNIONS

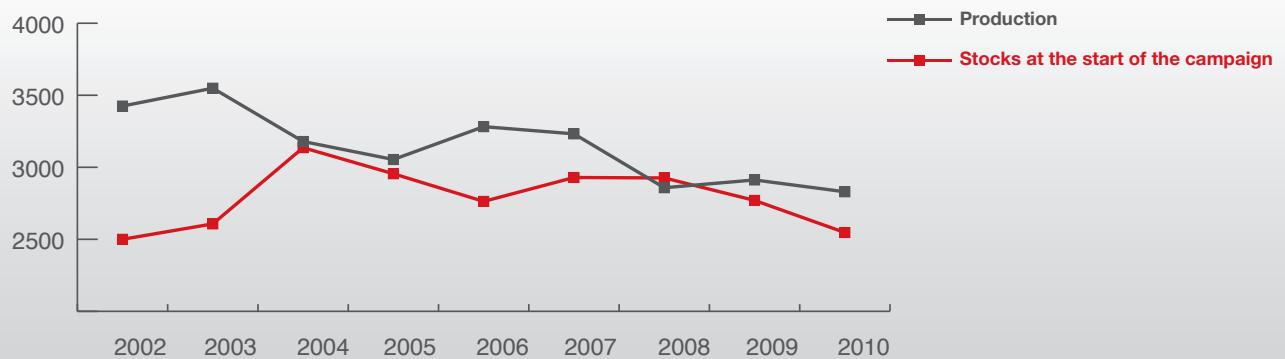


Rhône Valley AOC production

Harvests that have been below sales

for the last two campaigns have resulted in a reduction in stocks and maintained a balance between supply and demand

■ Rhône Valley AOCs production and stocks progression



■ Breakdown of production and stocks* by appellation

	2005		2006		2007		2008		2009		2010	
	Production (hl)	Stock (hl)	Production (hl)	Stock (hl)	Production (hl)	Stock (hl)	Production (hl)	Stock (hl)	Production (hl)	Stock (hl)	Production (hl)	Stock (hl)
Total Rhône Valley	3 054 175	2 955 504	3 282 994	2 763 524	3 232 062	2 929 297	2 858 081	2 926 715	2 912 530	2 770 510	2 833 154	2 547 267
Total Côtes du Rhône	2 376 683	2 301 509	2 514 941	2 232 950	2 518 621	2 277 862	2 217 985	2 309 929	2 215 010	2 246 056	2 145 514	2 062 753
Regional Côtes du Rhône	1 702 702	1 282 500	1 790 000	1 293 025	1 715 772	1 358 434	1 521 520	1 345 907	1 456 878	1 279 450	1 398 663	1 080 943
Côtes du Rhône Villages	271 939	470 487	298 951	360 163	363 711	335 320	318 685	380 856	354 826	391 306	322 257	407 461
Total Crus	402 042	548 522	425 990	579 762	439 138	584 108	377 780	583 166	403 306	575 300	424 594	574 349
Beaumes de Venise	17 949	0	20 308	20 092	20 478	24 541	19 954	25 276	19 880	27 289	20 769	29 205
Chateauneuf du Pape	98 150	167 724	102 782	158 776	105 824	151 049	83 867	151 145	92 000	150 971	84 777	159 623
Château-Grillet	91	272	77	271	85	262	53	220	47	205	50	199
Condrieu	4 385	3 425	4 756	3 188	5 117	2 991	4 142	3 053	5 263	2 869	6 041	3 209
Cornas	3 529	4 851	3 961	6 737	4 297	6 714	3 579	7 438	4 208	7 309	3 649	7 037
Côte-Rôtie	8 420	9 867	9 769	10 425	8 790	11 224	7 783	11 054	10 603	10 478	9 583	11 152
Crozes-Hermitage	60 679	77 577	61 773	81 580	64 056	85 288	53 519	82 751	67 002	85 059	64 110	91 369
Gigondas	35 485	75 607	40 346	70 610	41 844	62 328	37 160	58 140	32 177	58 879	37 007	51 191
Hermitage	4 295	6 528	4 836	6 512	4 969	6 539	3 646	6 966	4 363	6 992	3 933	6 895
Lirac	18 960	33 264	21 478	30 828	23 377	34 320	20 654	35 680	19 438	34 079	21 081	29 493
Rasteau	-	-	-	-	-	-	-	-	-	-	28 767	-
Saint Joseph	35 961	57 905	41 094	62 747	40 384	69 798	35 336	69 013	42 112	62 685	38 981	63 770
Saint Péray	1 682	4 208	2 299	4 437	2 573	4 347	2 109	4 327	2 171	3 976	2 012	3 365
Tavel	39 082	19 949	38 933	18 908	40 043	18 472	37 460	21 912	35 780	22 415	34 904	18 065
Vacqueyras	43 277	62 239	45 579	64 536	48 360	63 240	42 755	58 468	42 325	53 115	44 131	51 279
VDN Muscat de Beaumes de Venise	12 742	19 271	12 324	20 816	12 292	21 664	10 882	23 021	9 267	23 141	10 297	22 584
VDN Rasteau	1 141	5 835	1 344	4 215	1 419	4 166	639	4 449	1 045	3 674	932	3 536
Vinsobres	16 214	0	14 333	15 084	15 230	17 164	14 242	20 254	15 625	22 163	13 569	22 377
Total other AOCs	677 492	653 995	768 053	530 574	713 441	651 435	640 096	616 786	697 520	524 454	687 640	484 514
Clairette de Bellegarde	-	-	-	-	-	-	806	-	600	357	204	723
Costières de Nîmes	213 728	188 500	228 750	165 500	217 780	188 337	199 676	190 500	207 010	178 344	211 621	163 476
Côtes du Vivarais	19 884	19 800	17 966	12 600	18 427	11 042	13 340	14 936	14 245	9 681	13 985	9 306
Grignan les Adhémar	95 000	80 000	103 757	75 455	76 900	114 693	51 784	69 607	54 213	60 627	48 387	51 983
AOC Luberon	97 258	120 450	123 500	80 740	127 036	102 928	136 219	99 155	150 641	87 409	150 423	92 777
AOC Ventoux	251 622	245 245	294 080	196 279	273 298	234 435	238 271	242 588	270 811	188 036	263 020	166 249

