



## The origins of grapes *in Provence*

When the Phoceans founded Marseille 2,600 years ago, they introduced the first grapevines to France. Historically, this makes Provence the country's very first wine region. However, it wasn't until the Romans settled on Provençal land four centuries later that the cultivation of grapes began to develop in the region. Today, plots of grapevines give structure to the scenery and shape the picture-postcard image of Provence.



## With every path taken, *a new encounter*



Setting off to find wine where it grows means exploring the Provence's wine-growing world: warm and welcoming, with real character. 440 wine-makers, three Maison des Vins and four areas with the **Vignobles & Découvertes** labels are committed to offering the best in hospitality. They're just waiting for you to get here!

[www.routedesvinsdeprovence.com/en](http://www.routedesvinsdeprovence.com/en)



## *An environmentally friendly* wine region

With 19% of its grapevines grown **organically**, compared to 9% in the rest of France, Provence is conscious of environmental issues and is one of the most cutting-edge wine regions in terms of its conversion to organic agriculture.



## Vins de Provence

Accounting for 42% of domestic production, **Provence is the number 1 region in France for AOC rosé wines**, supplying 6% of the world's rosés. A historical specialist, Provence is closely tied to rosé wine, which it has imbued with its own style: pale, dry and highly aromatic. It conveys the values shared by the region: freedom and conviviality.



### Rosés

FRESH – FRUITY – DELICATE

**Colour:** bright, pale pink

**Flavours:**  
**FRUIT:** citrus, exotic fruit, yellow fruit, hints of red fruits – **FLORAL NOTES:** white flowers, rose, hawthorn – **SPICES & HERBS:**

**Pairings:** Provençal and Mediterranean cuisine (ratatouille, stuffed vegetables, aioli, pistou soup and anchoïade), salty seafood dishes, spicy world cuisine (Middle Eastern, Indian, Asian, farther afield).

**Temperature:** 8/10 °C

### Reds

Young wines: **DELICATE & SUPPLE**  
Wines for laying down: **POWERFUL & ROBUST**

**Colour:** ruby red to purple.

**Flavours:**  
**FRUIT:** dark berries (blackberry, blackcurrant, burlat cherry), red berries (strawberry, raspberry) – **SPICES:** pepper, liquorice. After ageing: notes of vanilla and roasted coffee.

**Pairings:** flavourful grilled meat, white meat, leg of lamb, vegetable tian. After ageing: cooked meat (casseroles and stews), wild game, distinctive cheeses.

