

2019

GRENACHES

DU *Monde*

PRESS KIT

GRENACHES DU MONDE COMPETITION - 2019

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A MESSAGE FROM THE CIVR DELEGATE TO GRENACHES DU MONDE



The Grenaches du Monde competition has now been running for 7 years. After the first three events in Roussillon, it ‘flew the nest’, travelling outside France to Aragon (Campo de Borja, Zaragoza, 2016), Sardinia (Alghero, Cagliari, 2017) and Catalonia (Barcelona, Terra Alta, 2018). In 2019, Grenaches du Monde is returning to Roussillon in France, where it was established by the Roussillon wine marketing board CIVR, thus becoming part of Perpignan’s activities as European Wine City.

Grenaches du Monde is not just a competition – though with nearly 1,000 entries it is on its way to becoming the world’s premier single-varietal wine competition – it is also a global event with Grenache as its theme and the varietal’s homelands as its main characters.

With its four varieties combined (Grenache noir, Grenache blanc, Grenache gris, Lladoner pelut), Grenache is the fourth most widely planted grape variety in the world. In Roussillon, where all its variations can be found, it covers over 8,000 out of a total 21,000 hectares and is the link between 14 of our designations of origin, as well as our dry wines and our VDN dessert wines.

On April 17 and 18, the primary focus will be on:

- an exceptional opportunity to bring together specialists of this grape variety from around the world by addressing cross-disciplinary Grenache themes and generating cross-border and international projects,
- a wine tasting competition and a promotional, sales and marketing tool for the participating appellations and wineries,
- an introduction to our wine region, as well as our heritage, for the 80 international judges (buyers, importers, journalists, etc.) and the countless officials and wine enthusiasts gathered for the occasion, in the midst of Holy Week,
- an evening event attended by both industry members and the general public: the Grenaches gala evening or Nuit des Grenaches, where the wines entered in the competition are available for tasting in conjunction with Chefs specialising in our gourmet foods.

In addition to these activities, an ambitious communications campaign is being rolled out in the producer countries involved, but also in consumer markets such as North America and Asia. The objective of Grenaches du Monde is to become a mouthpiece for the grape variety and those who accompany it, to establish a recurring date on the industry calendar, and to gradually increase its exposure among the general public.

Grenaches du Monde is not an exclusive club, quite the contrary. Over the years, in addition to wineries, we have successfully brought together many appellations and numerous groups that share Grenache, thus allowing Roussillon wines to showcase their excellent standards and infinite variety, and to develop their notoriety alongside the other major wine producing regions.

AN EXCEPTIONAL, WORLD-CLASS EVENT

2013 is the year when the Roussillon wine marketing board CIVR created the first competition for the noble grape variety, Grenache. Originating in Roussillon, Grenaches du Monde has since then become a travelling competition, hosted every year by Grenache-dominant wine regions. Over the years, it has become a seminal event for wine industry members around the world. More than 900 entries from France, Spain, Italy, South Africa, Australia, Canada, Macedonia, Lebanon, Greece, Chile... will take part in the next competition.

Reasons for taking part

The main objectives of the Grenaches du Monde competition are to:

- promote quality wines from all strains of the Grenache grape variety,
- encourage production of Grenache and foster global consumption,
- publicise and promote the characteristics of the wines to the general public worldwide,
- help consumers to distinguish the best Grenache wines produced around the world through a quality endorsement offering a trustworthy buying cue in an increasingly crowded wine range.

The competition is open to:

- All wines made from at least 51% Grenache,
- All categories of wines with a geographical indication: sparkling, still, fortified, dessert wines...
- All producer countries.

Boasting six years' experience, Grenaches du Monde has become the only international competition honouring Grenache. A seminal event worldwide, it offers an incredible showcase of the latest trends in appellations and vintages.

It is a genuine partner for producers and consumers. By establishing a quality pyramid of the different wines, it has garnered real legitimacy, but can also be viewed as a bellwether for changes and trends within the industry.

The Grenaches du Monde international competition has met with increasing success over the years. This recognition is the result of hard work, unsparing investment in entry checks and attendance by judges who are renowned and recognised for their skills. The friendly and relaxed way the competition is organised allows them to taste each year in the best possible conditions. Developing the reputation of the grape variety and the wine appellations it is part of; providing support for marketing the award-winning wines; driving a permanent community of influential opinion formers; and supporting the reputation and image of the host region are the major objectives of the event.

The 7th Grenaches du Monde competition returns to Roussillon on 17 and 18 April 2019. Perpignan in Roussillon hosted the first three competitions and 2019 therefore marks a return to its roots for Grenaches du Monde.

