WINES AND VINEYARDS

THE GREATER MONTPELLIER AREA





Wine is part of Montpellier's DNA, part of our historical, cultural, and natural legacy. Winegrowers are the architects of our landscapes, especially in this city where grapevines are our garden.

In 2021, Montpellier Métropole created the «Pôle Vin» (wine department) to support the winegrowers' work, coordinating actions and offering a high level of exposure at national and international levels. In 2022, together with six other major partners from around the world, we created a cluster of international cities for wine and spirits, as well as the Montpellier Méditerranée Métropole Wine Council.

We invite you to come and (re)discover the spirit of the South by meeting producers who are passionate about their work. Come taste their fine products offering unrivaled value for money, and enjoy one of the most enticing aspects of our metropolitan area.

Cheers!



Michaël Delafosse Mayor, City of Montpellier President, Montpellier Méditerranée Métropole



Yvon Pellet
Councillor in charge
of winegrowing,
Montpellier
Méditerranée
Métrople







A strong partnership between Montpellier Méditerranée Métropole & EUPIC

In 1982, Montpellier and Chengdu became the first pair of sister cities between China and France, marking a significant milestone in international friendship. In 2012, Montpellier Méditerranée Métropole joined hands with the EU Project Innovation Centre to establish the «Montpellier Wine Promotion Platform». As an official bridge for Sino-French wine industry cooperation, the platform is dedicated to fostering cultural exchanges and collaboration in the wine sector. For thirteen years, Montpellier wines have steadfastly maintained their quality, leveraging their Appellation d'Origine Protégée (AOP) status and a direct supply traceability system to introduce over 400 exquisite wines to China. This enduring commitment has not only showcased the excellence of Montpellier wines but also strengthened the vinous bond between the two nations.

Founded in 2006, the EU Project Innovation Centre (EUPIC) serves as a NGO with the approval by the Asia Invest programme of the European Commission. To date, it has opened its west China centre in Chengdu, north centre in Qingdao, east centre in Wuxi, and Europe center in Brussels. EUPIC has access to a database containing more than 450 industrial organizations, over 110 science and technology parks, 420 scientific research centers and colleges/universities, nearly 3,400 ICT enterprises and associations, 6,000 clean energy enterprises and associations, and 5,700 biomedical enterprises and associations in China. EUPIC is committed to promoting all-around partnerships between China and Europe in STI, trade, culture, education and investment. Promote SME exchanges between China and the EU.



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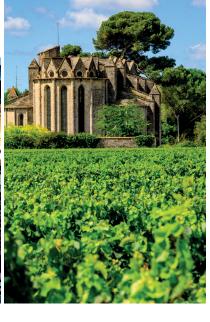
















A LAND OF TASTES AND TRADITIONS

Montpellier Wine Capital

Located in the heart of the world's largest winegrowing region, Montpellier benefits from a unique winemaking tradition.

Vine growing has been an integral part of the local landscape and history for 2,700 years.

200 winegrowers, nearly 3,000 hectares and numerous research and education centers focusing on wine and fine food:

Montpellier has everything to position itself as a wine capital.

Montpellier has earned the **Vignobles & Découvertes label**. Estates, wine bars, wine merchants, restaurant professionals, and wine tourism activities... Come taste appellation wines with winegrowers who are dedicated to sustainable, quality winegrowing.

Montpellier boasts centuries-old culinary traditions and **emblematic local specialties** to be shared with friends in the shade of a gourmet terrace. Wine is indeed also about hospitality and sharing. These are the very values to be found at our tables in Montpellier.





Our region has a rich history of wine making dating back more than 2,600 years, as demonstrated by a grape crusher discovered at the nearby Lattara archaeological site.

Initially growing wild, vines were later cultivated by the Greeks and then the Romans.

During the Roman period, Languedoc wine was exported to Greece, the Turkish coasts, and Egypt, and the region soon became one of Rome's main wine suppliers.

The clergy and academics began to further develop winemaking techniques in the Middle Ages. Wine from the South of France became known around the world in the 17th century, particularly for its sweet, muscat-style wines.