*Stocks are calculated at the end of July each year

SOURCE: PRODUCERS UNIONS 2010

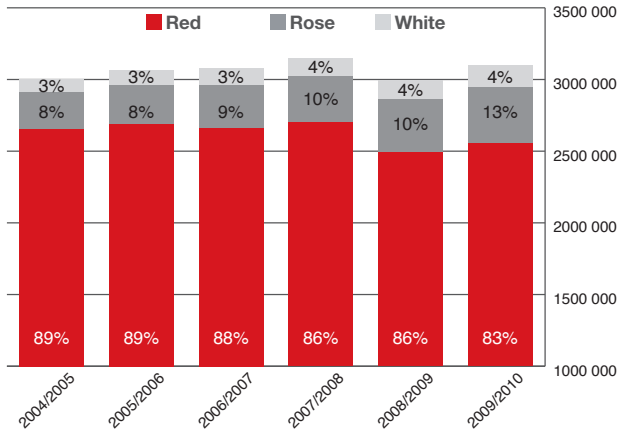


Rhône Valley AOCs Sales

413 million bottles

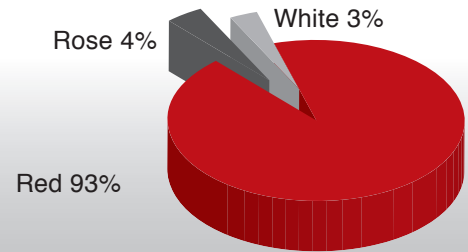
graced the world's tables in 2009/2010

Rhône Valley AOCs sales progression by colour

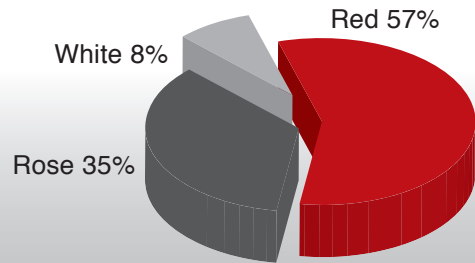


Although Red still predominates in the Rhône Valley, for some years we have noticed a progression in Rosé, particularly via the other Rhône Valley AOCs.

Focus Côtes du Rhône AOCs 2009/2010 (Regional-Villages-Crus)



Focus Other Rhône Valley AOCs 2009/2010



Breakdown of Rhône Valley AOC Sales progression (en hl)

	2002/2003	2003/2004	2004/2005	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010
TOTAL Rhône Valley AOCs*	3 472 885	3 040 687	3 003 191	3 066 768	3 082 950	3 149 897	2 991 433	3 097 268
TOTAL Côtes du Rhône	2 574 793	2 293 575	2 347 808	2 427 468	2 462 691	2 501 751	2 284 138	2 390 857
Regional Côtes du Rhône	1 902 402	1 694 202	1 750 000	1 733 833	1 746 926	1 773 995	1 613 234	1 694 367
Côtes du Rhône Villages	321 446	289 599	286 400	326 963	303 414	298 165	287 453	299 726
* Without district name	146 707	130 320	147 400	175 745	154 741	148 486	137 678	143 041
* With district name	174 739	159 279	139 000	151 218	148 673	149 679	149 775	156 685
TOTAL Crus	350 945	309 774	311 408	366 672	412 351	429 591	383 451	396 764
Beaumes de Venise	-	-	-	4 130	15 385	20 142	19 205	19 697
Chateauneuf du Pape	93 012	76 629	91 933	107 098	110 509	105 728	84 041	83 348
Château-Grillet	100	75	75	92	86	127	68	53
Condrieu	3 587	3 278	3 853	4 583	4 918	5 006	4 311	4 947
Cornas	3 950	2 783	3 697	3 626	3 465	3 452	3 691	3 938
Côte-Rôtie	7 525	6 877	7 938	7 809	8 941	8 974	8 267	9 414
Crozes-Hermitage	55 840	41 112	39 466	51 985	56 321	62 034	51 115	60 567
Gigondas	35 437	34 526	32 954	40 328	48 575	45 574	36 276	39 853
Hermitage	4 266	3 668	3 803	4 187	4 768	4 556	3 580	3 951
Lirac	19 573	16 745	15 737	16 358	16 555	17 496	18 759	19 850
Saint Joseph	29 984	28 394	25 344	32 477	33 222	40 827	41 059	39 880
Saint Péray	2 617	4 093	2 444	1 858	2 285	2 438	2 457	2 457
Tavel	38 968	39 341	33 760	40 106	39 341	36 413	36 848	39 388
Vacqueyras	42 216	39 538	38 131	38 787	45 441	51 834	49 126	45 278
VDN Muscat de Beaumes de Venise	12 967	10 922	10 636	11 197	11 906	12 123	11 590	11 839
VDN Rasteau	543	1 793	1 637	2 256	1 393	1 452	1 414	1 273
Vinsobres	-	-	-	1 130	9 595	11 415	11 644	11 031
Total Other AOCs	898 092	747 112	655 383	639 300	620 259	648 146	707 295	706 411
Clairette de Bellegarde	-	-	-	-	-	-	449	402
Costières de Nîmes	255 003	223 122	205 251	205 000	205 913	197 348	209 680	218 907
Côtes du Vivarais	34 473	24 550	21 152	21 300	18 981	13 097	16 573	13 968
Grignan les Adhémar	133 027	84 119	71 605	66 000	58 510	55 536	54 449	51 022
AOC Luberon	173 275	172 611	125 312	110 000	99 900	123 478	140 854	134 194
AOC Ventoux	302 314	242 710	232 063	237 000	236 955	258 687	285 290	287 918