GRENACHES
DU **Monde**

ROUSSILLON - GRENACHES DU MONDE RETURNS TO ITS ROOTS IN 2019

A combination of sea and mountains, Roussillon is a small region with extremely varied landforms and a sunny, warm climate conducive to growing vines. A natural amphitheatre opening onto the Mediterranean Sea in the East, it is bordered by three mountain ranges: the Corbières to the North; the Pyrenees with Mount Canigou to the West; and the Albères to the South. Three rivers - the Agly, the Têt and the Tech – form the boundaries of vineyard sites, each with its own characteristics.

ROUSSILLON'S VITICULTURAL GEOGRAPHY

Pyrénées-Orientales is the 9th-largest French wine producing department, accounting for 2% of national output by volume. It produces 80% of France's AOC *vins doux naturels* dessert wines. Roussillon produces dry still wines and VDN dessert wines. With 14 appellations, made from 23 different grape varieties, and its hallmark mosaic of soils, Roussillon offers a huge array of wines with a strong personality

SOIL TYPES

Roussillon's extremely varied geological structures and microclimates are amongst its defining features and allow each grape variety to find its most propitious vineyard site and show its telltale characters. Vineyards cover very different soil types in Roussillon's natural amphitheatre. Geologically, the area was the scene of dramatic and profound upheavals in the Tertiary and Quaternary periods, marked by the uplift of the Pyrenees, which has shaped its landform by creating a rich tapestry of vineyard sites with very distinct characteristics. This diversity is unique.

Such is the powerful nature of these soils that this raw, uncut gem can only produce wines of great character.

VINEYARD MANAGEMENT

Vines cover these prime soils, arid plateaus, dry terraces and hillside sites, creating a stable Mediterranean landscape whose farming activities protect it from devastating fires. Vines offer a secure social fabric and blend into the landscape that they preserve. The bush vine training technique, keeping vines low to the ground, and short pruning bring balance to the old vines, helping them withstand the Tramontane wind. At harvest time, the wineries conduct a stringent selection of vineyards to produce the style of wines they are aiming for.

THE ROUSSILLON WINE REGION



In 2018, the department produced **770,000 hl of wine** over **20,900 hectares** of bearing vines divided between:



2,535 farms:
362 independent wineries,
29 co-operative wineries handling 75% of production,
and **102** trading companies
(including approximately 30 entirely geared to the merchant trade).



18% of vineyards farmed organically
(over one third of independent wineries produce organic wines).



9 AOCs and 2 IGPs as dry wines
5 AOCs as Vins Doux Naturels
5 dessert wines.

ROUSSILLON - GRENACHES DU MONDE RETURNS TO ITS ROOTS IN 2019

THE CLIMATE

Roussillon's climate is characterised by a dry summer season and a rainy period in autumn and early spring. Average rainfall is 500 to 600 mm/year. This low rainfall replenishes the water reserves in the soils, allowing the deep-rooted vines to draw on them all summer long. Mild winters, hot summers and the highest average annual sunshine and temperatures in France make Roussillon an ideal location for vine growing. Winds sweep across the vineyards, speeding up evaporation in the soil and on the vines, and naturally protecting the canopy and the fruit from disease. Finally, the very dry summer period promotes ripening.

Sustainable vineyard management techniques are used in Roussillon.

Low yields, moderate vigour and a dry environment limit the pressure of diseases from parasites. Showing consideration for the value of vineyard landscapes, concern for environmental protection and recognising the potential for natural vineyards, winegrowers have opted to grow their vines sustainably.



Today, winegrowers do not spray their vines systematically but sustainably, thus ensuring their crops preserve natural qualities. For more than twenty years, winegrowers have been increasingly farming organically, and some of them biodynamically.

Extreme weather and very poor soils restrict yields to around 35 hl/ha. The resultant grapes are therefore of an excellent standard.



PERPIGNAN, THE GATEWAY TO A WINE REGION WITH A UNIQUE IDENTITY

The first traces of vine growing and the wine trade in Roussillon date back to Greek Antiquity. In Roman times, on the promontory of hills overlooking the lower valley of the Têt, Ruscino emerged, a city that became the forerunner of Perpignan. Its inhabitants were already drinking wine there 2,600 years ago. Roussillon's trade was then directed towards the Mediterranean.

A city with a history strongly influenced by Catalan culture, Perpignan acted as the driving force behind the commercial development of Roussillon wines. The arrival of the railway in 1856, which opened up the region, coupled with the development of wine growing in Roussillon in the 19th century, generated significant economic activity linked to the wine trade in Perpignan.

