

WINE, A CAPITAL OBJECTIVE FOR MONTPELLIER!



From historical heritage to abundant local stakeholders, wine is a huge deal in the Montpellier area! That's why Montpellier Métropole created a dedicated hub to confirm its position as a wine capital.

FROM YESTERDAY TO...

WINE COUNTRY SINCE ANTIQUITY, LATER CELEBRATED ALL THE WAY TO THE WHITE HOUSE

Winemaking has shaped our territory. Today, it is important to restore its rightful place.

Vth CENTURY BCE

First proof of viticulture in the area

EARLY MIDDLE-AGES

Wine growing develops thanks to clergy

FROM THE XVIIIth CENTURY

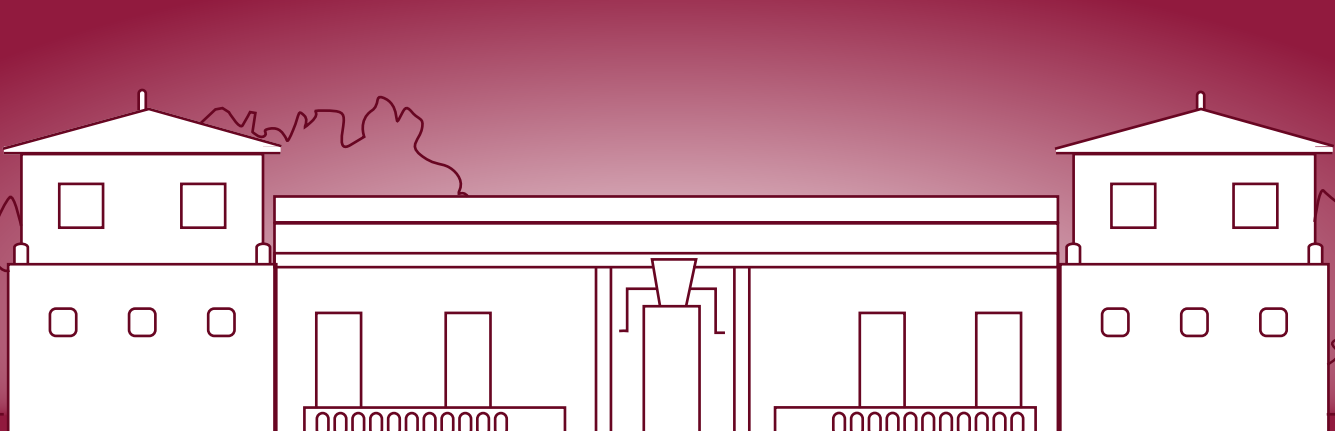
Our wines are reputed and exported as far as Russia. Louis XIV and Louis XV authorized their royal seal to be stamped on some of our wines.

IN 1787

Thomas Jefferson, future president of the United States, mentions St. Georges d'Orques wine as being one of the best wines of France, and served it at the White House.

TODAY

Viticulture still impacts our landscape and shapes our art of living.



MONTPELLIER'S "FOLIES" - ESTATES OF EXCEPTIONAL HERITAGE AND OENOLOGICAL EXCELLENCE

The history of wine around Montpellier is closely linked with that of its "folies" — mansions among the leaves — elegant XVIIth century bourgeois estates that were also often home to wineries. **Four "folies" are still in activity today:** Château de l'Engarran, Château de Flaugergues, Domaine de Rieucoulon, and Domaine du Grand-Puy.

... TODAY

MANY LOCAL STAKEHOLDERS COMMITTED TO THE WINE INDUSTRY



VINE



AGROECOLOGY



RESEARCH & INNOVATION



BUSINESS



TOURISM



200 wine-makers, with **54** harvesting producers



40% of local operations certified organic, or in the process



Nearly **3,000** hectares of vineyards in the area



80 % with High Environmental Value label

A LAND OF SCIENCE

A dynamic ecosystem, driven by research and educational institutions as well as a fine-food and hospitality sector

Agropolis, world's 2nd leading agronomics research hub



RECOGNIZED REFERENCES AND APPELLATIONS

AOP Languedoc, S^t Drézéry, Grès de Montpellier, S^t Georges d'Orques, la Méjanelle...
IGP d'Oc, IGP d'Hérault, Collines de la Moure...



A DESTINATION FOR WINE TOURISM

A tourist offering with the launch of "Destination Montpellier Vineyards", certified by Vignobles & Découvertes.

THE WINE CLUSTER IS YOUR GATEWAY FOR BUSINESS

3 KEY OBJECTIVES



SUPPORT GROWTH NATIONALLY AND INTERNATIONALLY

2022 - launch of the Cluster of global wine and spirits cities
2025 - creation of the Wine and Vine Institute



COMMUNICATE TO PROFESSIONALS AND THE GENERAL PUBLIC

First-time presence at International Agricultural Fair and Occitanie Wine Fair



A SINGLE POINT-OF-CONTACT FOR WINE STAKEHOLDERS

Creation of Wine Council, with elected officials and industry professionals in a consulting and coordination role for the sector

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ALCOHOL ABUSE IS DANGEROUS FOR YOUR HEALTH. PLEASE CONSUME WITH MODERATION.