

## INTERNATIONAL COMPETITION GRENACHES DU MONDE FROM EUROPE TO THE WORLD

- The international contest dedicated to the Grenache grape variety will celebrate its 11th edition in June in a new format and in New York!
- During this special edition, the international competition will attract the attention of North American buyers, importers, press and media.
- In June, the jury will select the best wines which will be officially celebrated at a special gala in September in New York.

### **The great journey of the Grenaches du Monde continues.**

After Roussillon, Aragon, Catalonia, Sardinia, Pays d'Oc, Châteauneuf du Pape, Castile, the Italian Marches and Navarre, and for the first time in its history, the great annual meeting of the Grenaches du Monde, leaves the European territory to successfully position itself on the North American market.

In 2023, **the contest will be held in New York City**, in the heart of the world's largest consumer market. This is a perfect opportunity to draw the attention and curiosity of North American wine professionals and enthusiasts to this trendy grape variety.

*"It has been several years since circumstances forced us to postpone this first edition outside our European borders, but this wait has allowed us to refine the concept and make it even more innovative. This is also one of the strong values of Grenache, that of knowing how to adapt and get off the beaten track. In 2023, the ambition of the contest is to open the doors of the North American market to all producers and enthusiasts of the Grenache grape variety"* **explains Fabrice Rieu, President of the Concours.**

With the guideline "From Europe to the World", the 2023 edition will take place within the framework of the "European Garnacha/Grenache Quality Wines" programme.

"This collaboration is a world first. The implementation of an innovative programme that puts aside rivalries between production regions to defend a common brand: that of the excellence of the grape variety and its producers. We are convinced that in the coming months, the world's leading wine consumption market will experience a real 'Garnacha/Grenache Mania'", **adds Stéphane Zanella, President of the Conseil Interprofessionnel des Vins du Roussillon.**

For the first time this year, the jury will be composed exclusively of US professionals (importers, distributors, sommeliers, etc.) and influencers (media and specialized journalists). This choice is intended to broaden the base of local tasters and to increase the visibility of the wines that enter the competition. If they win, the commercial prospects on the North American market are already promising.

In addition to the relocated tasting in June, on September 14, the day before International Grenache Day, the winners of this 11th edition will be honoured at a gala evening gathering all the top players in the North American wine world in New York City.

**Grenache: One of the few grape varieties in progress.**

The US American market is, by definition, open and curious about the diversity of world production. For several years now, Grenache/Garnacha has been able to make its mark among the great red grape varieties available on tables and in shops. It is one of the few red grape varieties that is growing in 2022 (along with Gamay and Carménère). Grenache is now the 10th most consumed red grape variety in the US, tied with Tempranillo and Pinotage. It is undoubtedly a dynamic challenger to the top three, which are the classic Merlot, Cabernet and Pinot Noir. Its positioning is rather premium, but the base of winelovers is broadening, leaving more room for a wider range of Grenache wines from Europe. For white (and grey) Grenache, there is every reason to believe that the US market will quickly open to these alternatives in other colours: the North American market is constantly looking for novelty and authenticity. Grenache/Garnacha has an excellent image that associates it with values of pleasure and conviviality, a Mediterranean art de vivre: it is time to position ourselves on the US market, the world's leading consumer of rosé wines.

(Sources Wine Intelligence - Nielsen)

**Grenaches du Monde** is an annual contest open to all Grenache wines (pure or blended), without restriction of colour, origin, or nationality. Producers and merchants wishing to enter their wines can do so online until March 31 at [grenachesdumonde.com](https://grenachesdumonde.com).

With 163,000 hectares of vineyards, Grenache is the seventh most planted grape variety in the world. It is the emblematic variety of the Mediterranean countries, mainly Spain and France, since together they account for almost 90% of the world's planted area. Spain, France, and Italy are the three main producing countries, carrying Europe's colours high, but Grenache/Garnacha is very popular all over the world: North and South Africa, Australia, North and South America, Croatia, Greece, Lebanon, etc.

**About Grenaches du Monde :** Created in 2013 by the Conseil Interprofessionnel des Vins du Roussillon (CIVR) in Perpignan (France), the Grenaches du Monde Contest has been travelling since 2016 with its first edition in Aragon (Campo de Borja), then in Sardinia (2017) and in Catalonia (Terra Alta, 2018). The competition returned to Perpignan in 2019, and the following year set off again for Montpellier in partnership with Vins de Pays d'Oc, the world's leading producer of rosé Grenache wines. In 2021, to meet sanitary standards, the competition was split into 4 tastings in 4 Grenache capitals: Cebreros in Spain, Châteauneuf du Pape and Perpignan in France, and Ascoli Piceno in Italy.

**In 2022, the contest visited Navarre before taking on the unique challenge of this edition in the United States!**

**More info: [www.grenachesdumonde.com](https://www.grenachesdumonde.com)**

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