ROUSSILLON, HOME TO THE FOUR GRENACHE GRAPE VARIETIES

This grape variety is the most widely planted in the world, used by winegrowers across the globe. Both drought-resistant and adaptable, it is more resistant to global warming than other varieties. It is certainly the most ecological grape variety in the world. Its solid roots draw water from the water table and do not depend as much on rainwater as other grape varieties. It is the ultimate Mediterranean grape variety: it loves the sun and takes root wherever olive trees grow (in the South of France, Spain, Italy...). Grenache comes in all styles: red, white and rosé and is perfectly suited to producing *vins doux naturels* or dessert wines. It can be enjoyed in blends or in single Grenache varietal wines. Warm, accessible, pleasant to drink and refreshing, but also rounded, with silky tannins, good acidity and ageability, it develops notes of cherry, strawberry and plum.

Grenache lends itself perfectly to gourmet food pairings because it partners well with a wide range of dishes and can be enjoyed whatever the season. Basically, it is the ideal companion for food!



GRENACHE NOIR

A vigorous grape variety, well adapted to poor soils and very drought-resistant, Grenache noir is the only variety used for red *Vins Doux Naturels* and plays a pivotal role in the character of the red wines of the Côtes du Roussillon, Collioure and Maury sec appellations. In Roussillon, a few wines are also single varietal Grenache noir labelled as IGP. Grenache noir wines are very mouth-filling. The varietal's two trademark traits are power and generosity, and it offers up a soft, rounded tannin profile. When ripe, Grenache noir is freighted with sugar and therefore becomes the ideal component for making top quality VDN dessert wines.

It is currently the most widely-grown black grape variety in Roussillon.

GRENACHE BLANC

Grenache blanc is a mutation of Grenache noir. It is often found in most Mediterranean vineyards, particularly in Catalonia. It has a high ripening potential that can produce grapes with high sugar content. Long used for producing white VDN dessert wines, for the past few years it has also been fermented as dry white wine, imbuing it with floral notes and aromas of white-fleshed fruits as well as a beautifully lush palate. It can be grown for both IGP wines and AOP Côtes du Roussillon and Collioure. Similarly, it can be enjoyed in white Banyuls or white Maury.

ROUSSILLON, HOME TO THE FOUR GRENACHE GRAPE VARIETIES

GRENACHE GRIS

Grenache gris is also a mutation of Grenache noir, Roussillon's iconic grape variety which is mainly grown in this region. Grenache gris can be fermented alone or blended with other grape varieties, adding power, elegance and minerality. The variety imparts roundness and smoothness to white wines. It also adds structure on the palate giving them good ageability and beautiful characters which are particularly persistent as the wines age. Grenache gris therefore leverages the identity of Roussillon's top-flight white appellation wines Collioure and Côtes du Roussillon.

LLEDONER PELUT

This relatively unknown grape variety is a mutation of Grenache noir, native to Catalonia. It is a traditional Roussillon grape variety which is still little grown but has qualities very similar to Grenache, namely richness, fruitiness and roundness. It is mostly used for making dry wines. It offers up fairly generous, powerful, full-bodied and flavourful wines, with notes of black liquorice and pepper.



THE PANEL AND THE TASTINGS

Every year, the panel of the international **Grenaches du Monde** competition brings together industry members and opinion formers who share a passion for Grenache wines. Panel members are rigorously selected by the Roussillon wine marketing board CIVR and are top specialists whose tasting skills are widely recognised within the industry.

They can be sommeliers, journalists, wine merchants, oenologists, winegrowers, restaurateurs, buyers, international traders, educators and representatives of professional institutions from all over the world.

In all, 15 nationalities are represented.

Throughout the competition, these judges will have the challenging task of singling out the finest Grenache wines, allowing gold and silver medals to be awarded.

THE TASTING PROCESS

The CIVR ensures the competition runs smoothly, from entry preparation to organising the tastings. The judges form panels and taste in an isolated, quiet, bright and well-ventilated room, offering optimal tasting conditions.

A panel generally has five judges represented by a panel chair whose mission is to:

- ensure the tastings run smoothly,
- guarantee the wines remain absolutely anonymous,
- order a second tasting of a sample when he/she deems it useful,
- maintain good tasting conditions,
- check the tasting sheets are fully completed and accredited.

The organisers first put together flights of 6 to 12 entries by colour, appellation and origin.

Absolute anonymity is one of the competition's fundamental principles. Each sample is concealed in packaging that guarantees anonymity. The judges are therefore not aware of the identification of the wine, its origins, price, scores and awards previously obtained, thus ensuring total confidentiality.

Each wine is tasted individually and not compared. Each judge receives a tasting sheet where they are asked to report their descriptive assessment of the wines through comments on:

- sight,
- smell,
- taste.