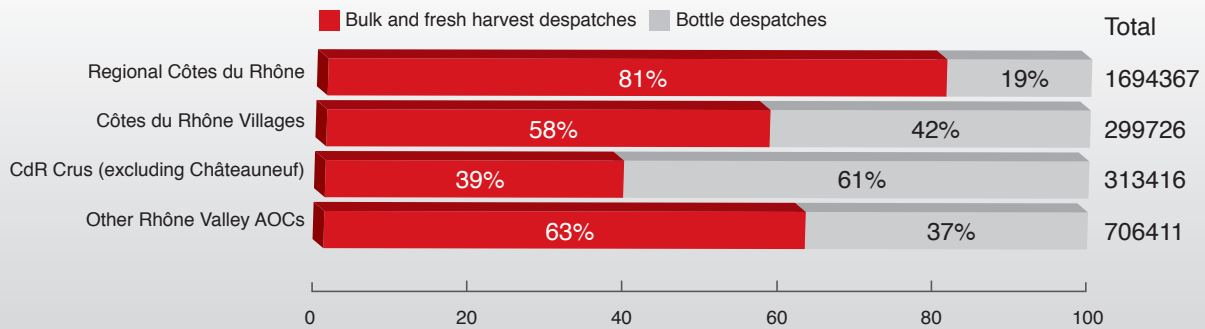
(* excluding withdrawal and declassification)

SOURCE: INTER-RHÔNE 2010



Rhône Valley AOCs sales

■ Breakdown of bulk and bottle sales of Rhône Valley AOCs



SOURCE: INTER-RHONE 2010

■ Breakdown of Rhône Valley AOCs bulk/bottle sales* in 2009/2010 (in hl)

	Bulk	Bottles	Vinifications	Other despatches	Total despatches from Cellars
TOTAL Rhône Valley AOCs*	2025737	855949	84325	47856	3 097 268
TOTAL Côtes du Rhône	1587574	604846	77980	37 056	2 390 857
Regional Côtes du Rhône	1 327 212	302 388	40 017	24 750	1 694 367
Côtes du Rhône Villages	1 668 39	118 806	8 316	5 765	299 726
* Without district name	1 064 60	29 494	4 517	2 570	143 041
* With district name	60 379	89 310	3 790	3 206	156 685
Beaumes de Venise	3 396	15 517	120	664	19 697
Châteauneuf du Pape	-	-	-	-	83 348
Château-Grillet	-	-	-	-	53
Condrieu	1 040	1 918	1 902	87	4 947
Cornas	1 033	2 000	784	121	3 938
Côte-Rôtie	1 735	3 475	4 033	171	9 414
Crozes-Hermitage	18 655	33 119	7 856	937	60 567
Gigondas	15 513	20 900	2 591	849	39 853
Hermitage	918	999	1 965	69	3 951
Lirac	6 441	12 934	0	475	19 850
Saint Joseph	11 703	21 539	6 034	604	39 880
Saint Péray	96	1 561	747	53	2 457
Tavel	15 380	22 767	747	494	39 388
Vacqueyras	12 068	29 979	2 132	1 099	45 278
VDN Muscat de Beaumes de Venise	420	10 781	0	638	11 839
VDN Rasteau	14	1 211	0	48	1 273
Vinsobres	5 111	4 952	736	232	11 031
Total Other AOCs	438 163	251 103	6 345	10 800	706 411
Clairette de Bellegarde	6	393	0	3	402
Costières de Nîmes	13 162	84 721	0	2 565	218 907
Côtes du Vivarais	8 471	5 237	0	260	13 968
Grignan les Adhémar	30 112	18 443	1 281	1 186	51 022
AOC Luberon	96 777	35 618	0	1 799	134 194
AOC Ventoux	171 176	106 691	5 064	4 987	287 918

(* excluding withdrawal and declassification)

SOURCE: INTER-RHONE 2010



Diverse sales channels in France and abroad

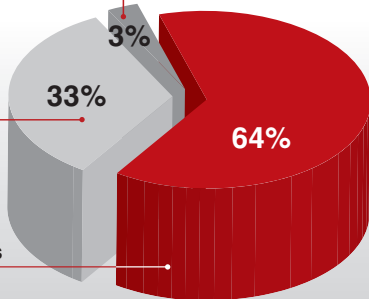
■ Breakdown of Rhône Valley AOCs sales by production entity

Winemaker-traders
84215 hl

Private wineries
1024438 hl

Cooperative wineries
1988615 hl

Total : 3097268 hl



■ *Breakdown of Rhône Valley AOCs sales by sales entity

Traders - foreign
8*

Producers' direct sales
127*

Unions (UMVR)
45*

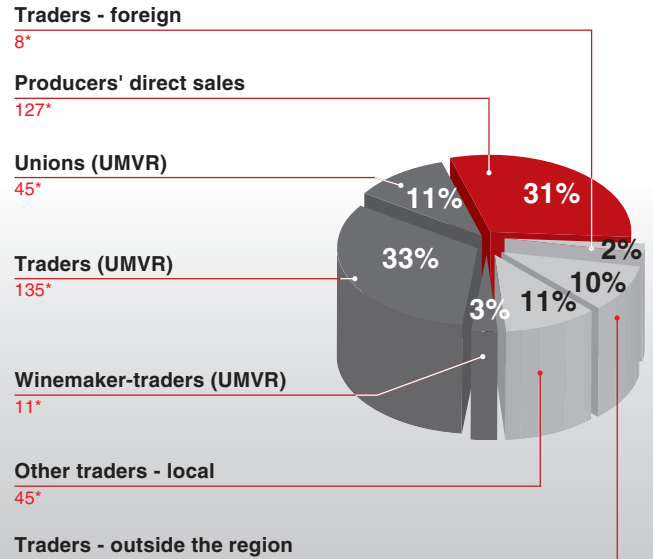
Traders (UMVR)
135*

Winemaker-traders (UMVR)
11*

Other traders - local
45*

Traders - outside the region
41*

Total : 413* *volume en millions de bouteille



■ Breakdown of Rhône Valley AOCs sales by distribution channel:

Sales in the 2009/2010 campaign represent:

Exports
109 million bottles

Direct sales
41 million bottles

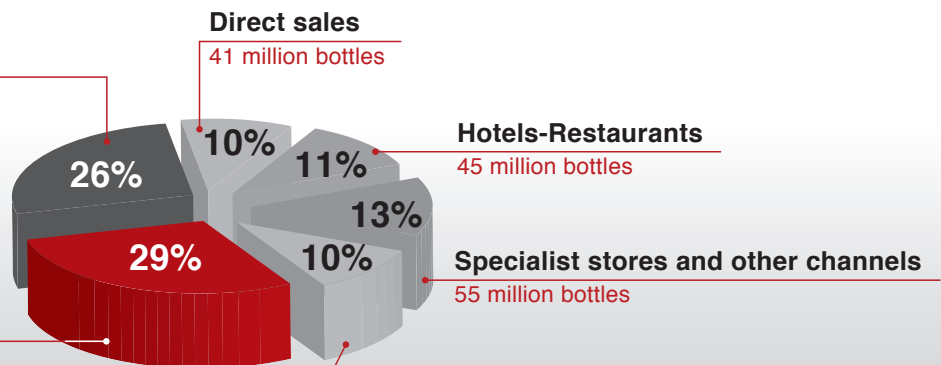
Hotels-Restaurants
45 million bottles

Specialist stores and other channels
55 million bottles

Supermarkets
121 million bottles

Hard Discount
42 million bottles

Total : million bottles of Rhône Valley AOC wines



SOURCE: INTER-RHONE 2010



Rhône Valley AOCs exports

In 2010, wine and spirits exports were Euros 9.09 billion.

With a positive balance of Euros 7.9 billion (+ 21.5 %), wines and spirits represented the second biggest trade surplus in France in 2010, after aeronautics and ahead of chemicals/perfumery.

In 2010, 109 million bottles of Rhône Valley AOCs were exported to 155 countries, generating a turnover estimated at Euros 305.5 millions.

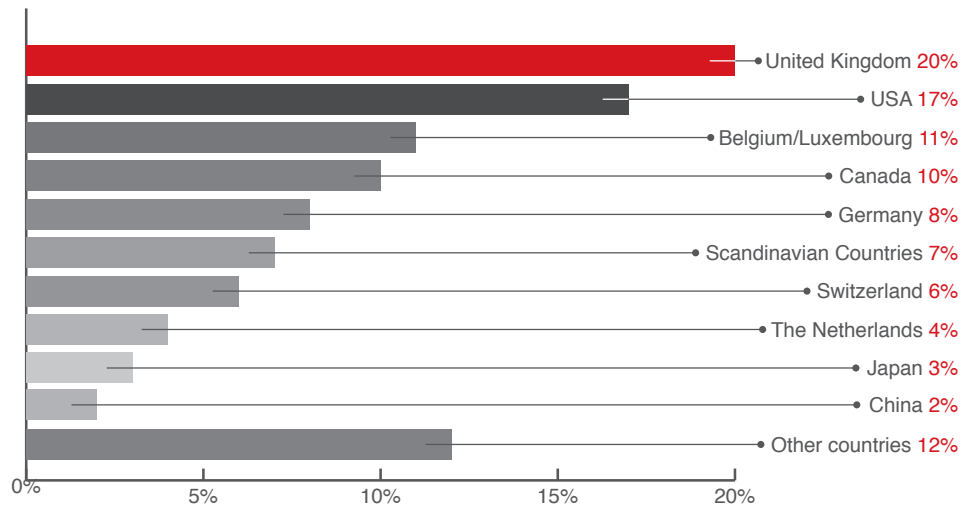
This year marks a real recovery in exports for the Rhône Valley, both in volume (+12%) and in value (+7%). The Rhône Valley can now be considered as a reference region at international level. Its dynamism has been recognised by the award of the Wine Region of the Year in 2010 title by the U.S. magazine, Wine Enthusiast. Rhône Valley exports

reached a record level to the USA, exceeding 100,000 hectolitres for the first time (+22% by volume).

However export sales growth is also significant in many other markets: United Kingdom (+22,5%), Belgium (+12%), Canada (9.5%)...

Lastly, the rise in wine consumption in Asia is beneficial to the Rhône Valley region, with a rebound in sales in Japan (+52%) and continued exponential growth in China.

Breakdown of Rhône Valley AOCs exports by value



Progression of Rhône Valley AOCs export sales

in volume (hL)	2003	2004	2005	2006	2007	2008	2009	2010	Côtes du Rhône 2010 (rég, vill, crus)	Other Rhône Valley 2010
United Kingdom	194 705	177 376	199 093	186 292	202 875	170 870	153 596	187 535	151 213	36 322
Belgium/Luxembourg	146 630	127 529	119 393	114 025	121 603	123 611	116 452	130 656	103 863	26 793
The Netherlands	103 847	91 697	77 356	72 498	79 061	64 713	55 963	48 385	38 229	10 156
Germany	75 338	62 308	57 832	52 450	56 793	57 263	68 233	70 500	52 059	18 441
Scandinavian Countries ⁽¹⁾	70 317	56 854	61 374	76 722	74 078	73 029	65 803	63 163	55 417	7 745
Other Europe	21 147	18 460	18 435	17 968	22 745	21 802	18 777	26 025	23 764	2 261
Total European Union	611 984	534 224	533 483	519 954	557 155	511 288	478 823	526 264	424 545	101 718
Switzerland	105 736	102 155	84 079	71 915	75 957	69 210	68 763	63 916	55 918	7 999
USA	73 527	62 098	65 553	87 139	92 524	89 739	88 539	107 858	75 062	32 796
Canada	47 072	41 362	33 456	47 691	49 294	45 264	45 145	49 430	30 704	18 726
Japan	23 261	20 290	21 687	21 460	21 720	15 916	13 844	21 158	13 913	7 256
China								15 090	9 664	5 426
Other Asia	2 792	2 822	2 206	9 229	12 773	12 590	15 086	7 874	6 322	1 551
Other countries	21 853	20 177	21 259	14 267	15 589	17 446	18 972	25 453	20 502	4 951
TOTAL	886 225	783 128	761 723	771 655	825 000	761 453	729 172	817 043	636 630	180 423