By the VIIIth century, a network of abbeys and monasteries had been built, all with their own vineyards. These magnificent sites were major centers for development, cultural hubs where the science of winegrowing was an integral part of the educational heritage, and also where wine was an essential currency in trade.

On September 27, 1729, the "États du Languedoc" (Languedoc States) submitted a decree for royal signature, governing the production and trade of wines and brandies from Languedoc. It defined production methods and barrel capacities, production controls, and the fire brand to be marked on the bottom of each barrel. This represents one of the first instances of efforts to organize wine production at a regional level in France.

As the industrial era progressed in the early 20th century, this economic wealth resulted in the region developing very little in the industrial sector, as most land was reserved for wine production.

The global economic situation changed after the first oil crisis. There was a general need to transition from an all-industrial economy to something more diversified. In this predominantly winegrowing region, with its limited industrial development, this meant focusing on developing an "intelligence economy".

Unfortunately, the phylloxera pest did not spare the Languedoc region in the late 19th century. The Montpellier research community was the first to come up with solutions.

Starting in the middle of the 20th century, the rebuilding of local vineyards was soon followed by new policies pertaining to quality, notably promoting greater respect for the environment in what is now the second-largest organic wine-producing region in the world. Those policies are still in application today and are recognized worldwide.





WINE TASTING PRIMARILY INVOLVES THREE SENSES: SIGHT, SMELL, AND TASTE.



SIGHT

Visual examination to determine color, intensity, and nuances. Determination of the wine's limpidity (its transparency), analysis of its viscosity (its level of fluidity).



Evaluation of aromatic intensity (the aroma's more or less strong character), definition of aromas (approximately ten families exist).



TASTE

Aromatic definition, directly and via retronasal olfaction (letting the wine flow to the back of the throat and exhaling through the nose).









TASTING PRACTICES

- 1 Smell without stirring
- 2 Look from above
- 3 Look into a light source
- 4 Swirl the wine in the glass
- 5 Smell after gentle swirling
- 6 Smell after more vigorous swirling >
- 7 First taste
- 8 Second taste
- 9 Third taste
- 10 Fourth taste

- > Aromatic intensity
- > Color and nuances
- Limpidity
- Viscosity
- > Aromatic definition
- > Aromatic definition
- Balance
- Aromatic definition
- > Retronasal olfaction
- Length in the mouth (aftertaste), expressed in «caudalies»











WINE IS DESCRIBED AND QUALIFIED BY A VOCABULARY OF AT LEAST 200 WORDS AND EXPRESSIONS. HERE ARE A FEW OF THE MOST COMMON.

Acidity: contributes to the wine's balance by giving it freshness on the palate.

Ample: wine that is well-balanced and provides a full, long-lasting sensation on the palate. Aftertaste is a criteria for quality.

Balanced: when aromas are in good harmony. Acidity, sweetness, and tartness are present in balanced proportions.

Bouquet: appears as the wine reaches maturity. This is the final stage of aroma development.

Cachet: when a wine is original.

Delicate: fine, light wine.

Fleshy: a wine that

delivers fullness and density on the palate due to the combined effect of alcohol and tannins

Fragrance : perfume, odor, aroma.

Full-bodied : sensation of fullness on the palate.

Heady: a wine with a high alcohol content.

Lively: fresh and light, like air in springtime.

Powerful: a wine that is full-bodied, robust, and generous, with a rich bouquet.

Rich: a generous and well-balanced wine.

Round: a wine that is supple and soft, with non-aggressive tannins.

Strong: sturdy wine,

dense and rich in alcohol

Sturdy: refers to a bold and well-built body. Powerful tannins enable these wines to age nicely.

Supple: wine with low acidity and low tannins.

Tannins: organic elements (skin, seeds, stalk) from the grape cluster, adding body to the wine and enabling aging over long periods of time.

Woody: characteristic of a wine that acquired aromas of wood during barrel aging. Oak casks bring notes of vanilla, toast, or coconut depending on the degree of wood toasting.



