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WINE PARIS 2020 LAUNCHES WONDERFUL, A GREAT WAY TO BOOST BUSINESS!

Wine Paris, the leading international wine business event in Paris, aims to showcase current and future consumer trends. The second Wine Paris, taking place from 10 to 12 February 2020 at Paris Expo Porte de Versailles, will see the launch of Wonderful, a brand new initiative designed to help buyers from across the globe identify and understand the eco-friendly certifications and endorsements developed by winegrowers, estates, co-operatives and negociants in response to a changing world.



PROMOTING ECO-FRIENDLY INITIATIVES AND PRODUCERS' COMMITMENT

In recent years, consumption of organic wines or wines vinified in an eco-friendly way has surged. Indeed sales of organic wines are expected to double again by 2022 (source: IWSR). Today's consumers favour ethical purchase behaviour and are keen to contribute to a fundamental change at their level, making their consumption choices meaningful. At the same time, the wine industry has given priority to environmental issues. Many individual or collective initiatives have been launched, taking organic and biodynamic wines out to a wider audience. A large number of other certifications have also emerged. To date, Europe has 30 such certifications out of 54 worldwide, promoted by numerous entities (NGOs, nationwide programmes, certification bodies, wine committees, etc.) (source: IFV).

"In France, the momentum shown by the wine industry can be described as historic. On top of exceptional quality and a vast array of wines identified by origin or brand name, what connects the industry now is also a firm commitment to sustainability initiatives"

French Institute of Vines and Wines (IFV)

Jean-Pierre VAN RUYSKENSVELDE, Managing Director

GUIDING BUYERS IN A FAST-GROWING MARKET

Wonderful's ambition is to help buyers - wine merchants, sommeliers, restaurateurs and supermarkets - better understand this rapidly growing trend and develop their business by capitalising on it. Producing organic or biodynamic wines; using natural products to protect vines; looking after the biodiversity of fauna and flora; and helping to mitigate the effects of climate change, all these become topics for engaging with consumers.

In 2020, Wonderful aims to improve visibility for winegrowers, estates, co-operatives and negociants that have committed to at least one organic or eco-friendly scheme; clarify existing certifications and endorsements; highlight market and consumer developments; and signpost future trends and solutions. Wonderful will therefore feature several events and debates highlighting the initiatives and dynamic approach taken by the wine industry:

- **The “Wonderful Discoveries” itinerary**, for easy access to exhibitors supplying wines with certifications such as:
 - organic (AB and Euro Leaf) or in conversion
 - biodynamic (Biodyvin and Demeter)
 - level 3 environmental certification HVE (High Environmental Value)
 - level 2 equivalent environmental certifications (Terra Vitis, Bordeaux Wine Environmental Management System, Sustainable Winegrowing in Champagne, Cognac Sustainable Winegrowing, Bee Friendly, NF V01-007 standard etc)
 - ISO 14001 environmental management certification
 - CSR (Corporate Social Responsibility, ISO 26000, Sustainable Winegrowers, B-Corp)All these certifications have been selected in conjunction with IFV, for their reach and impact within the industry and by WINE PARIS for their relevance to consumer needs.
- **The “Wonderful Day”** (Tuesday, February 11, 2020), a dedicated day of ‘Wine Paris, the Wine Talks’, with presentations, round table debates and workshops attended by a range of trade and industry experts who will share their experience of the market. Topics selected so far for the Wonderful Day include:
 - Family portrait: gaining a better understanding of the range of organic and eco-friendly certifications
 - How valuable are organic certifications in the global marketplace?
 - Does biodynamic winegrowing change the flavour of wine?
 - When vine growing goes green, what are the effects on supply (wine merchants, on-trade, supermarkets...)?

“MAKING OUR FUTURE WONDERFUL”

A Wonderful logo has been developed to support the launch of the initiative and maximise its clarity and exposure before and during the show. Its design is deliberately modern and impactful to align with current trends within the industry and embody the dynamic approach taken by all stakeholders involved in these profound changes aimed at building tomorrow's world. The strapline is fittingly creative: “Making our future Wonderful”. The two together will feature on all dedicated communication, making it easier for buyers to identify the themes and stands along the Wonderful itinerary at the show.

“We are pleased that consideration is being given to our environmental reflections and that the testimonials by producers from all backgrounds will offer an opportunity for communication during Wine Paris. We aim to be environmentally-friendly on a daily basis. Joseph Mellot's estates take a holistic approach to the environment and are strongly committed to growing vines sustainably. Our vineyards are certified HVE 3 (High Environmental Value), one of them is farmed organically (AB) and our winery is certified ISO 14001”

Joseph MELLLOT, Sancerre, Centre Loire, France
Catherine Corbeau Mellot, President

“Organic wine and sustainable wine production is becoming more important every day here in the UK. Jascots is working to convert more and more of our range to be as sustainable as possible, so it is crucial that producers and Wine Paris do the same to retain interest and engage effectively with their customers. Wonderful is a great initiative”

JASCOTS WINE MERCHANTS, London, United Kingdom
Alastair Pyatt, Head of Buying

“Today’s market is more and more demanding about environmental friendliness. Since we created Trois Fois Vin, we have been conveying these values to our customers and subscribers through our monthly selections. Differentiation at the Wine Paris exhibition is extremely important so that we can prepare and target our purchases better and fulfil the surge in demand”

TROIS FOIS VIN, Wine Merchant & E-tailer, Paris, France
Marie-Dominique Bradford, Founder



About VINISUD, VINOVISION PARIS and WINE PARIS

VINISUD is the leading international trade fair for southern wines, established and supported since 1994 by the wine marketing boards and producer organisations in Southern France: CIVL, CIVR, Inter'Oc, Inter-Rhône, IVSO, CIVEP and CIV Corse.

VINOVISION PARIS, the international trade fair for cool climate wines, was launched in 2017 by the wine marketing boards in the Loire Valley, Centre-Loire, Burgundy, Beaujolais and Alsace and by the Champagne winegrowers' organisation SGV.

VINISUD and VINOVISION PARIS merged to create WINE PARIS, the international event for wine professionals in Paris, at the initiative of all their founding wine marketing boards and partners. The first WINE PARIS was held from Monday 11 to Wednesday 13 February 2019 at Paris Expo Porte de Versailles and was attended by 2,000 exhibitors and 26,700 industry members, including 30% from outside France.

VINISUD, VINOVISION PARIS and WINE PARIS are organised by COMEXPOSIUM/ADHESION GROUP and are led by 13 French wine marketing boards.

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