in value (€)	2003	2004	2005	2006	2007	2008	2009	2010	Côtes du Rhône 2010 (rég, vill, crus)	Autres Vallée du Rhône 2010
United Kingdom	67 692	57 718	63 649	70 177	75 067	67 258	61 692	60 149	52 587	7 562
Belgium/Luxembourg	41 120	36 743	32 581	33 331	33 215	35 052	34 609	34 901	30 294	4 607
The Netherlands	24 590	22 254	17 554	15 973	16 691	15 286	14 705	12 529	10 523	2 006
Germany	23 133	18 574	17 661	18 265	20 033	20 132	25 045	23 575	19 582	3 993
Scandinavian Countries ⁽¹⁾	24 360	19 942	20 730	28 103	27 073	25 345	25 078	21 461	19 520	1 941
Other Europe	9 730	8 350	8 186	8 921	10 846	10 363	7 983	10 190	9 583	607
Total European Union	190 625	163 581	160 361	174 770	182 925	173 436	169 112	162 805	142 090	20 715
Switzerland	25 312	23 076	19 767	16 269	17 787	18 389	18 208	18 200	16 887	1 313
USA	54 891	38 471	45 214	55 631	64 710	52 185	51 240	51 427	49 734	1 693
Canada	19 758	18 607	15 856	23 021	26 788	25 297	22 541	30 113	22 641	7 472
Japan	11 357	10 168	10 186	10 266	10 792	7 819	7 149	9 791	7 599	2 192
China								5 560	4 073	1 487
Other Asia	1 997	2 024	1 645	6 497	8 398	8 449	8 308	7 117	6 444	673
Other countries	8 968	9 454	8 892	6 923	8 184	10 071	9 206	20 606	11 768	8 838
TOTAL	312 908	265 381	261 921	293 377	319 584	295 646	285 764	305 619	261 237	44 382

(1) Scandinavian Countries (with Denmark)

SOURCE: ESTIMATES BASED ON 2010 FRENCH CUSTOMS STATISTICS



Detail of Rhône Valley AOCs sales channels by AOC

A range that suits
all distribution channels

■ Estimated breakdown of Rhône Valley AOCs commercial flow

	Estimate of breakdown by sales channel (in % of total sales)					
	Supermarkets / hard discounters	Specialist wine stores	Wholesalers / On Trade	Direct Sales	Export	
Regional Côtes du Rhône	49%	5%	14%	5%	27%	2004
Côtes du Rhône Villages						
* Without district name						
* With district name	49%	4%	9%	14%	24%	2009
Beaumes de Venise	40%	2%	23%	9%	26%	2009
Condrieu	3%	15%	31%	25%	26%	2009
Cornas	9%	13%	23%	27%	28%	2009
Côte-Rôtie	6%	20%	20%	25%	29%	2009
Crozes-Hermitage	26%	10%	19%	10%	35%	2009
Gigondas						
Hermitage	12%	10%	25%	23%	30%	2009
Lirac	16%	6%	13%	25%	40%	2007
Rasteau	49%	1%	7%	7%	36%	2009
Saint Joseph	26%	15%	22%	25%	12%	2009
Saint Péray	32%	5%	15%	39%	9%	2009
Tavel	52%	1%	25%	5%	17%	2007
Vacqueyras	20%	8%	14%	12%	46%	2005
VDN Muscat de Beaumes de Venise	54%	1%	7%	21%	17%	2009
VDN Rasteau						
Vinsobres						
AOC Luberon	45%	4%	12%	11%	28%	2009
Costières de Nîmes	57%	4%	6%	10%	23%	2009
Grignan les Adhémar	45%	3%	20%	22%	10%	2005
AOC Ventoux	33%	9%	24%	17%	17%	2005
Côtes du Vivarais	27%	15%	21%	34%	3%	2003

SOURCE: INTER-RHÔNE COMMERCIAL FLOWS RESEARCH

■ Estimate breakdown of AOC exports by AOC and by country

	Estimate of the breakdown of exports (In % of Export volume)												
	USA	GB	Belgium/Luxembourg	Germany	The Netherlands	Denmark	Other Scandinavia	Asia	Eastern Europe	Switzerland	Canada	Others	
Côtes du Rhône Régional	9%	24%	14%	6%	12%	6%	2%	2%	2%	18%	3%	2%	2004
Côtes du Rhône Villages													
* Without district name													
* With district name	9%	11%	21%	11%	4%	19%	2%	2%	0%	5%	14%	2%	2009
Beaumes de Venise	3%	14%	58%	1%	2%	5%	6%	1%	1%	2%	6%	1%	2009
Condrieu	15%	21%	13%	7%	5%	3%	7%	13%	2%	6%	3%	5%	2009
Cornas	23%	23%	9%	4%	3%	2%	12%	7%	1%	6%	4%	6%	2009
Côte-Rôtie	15%	19%	10%	7%	3%	4%	9%	11%	2%	8%	8%	4%	2009
Crozes-Hermitage	6%	35%	5%	2%	9%	16%	11%	4%	1%	5%	2%	4%	2009
Gigondas													
Hermitage	12%	32%	5%	4%	1%	2%	7%	9%	1%	5%	3%	19%	2009
Lirac	15%	7%	12%	17%	8%	20%	1%	2%	1%	11%	4%	2%	2007
Rasteau	5%	9%	8%	12%	0%	12%	0%	0%	0%	9%	40%	5%	2009
Saint Joseph	12%	31%	25%	2%	8%	0%	1%	3%	0%	5%	8%	5%	2009
Saint Péray	15%	12%	11%	2%	1%	0%	7%	24%	4%	1%	15%	8%	2009
Tavel	23%	6%	30%	13%	6%	4%	3%	2%	1%	3%	7%	2%	2007
Vacqueyras	14%	7%	40%	5%	12%	10%	1%	2%	1%	4%	2%	2%	2005
VDN Muscat de Beaumes de Venise	5%	25%	24%	0%	20%	4%	2%	3%	3%	7%	4%	3%	2009
VDN Rasteau													
Vinsobres													
AOC Luberon	13%	15%	18%	23%	1%	2%	1%	12%	0%	2%	8%	5%	2009
Costières de Nîmes	8%	21%	13%	11%	2%	3%	6%	4%	2%	6%	20%	4%	2009
Grignan les Adhémar	3%	9%	27%	18%	13%	1%	10%	3%	1%	1%	14%	0%	2005
AOC Ventoux	15%	7%	22%	7%	11%	8%	2%	7%	1%	6%	13%	1%	2005
Côtes du Vivarais	12%	0%	26%	10%	35%	1%	0%	7%	0%	1%	6%	2%	2003