VARIETIES

The most common varieties in our appellations:

CARIGNAN **CHARDONNAY CINSAULT**

MUSCAT PETIT GRAIN SYRAH

GRENACHE

VIOGNIER

MOURVEDRE



LABELS:



HVE 1: Compliance with the core practices defined in environmental regulations.

HVE 2: Adoption of techniques with low environmental impact. HVE 3: Measuring environmental performance levels in terms of biodiversity and low dependency on

The main criteria for obtaining organic certification are:

- · The absence of pesticides, artificial fertilizers, and GMOs (the limit for accidental presence must be less than 0.9%)
- · Animal welfare (ban on the use of hormones, force-feeding, caging,
- Preservation of soil quality (pluriannual crop rotation)
- · Mixed organic/non-organic production is permitted on the same farm, subject to certain conditions
- Traceability and monitoring at every stage
- · No artificial flavors or colors
- · No product irradiation or ionization Additionally, food can only be labeled as organic if:
- · 100% of the finished farm product is organic (e.g. fruit and vegetables)
- · For prepared products, if at least 95% of the farm ingredients satisfy the required standards
- · From non-EU countries, the products are produced and checked under conditions that are identical or equivalent to those applied to organic farmers in the EU



The Organic Agriculture label ("Agriculture Biologique", or AB),

created in 1985, is the French national label guaranteeing compliance with current regulations in France. Since January 1, 2009, AB label criteria are fully aligned with those of the European organic label, making the two labels equivalent.



The European Union organic label, also called the "Euro Leaf", has been in place since 2010, certifying that the product complies with the organic farming regulations in the European Union.



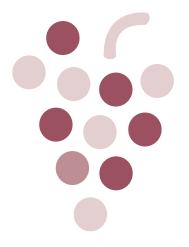


The Vignobles & **Découvertes (Vineyards** & Discoveries) label

is awarded to French wine tourism destinations offering a wide range of complementary tourist products, such as accommodations, restaurants. cellar tours and tastings, museums, events, and more.

The Destination **Vignobles de Montpellier** (Destination Montpellier

Vineyards) has specific wine tourism requirements and a wide offering of products and services that distinguish it from other labeled destinations, making it easier for visitors to prepare their stays and guiding them towards qualified services.







A wine region rooted in history

Our wine region dates all the way back to the Greek and Etruscan settlers who planted the first vines here six centuries B.C.. They discovered that the Languedoc area had the ideal land and climate conditions for developing vineyards. During the Roman period, Languedoc wine was exported to Greece, the Turkish coasts, and Egypt, and the region soon became one of Rome's main wine suppliers.

By the VIIIth century, a network of abbeys and monasteries had been built, all with their own vineyards. These magnificent sites were major centers for development, cultural hubs where the science of winegrowing was an integral part of educational heritage, and also where wine was an essential currency in trade.

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the first instances of efforts to organize wine production at a regional level in France.

Sud de France

Unfortunately, phylloxera did not spare the Languedoc region in the late XIXth century. Rebuilding the vineyards in 1945 was soon followed by a new quality policy, still being followed today and recognized around the world.

The Languedoc terroir

The Languedoc area offers a wide variety of soils, which differ according to the location: terraces of rounded pebbles, sandstone and marl, limestone and schist, clay-rich soil, puddingstone, sandy soil, basalt, and more. Together, these qualities give Languedoc terroirs their distinctive character.

The region offers ideal conditions for growing grapes, with its Mediterranean climate featuring hot summers, mild and sunny autumns, winters and springs, low rainfall and winds that help reduce the occurrence of disease.

- **6,000** WINEMAKERS
- **43,300** HECTARES
- **531** CITIES
- **1,583,070** HL
- **36** AOCS AND DESIGNATIONS OF ORIGIN

AOP Languedoc -La Méjanelle

TERRACED VINEYARDS

Early maps of Maguelone already made reference to the vineyards owned by the bishops in the nearby Méjanelle area, which produced robust, full-bodied, concentrated wines with a bouquet combining smoky aromas with spices and ripe fruit. When it comes to red wines, Grenache is a must. Located in the Montpellier Méditerranée Métropole area to the east of Montpellier, these vineyards are usually grouped together in large estates and domains known as "Folies". AOP La Méjanelle is located on an ancient Villafranchian terrace with red clay and pebble soils favoring deep rooting. An early ripening vineyard, it benefits from a climate moderated by the sea's influence.