**Temperature:** 14/16°C for young wines – 16/18°C for wines for laying down.

### Whites

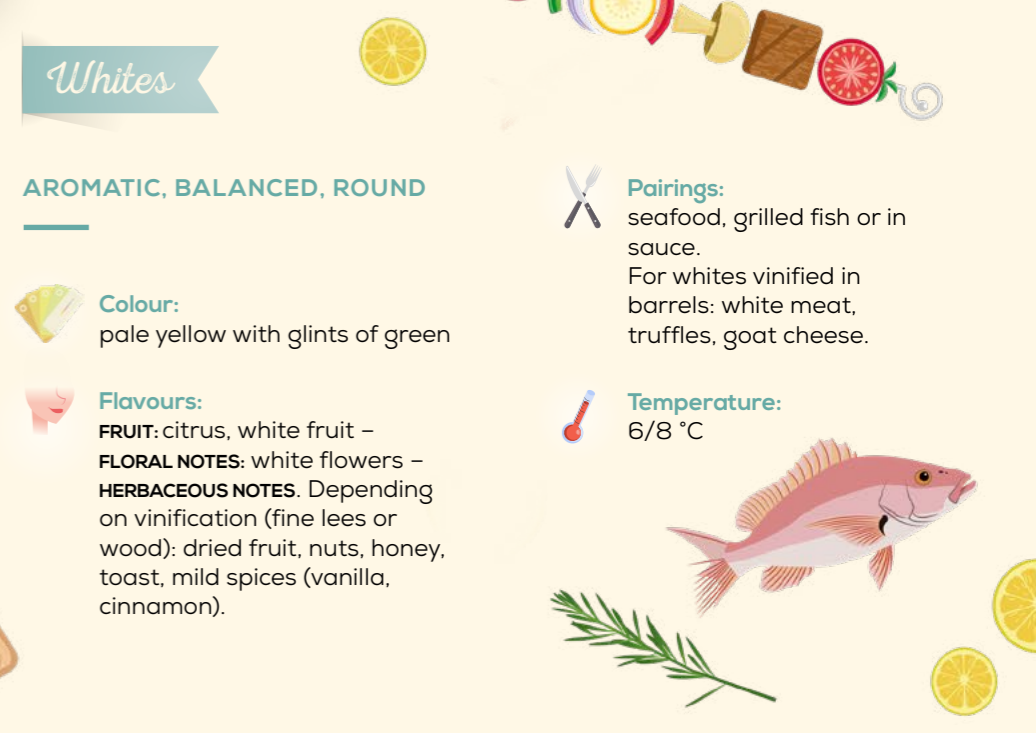
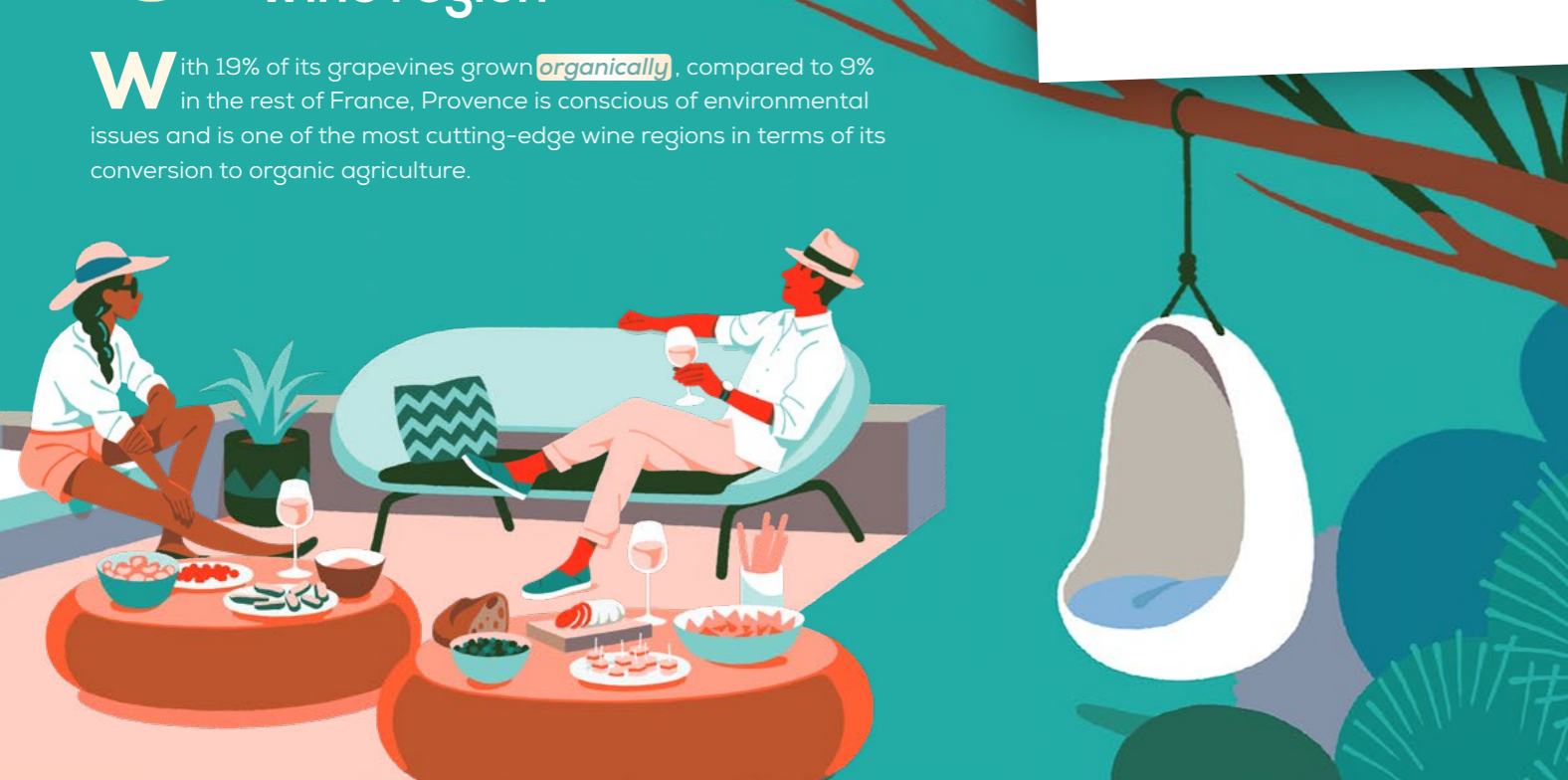
AROMATIC, BALANCED, ROUND