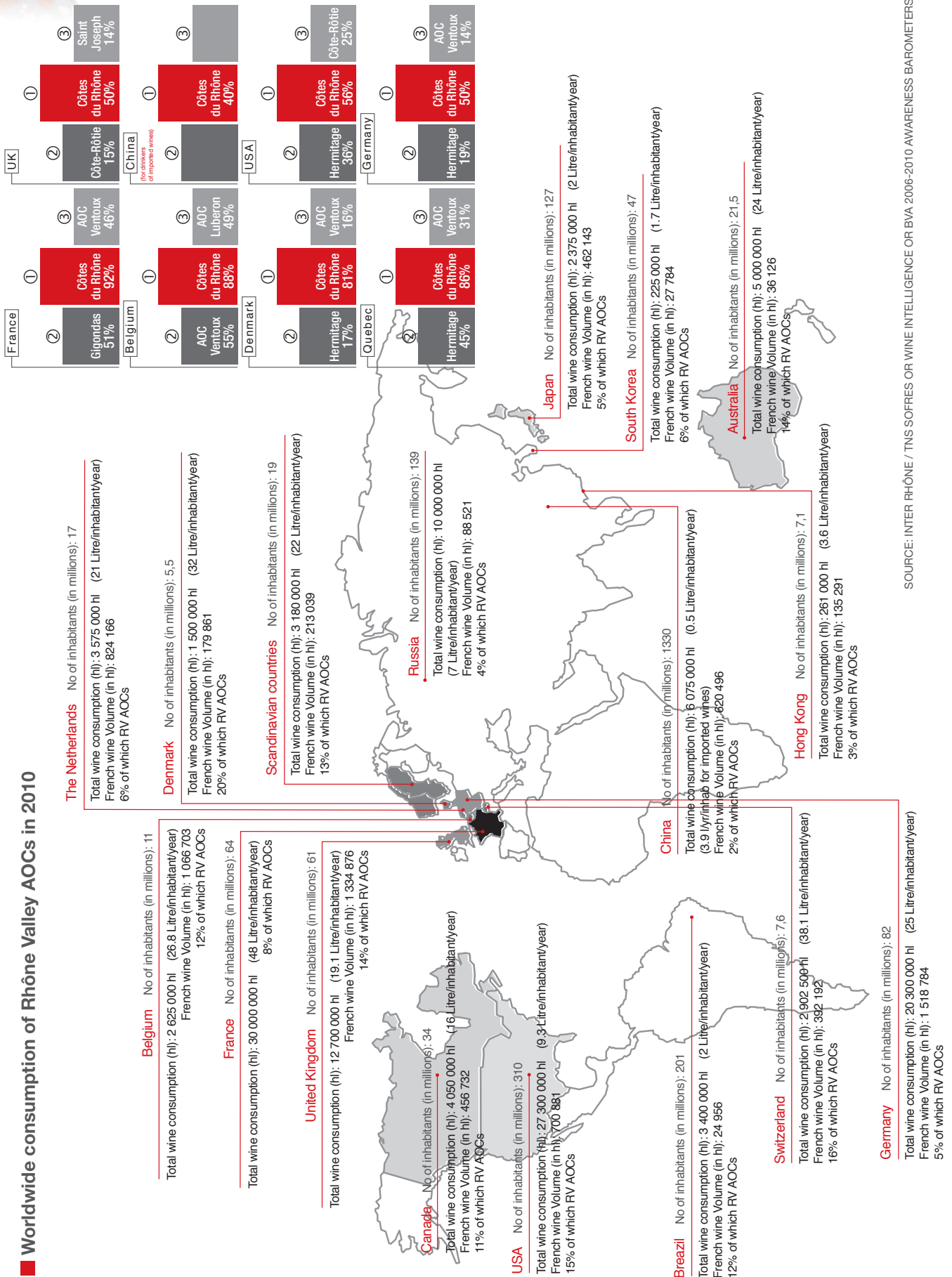
SOURCE: INTER-RHÔNE COMMERCIAL FLOWS RESEARCH

Rhône Valley AOCs

are known and consumed in most markets

Prompted awareness of the main Rhône Valley AOCs in France and abroad in 2010

Worldwide consumption of Rhône Valley AOCs in 2010





Analysis of Rhône Valley AOCs sales in the French market

■ Analysis of Rhône Valley AOCs in supermarkets in France

In 2010, Rhône Valley wines consolidated their position in supermarkets. Rhône Valley sales volume grew by 1.5% over a year and the region is asserting itself as being great value within the AOC category.

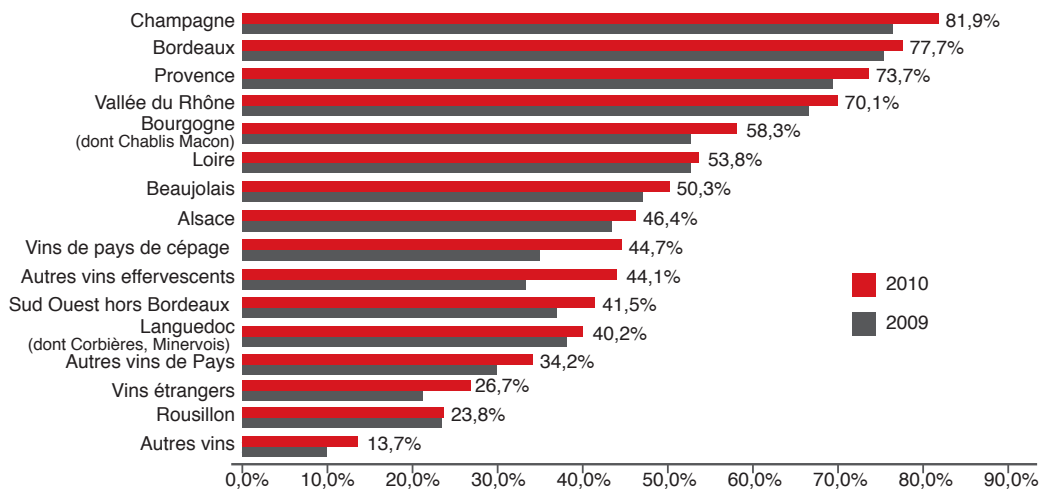
The still wine market continued its growth in rosé (+4%), while red wine sales volumes remained down (-2%). Against this background, the Rhône Valley managed to gain market share through the various Côtes du Rhône appellations (for the regional Côtes du Rhône, the CDR villages and the crus wines) and we are seeing a growth of rosé regional appellations (regional Côtes du Rhône, Ventoux and Costières de Nîmes).