AOP Languedoc -Saint-Georges-d'Orques

A TERROIR FILLED WITH HISTORY

The Saint Georges d'Orques terroir begins five kilometers west of Montpellier. This terroir is part of the Hérault city's green belt and is known as "the emerald of Montpellier".

The wines produced in Saint Georges d'Orques have been known and respected since the Middle Ages. Their reputation spread beyond France's borders in the early XVIIth century. Thomas Jefferson praised them in his travel diary when he discovered them in 1787. Wine lovers at the time were already describing the finesse and elegance of these wines.

Saint Georges d'Orques wines are exclusively red. They have a natural freshness that is inherited from the specific characteristics of their terroir. Their smooth, velvety tannins underline these qualities and reveal the elegant Saint Georges d'Orques character. Their firm foundation makes them ideal for long aging. The wines benefit from the mild Mediterranean climate and sea breeze

AOP Languedoc - Saint-Drézéry

A TERROIR OF VALLEYS

The Saint-Drézéry terroir is located 20 kilometers north-east of Montpellier, at an altitude ranging from 50 to 150 meters above sea level, with areas of gentle slopes and hillsides.

The maritime climate here is marked both by significantly lower rainfall than the average for other AOC Languedoc areas and by relatively cool nights. The cool night temperatures help the grapes develop their color and fine aromas during the maturation process.

The distinguishing feature of the Saint-Drézéry terroir is its rounded pebbles, which bring the grapes to optimum ripeness.

AOP Grés de Montpellier A MOSAIC OF TERROIRS ON THE CITY'S DOORSTEP

Nestled against the foothills of the Cévennes mountains, an amphitheater of vineyards surrounds Montpellier and looks out over the Mediterranean Sea. This location means that the Grés de Montpellier terroir benefits from a mild climate, with a wide range of temperatures to ensure gentle ripening of grapes and tannins.

The expression "Grés", from the Occitan "Lou gres", refers to the lean, stony soils that are ideal for growing vines. The land is the source of the finesse and elegance that have become the trademark of the wines from the Grés deMontpellier appellation.

Recognized in 2023, the appellation now includes around sixty estates and cooperative wineries, forty-six towns (from Lunel to Montagnac). "Grés de Montpellier" wines are an invitation to embark on a journey of Montpellier elegance!





Pays d'Oc

A promise of quality

Between the Mediterranean Sea and nearby mountains, wines of Pays d'Oc PGI

(protected geographical indication) grape varieties are found throughout a vast, sun-drenched area from the Camargue marshlands to the Côte Vermeille coastline to the west, in the heart of France's largest wine region, also renowned for its AOP wines.

The vastness of the Pays d'Oc vineyards explains the extraordinary diversity of soils found here: sandy soils by the sea, limestone, schist, clay, or stony gravel on the plains and hillsides. This mosaic of terroirs is home to 58 grape varieties covered by the label.

The Pays d'Oc varietal wines originated in 1987, following the desire of Languedoc-Roussillon winegrowers to explore their creativity by producing – on the same terroir – AOC wines subject to the rules of blending and Vins de Pays (now PGI), allowing for more freedom of association thanks to a palette of 58 grape varieties. Pays d'Oc PGI wines fall into two categories:

- · Varietal wines produced with 100% of the same grape variety
- Blended wines made from a combination of different grape varieties

French leader in high-quality varietal wines

- #1 French PGI for exports
- #1 PGI in France
- 25 bottles of Pays d'Oc PGI wine are sold every second around the world







Pays d'Hérault PGI

is an appellation for wines produced in the Languedoc-Roussillon vineyards located in southwest France, more precisely

in the Languedoc wine region. The terroir enjoys a Mediterranean climate and schist, marl, and limestone soils.