GRENACHES DU MONDE 2019

PROGRAMME

Tuesday
16 April

The judges arrive and are shown to their hotels

Welcome evening for judges in Perpignan

Wednes
day
17 April

Morning tasting session for Grenaches du Monde at the Lycée Christian Bourquin in Argelès sur Mer

Lunched prepared by students at the Lycée

Afternoon spent meeting wine growers from the Upper Agly Valley and tasting wines

Gala dinner at the Palace of the Kings of Majorca, menu by the department's Michelin-starred chefs

Thursday
18 April

Morning tasting session for Grenaches du Monde at the Lycée Christian Bourquin in Argelès sur Mer

Lunch in Collioure

Self-guided tour of Collioure

Grenaches gala evening at the convention centre

Concurrently with this, an introductory programme is provided for accompanying guests and official delegations invited to the competition.

The judges, accompanying guests and delegations are invited to extend their stay by taking part in tourist-style activities over Easter weekend including the *Sanch* procession in Perpignan.

GRENACHES DU MONDE TIMELINE

Thursday 24 January 2013 - Perpignan, France



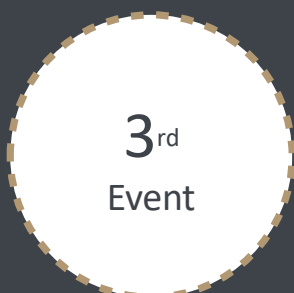
- * **364** entries
- * **7 participating countries:** South Africa, Australia, Brazil, Spain, France, Italy, Republic of Macedonia
- * **70** judges
- * **112** medal-winning wines

Monday 3 February 2014 - Perpignan, France



- * **403** entries
- * **7 participating countries:** South Africa, Australia, Brazil, Spain, France, Italy, Republic of Macedonia
- * **75** judges
- * **123** medal-winning wines

Monday 9 February 2015 - Perpignan, France



- * **485** entries
- * **6 participating countries:** South Africa, Australia, Spain, France, Italy, Republic of Macedonia
- * **80** judges
- * **150** medal-winning wines

GRENACHES DU MONDE TIMELINE

Friday 5 February 2016 - ZARAGOZA, SPAIN



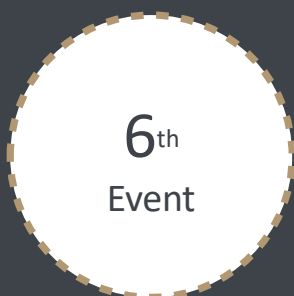
- * **576** entries
- * **6 participating countries:** Australia, Spain, France, Greece, Italy, Republic of Macedonia
- * **80** judges
- * **176** medal-winning wines

Friday 10 February 2017 - ALGHERO, SARDINIA



- * **684** entries
- * **8 participating countries:** South Africa, Australia, Spain, France, Greece, Italy, Lebanon, Republic of Macedonia
- * **100** judges
- * **213** medal-winning wines

Friday 13 April 2018 - TERRA ALTA, CATALONIA



- * **839** entries
- * **6 participating countries:** Australia, Spain, United States, France, Italy, Lebanon
- * **75** judges
- * **259** medal-winning wines

2018 PARTICIPANTS AND MEDAL WINNERS



With **839** entries, Grenaches du Monde broke a new entry record in 2018, attesting to the growing importance of a competition that over the years has become a benchmark international event.



Held from April 11 to 15, 2018 in the Terra Alta region in Southern Catalonia, the sixth competition awarded **259 gold and silver medals** after the blind tastings by a panel of 75 specialist journalists, wine merchants, sommeliers and winemakers.

PERPIGNAN, 2019 EUROPEAN WINE CITY

Perpignan is the first French city to be awarded the title of European Wine City. The project was launched through RECEVIN, a network of nearly 800 European wine cities in 11 countries. RECEVIN aims to defend the rich heritage of wine regions and their appellations of origin and to become a mouthpiece for these regions in the European Parliament and European institutions.



**PERPIGNAN
VILLE
EUROPÉENNE
DU VIN 2019**

Perpignan, European Wine City, is an opportunity to promote the image of Roussillon wines. The endorsement rewards efforts by producers and trading companies to improve quality and modernise the industry, and promotes a quality image with a strong identity. The objective is to position Perpignan as a capital of wine and gourmet foods, recognised for its identity and excellence, proud of its products and appealing to visitors by allowing them to experience the city.

Organising the Grenaches du Monde competition once again in the city is one of the high points of the official Perpignan European Wine City programme.



Programme complet sur
www.roussillon.wine



VINS DU
ROUSSILLON

OUR PARTNERS

The Grenaches du Monde competition is organised by the Roussillon wine marketing board CIVR in conjunction with its partners:

VINS DU ROUSSILLON



THE ORGANISERS

For 7 years, Grenaches du Monde has been organised by the Roussillon wine marketing board CIVR.

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