In terms of packaging formats, bag-in-box continued to grow, as did sales in bottles in price ranges over €2.5 a bottle.

Sales in the German Hard Discount sector were particularly strong in 2010.

■ Analysis of Rhône Valley AOCs in the On Trade (cafés, bars, hotels, restaurants)

Restaurants represent 11% of Rhône Valley sales outlets. They represent 5 to 10% of regional appellations volumes (Costières de Nîmes, Côtes du Rhône, Luberon, Ventoux), whereas restaurants represent a 15 to 30% share of "crus" sales.



SOURCE: CNIV - PANEL CHDFACTS - PLUS DE 3200 RÉPONDANTS

■ Wines in the On Trade

Generally speaking, wine consumption in restaurants is changing, with 90% of establishments now offering wine by the glass. The wine by the glass offer meets today's consumer expectations for a better quality offering.

■ Rhône Valley AOCs in the On Trade

- The region's wines are available in 70% of establishments in France with an average of 5 wine references per establishment.

- Half of restaurant supplies is sourced directly from the wine region, the other half is split among wholesale, cash & carries and supermarkets.

■ Wine bars

- these currently represent 3.5% of restaurants with table service.

- On average, they have 7.8 Rhône Valley references available (Bordeaux: 8.3 ref/bar and Burgundy: 9.3 ref/bar).

- Special case: In Paris wine bars offer on average 13.8 Rhône refs (13.8 for Burgundy and 15.8 for Bordeaux).





Analysis of Rhône Valley AOCs' position in Export markets



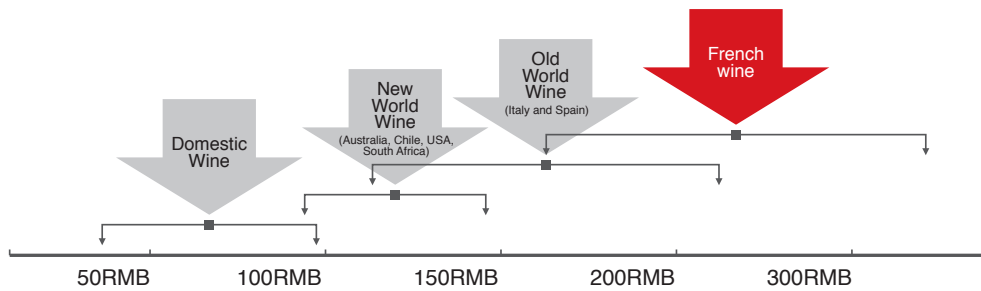
CAMPAIGN FUNDED WITH EUROPEAN UNION SUPPORT

■ China: A booming market

The wine market follows the country's economic development at the rate of the growth of the middle classes. However China remains a complex market, difficult to access.

Imported wines are growing strongly but still only represent 9% of the market. France is the market leader and represents half of imported wines in bottle. Distribution channels are expanding with the opening of new shops in the "new" towns.

In 2010, the real size of the Chinese market was 23 million consumers. These consumers have an income of over 4000 yuans/month. They buy a bottle of imported wine occasionally. They have a high image of France that they place ahead of other countries in terms of the country itself, the quality of its products, the cuisine... and the wine. They attach very high importance to status and state they do not wish to purchase French wine below 150 yuans, they keep French wine for special occasions and to honor their host or guest: business lunches, romantic dinners, gifts...



*Research carried out with the support of European Union funding, with consumers in December 2009 (Wine Intelligence) and with Chinese intermediaries in March-April (Ubifrance).

SOURCE: WINE INTELLIGENCE, FOCUS GROUPS ("MIDDLE CLASS" WINE DRINKERS), SHANGHAI, DEC 2009

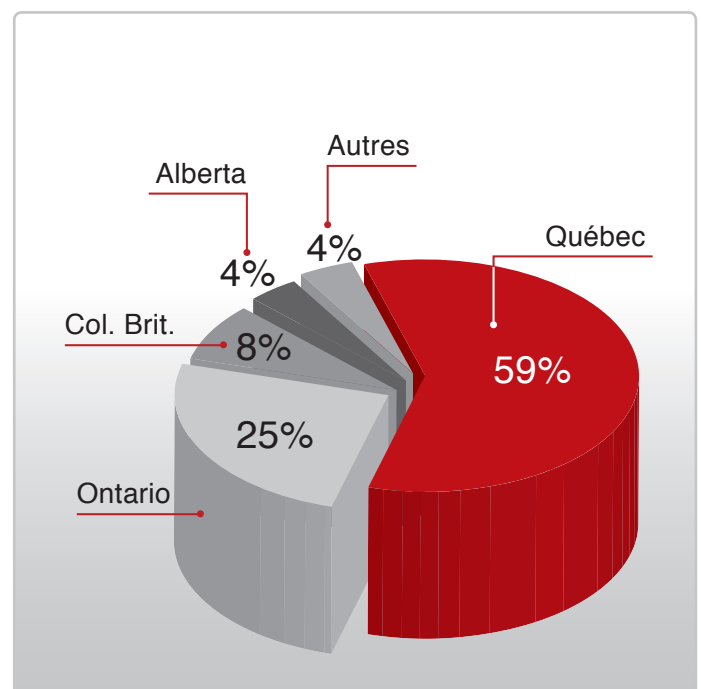
Investment in the China is justified by the medium and long term development perspectives of this market. For Rhône Valley wines this means having to invest time in informing and educating the Trade and consumers. In 2010, we exported 15,090 hectolitres of Rhône Valley wines to China.