Vin de Pays de l'Hérault is one of the best known of Languedoc's protected geographical indications (PGIs),

From the Cévennes mountains and the Montagne Noire to the lagoonlined coast, the Pays d'Hérault area forms a vast amphitheater facing the sea, offering a particularly favorable combination for growing grapes.

The wines produced here are characterized by fruity aromas, which are always present, even if their intensity and nature vary according to the grape variety and the techniques used.



Pays d'Hérault – Collines de la Moure PGI

Located between Montpellier and Mèze in the department of Hérault, La Moure, "Lo Morrau" in Occitan

refers to the ancient shore of the Mediterranean bordered by gently sloping hills. This terroir near the coast, famous for its hiking, produces quality local wines, under the current IGP standard since 2009.



Saint Guilhem le Désert PGI

In the heart of the Occitanie region, north of Montpellier, a vast natural space

opens up where scrubland and forest predominate down to the foot of Larzac and the Cévennes. This territory is rich in remarkable landscapes, where Mediterranean hills and limestone rock cliffs follow one another.

The vine, wine and olive trees are also stakeholders in this territory. The vines, nestled in the scrubland, are most often planted on the few highest cultivable lands, which gives the wines an astonishing freshness.







Château de Fourques JUVIGNAC Lise Fons-Vincent www.chateaudefourques.com





The fourth generation of women winemakers with an atypical story, 50 hectares of vines just outside Montpellier, wines created with heart and respect for biodiversity: welcome to Château de Fourques! Lise has plenty of stories to tell. Let yourself be tempted by immersion into the wine world: a walk through the vines, secrets of the wine-making cellar and wine tasting from the vat and from the bottle, accompanied by regional nibbles... So, see you soon?

Export countries: China, Belgium, Germany, Danmark



Domaine Guizard

LAVÉRUNE Damien Babel www.domaine-guizard.com





The 38 hectares (100 acres) vineyard is located 4 km West of Montpellier and 10 km away from the Mediterranean Sea. It was created over generations thanks to the tenacity of its owners and the faithful attachment of those who contributed to its management. Above all, it is the passion for a «terroir» that made it possible to keep this estate in the same family's hands without any interruption since 1580. The wines of the estate have been recognized and been granted prizes by world experts, and they also offer an outstanding quality price ratio. All wines have been certified «ORGANIC».

Export countries: Chine, Norvège, Allemagne, Suisse





Domaine Saint Jean de l'Arbousier

CASTRIES
Nicolas Viguier
www.domaine-arbousier.fr

domaine saint jean de l'Arbousier









The Domaine de l'Arbousier has been a family estate for four generations. Located near Montpellier, the estate is surrounded by 110 hectares of nature with sea view: 40 hectares of vines and the rest are planted with many trees such as pines and olive trees. The estate has grown its vines and made its wine using an organic process and obtained the european organic certification in 2013. They share their passion and know-how through their work. They produce quality wines in the oldest builing on the estate, the cellar, built in 1235 and renovated in 2019, It is a typical stone house from the South of France call "Mas". Most of the wines are AOC. The estate produces red, rosé, white and sparkling wine. The Saint Drézéry appellation is known as the smallest in the Languedoc, and they are the only ones to produce organic wines there. The Domaine de l'Arbousier offers cellar tours and tastings, as well as a wide range of events throughout the year, including concerts, theatre evenings, dinners... You can also enjoy a night in one of their 4 tree houses.

Export countries: Belgium, Germany, China, USA, Taiwan, Japan, Korea



Domaine d'Isnard LE CRÈS Elodie and Ludovic Rouquairol www.masdisnard.com







A family history since 1760. On the sunny hillsides between the mountains and the sea, on an exceptional terroir of Grés pebbles, I practice my passion: winemaking. Located at the gateway to Montpellier in Languedoc, a terrace of galets de Grés is home to a small, exceptional vineyard, the Méjanelle terroir. The Maguelone cartulary mentions the vineyards owned by the bishops of La Méjanelle, which produced strong, full-bodied wines with great spirit. They were called vins de Grés. My vineyards are mainly located in the Montpellier area, covering 40 hectares. The grape varieties are Syrah, Grenache, Mourvèdre, Cinsault and Merlot for the reds, Chardonnay, Viognier for the whites, Cinsault, Grenache, Syrah for the rosés. We are happy to share our passion for our wines with you, and wish you a pleasant tasting! Wine enthusiast Importer Connection rating 90/100 for the cuvee AOP La Méjanelle in 2025.