**Colour:** pale yellow with glints of green

**Flavours:**  
**FRUIT:** citrus, white fruit – **FLORAL NOTES:** white flowers – **HERBACEOUS NOTES:** Depending on vinification (fine lees or wood): dried fruit, nuts, honey, toast, mild spices (vanilla, cinnamon).

**Pairings:** seafood, grilled fish or in sauce. For whites vinified in barrels: white meat, truffles, goat cheese.

**Temperature:** 6/8 °C







## A unique terroir

### Climate

- **Sunny and warm** (250+ days/year)
- **Dry** (with many winds including the famous Mistral)
- **Maritime influences** (Mediterranean Sea)

### Natural environment

Varied topography of natural sites, mountain ranges, plains and valleys. Two main geological groups: **limestone and crystal.**

### Expertise

In Provence, rosé is rooted in wine-growing tradition: cultivation of grapevines and the vinification methods are chosen by wine-makers for the specific development of rosé wines.

### Varietals & blends

Wine-makers select and blend different grape varietals (there are more than a dozen in Provence) to create the aromatic profiles of their wines.



#### Red & rosé varietals:

cabernet sauvignon, carignan, cinsault, counoise, grenache, mourvèdre, syrah, tibouren.



#### White varietals:

bourboulenc, clairette, grenache blanc, rolle (or vermentino), sauvignon blanc, sémillon, ugni blanc.