■ Analysis of Rhône Valley AOCs' position in the Canadian market

In 2010, Canada was the sixth largest market for Rhône Valley wines by volume and fourth biggest by value. The 4 provinces that stand out in terms of wine consumption are: Quebec (21.4 l/yr/inhab), Ontario (13.7 l/yr/inhab), Alberta (15.9 l/yr/inhab) and British Columbia (19.7 l/yr/inhab).

French wines represent one third of the Quebec wine offer, but only 6.5% of sales in Alberta. The main outlets for Rhône Valley wines are Quebec (59%) and Ontario (25%), both well ahead of British Columbia (8%) and Alberta (4%).

Quebec wine drinkers differ from those in English speaking provinces by a higher frequency of consumption, whether at home, for special occasions, or in restaurants. English speaking consumers are distinguished by a more frequent consumption of white wines. Quebec wine drinkers prefer European wines (France, Italy and Spain) whereas English speaking consumers would rather drink new world wines (Canada, Australia, USA and Chile).





Organic viticulture in France

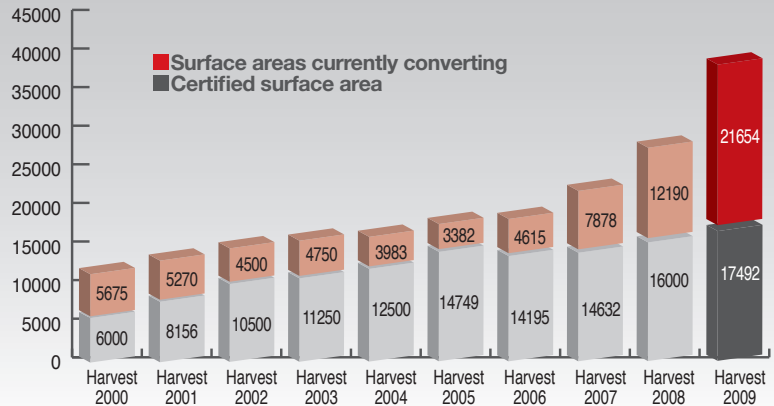
In 2009 the vineyard surface area using organic cultivation methods represented 39.146 ha, i.e. an increase of 39% compared to 2008.

All wines combined (AOC, IGP, without IG), the ranking of the top 3 wine regions in terms of organic surface area is:

- 1st: Languedoc Roussillon with 32% of all French organic vineyard surface area, i.e. 12.661 ha
- 2nd: The Rhône Valley (PACA & RA regions), with 31% of the area, i.e. 12.198 ha
- 3rd: Aquitaine, with 14% of the area, i.e. 5.464 ha

NB: Of the 39.146 ha, 55% are vineyards in the process of conversion, and 45% are certified.

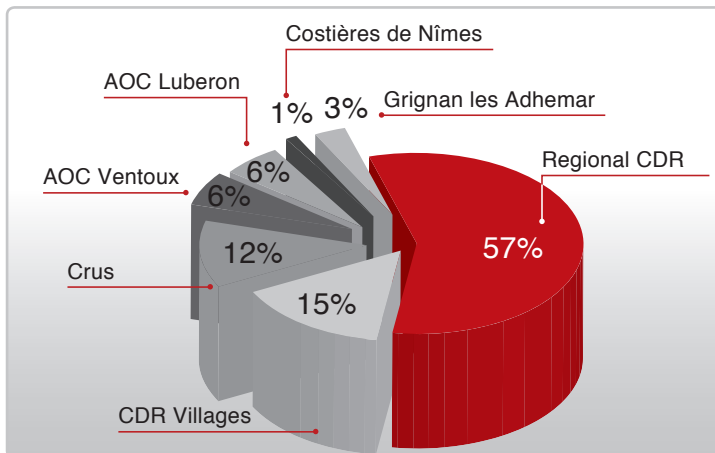
Increase in vineyard area using organic production methods in France



SOURCE: AGENCE BIO

Organic viticulture in the Rhône Valley

Breakdown of vineyard area using organic cultivation methods in the Rhône Valley



SOURCE: INTER-RHÔNE RESEARCH

According to research carried out for the 2010 harvest:

- **4 600 ha** of RV AOCs vineyards are certified organic farming, using Biodynamic techniques, or in the process of conversion

-> i.e. **6.2%** of total RV AOCs vineyard surface area

The Rhône Valley AOCs alone represent **12% of total French organic vineyard surface area** (all wines combined)

- Average yield noted in the Rhône Valley for 'organic' production around **33 hl/ha**

- Estimate: **152 000 hl** of RV AOCs production are certified organically farmed, using Biodynamics, or in the process of conversion

-> i.e. **5.4%** of total RV AOCs production

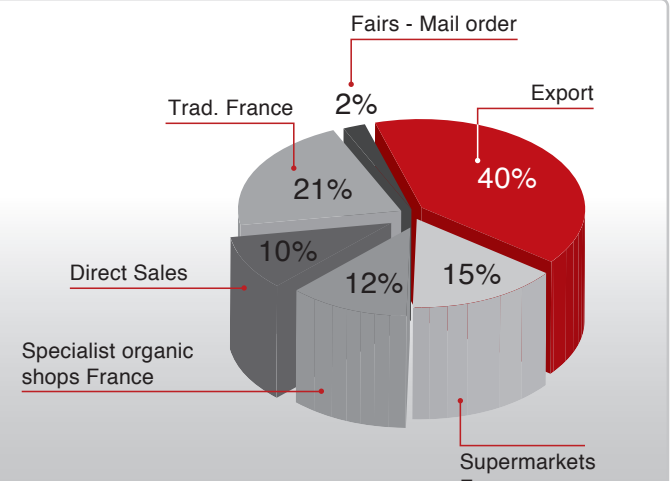
Sales of Rhône Valley AOCs organic wines

The France-Export split is 60%: 40% for organic Rhône Valley AOCs versus 75%: 25% for conventional wines.

In France traditional channels generally dominate, while for export the United Kingdom, Germany and Switzerland make up the majority of exports sales.

Although supermarkets 'only' currently represent 25% of sales outlets in France, its share is sharply increasing nationally.

SOURCE: AGENCE BIO + INTER RHÔNE 2009 RESEARCH





INTER RHÔNE

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