Mas d'Arcaÿ SAINT-DRÉZÉRY Jean Lacauste arcay.fr



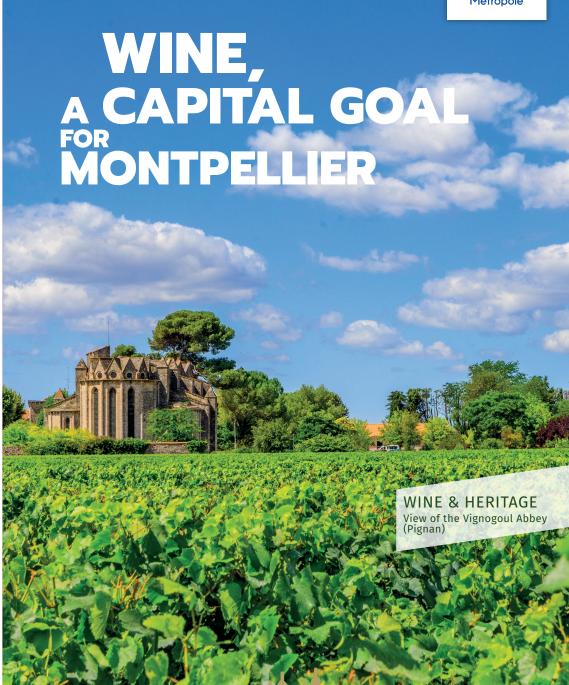
A family estate spanning 47 hectares, Mas d'Arcaÿ is the oldest wine estate in the village of Saint Drézéry, dating back to 1733. A historic Languedoc terroir, highly regarded since the 18th century.

Mostly planted on rolling hillsides, the vineyard flourishes on slopes of rounded pebbles and sandstone marl. Rainfall is 100 mm below average and nights are cool. This terroir gives Mas d'Arcaÿ wines their strength and finesse.

The estate's wines win no less than fifteen gold and silver medals every year in various national and international competitions, along with regular mentions in the Hachette wine guide.

Export countries: China, Poland, Belgium, Germany







WINE, A CAPITAL GOAL FOR MONTPELLIER



UNIQUE CLUSTER IN FRANCE AND WORLDWIDE

for scientific research related to wine



A LAND OF KNOWLEDGE ABOUT WINE

Cures for powdery mildew (oidium), black rot, and, of course, phylloxera were developed here.



MUSE KEY INITIATIVE

Montpellier University of Excellence Vine & Wine Sciences



AN EXCELLENCE CLUSTER IN OENOLOGY TRAINING

Institute of Higher Wine and Vine Studies (IHEV, Institut Agro de Montpellier) University of Montpellier Oenology Training Center



Future INSTITUTE OF VINE & WINE IN 2025

(Project owner: Institut Agro de Montpellier)



WINE, A CAPITAL GOAL FOR MONTPELLIER



200 WINEGROWERS.

53 WINEMAKERS

Nearly **3,000** hectares of **VINEYARDS** in the Montpellier metropolitan area



40% of operations hold an organic label or are in the process of obtaining ORGANIC CERTIFICATION, and over 80% have earned the HIGH ENVIRONMENTAL VALUE label

The heart of ONE OF THE LARGEST WINE-GROWING AREAS IN THE WORLD, the crossroads of Languedoc wines



"VIGNOBLES ET DÉCOUVERTES" label

(vineyards and discoveries)

An exceptional territory for wine tourism



Creation of the Montpellier Méditerranée Métropole "**PÔLE VIN**" wine cluster in 2021









Domaine Guizard



Mas d'Arcaÿ



Domaine Saint Jean de l'Arbousier

