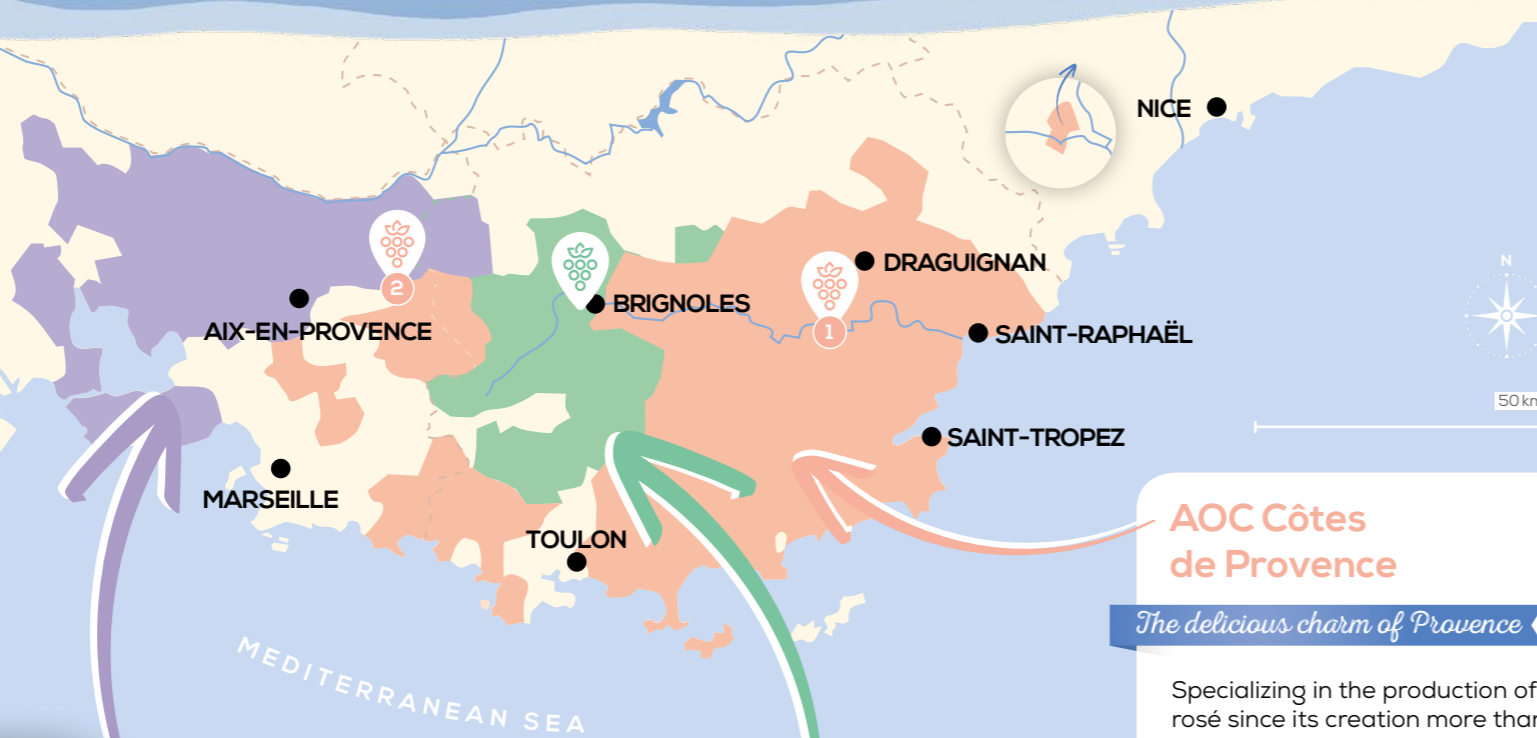
# VINS DE PROVENCE

*the Taste of Style*

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



Licence  
Z-CARD<sup>®</sup> Ltd



### AOC Côtes de Provence

#### The delicious charm of Provence

Specializing in the production of rosé since its creation more than 40 years ago, this appellation has become a reference in terms of colour with its profile of light coloured, elegant and aromatic wines. The AOC covers a vast territory running from the seashore to the more mountainous back-country. This diversity of terroirs, each with its own soils, climates and varietals, allows wine-makers to fully express all the nuances of Provence in their wines. In fact, four terroir designations have been recognized to date: Côtes de Provence **Sainte-Victoire**, Côtes de Provence **Fréjus**, Côtes de Provence **La Londe** and Côtes de Provence **Pierrefeu**.

Maison des vins Côtes de Provence  
**Les Arcs-sur-Argens**

Maison des vins Côtes de Provence  
Sainte-Victoire / **Saint-Antonin-sur-Bayon**

### AOC Coteaux d'Aix-en-Provence

#### The chic, expressive charm of Provence

Located in the western part of the wine region, this appellation surrounds the city of Aix-en-Provence whose name it bears. The imposing presence of the Mistral winds as part of its climate endows the appellation with a strong Provençal character which is perceptible in the style of its structured, racy wines.

### AOC Coteaux Varois en Provence

#### The intimate charm of Provence

In the heart of the wine region, this young appellation is driven by a group of ambitious, enthusiastic wine-makers. Their particular terroir – a climate with continental tendencies and a geographic area at altitude – adds freshness and minerality to delicate, airy wines.

Maison des vins Coteaux Varois en Provence / **La Celle**

### Les Vins de Provence IN FIGURES

# 486

individual wineries

# 63

cooperative wineries

# +100

wine merchants

# 27 219

hectares of vineyards  
(67 260 acres)

a little larger than the city of

# Marseille



# 165 million

bottles produced annually

# 90% Rosé



# 1 in 3 bottles

is exported



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