



* Sud de France



Perpignan European Wine City 2019, celebrating the wines of Roussillon

At the Paris City Hall on October 12th, the *Perpignan European Wine City Charter* has been received by a North Catalan delegation comprised of Mrs. Joëlle Anglade, Deputy Mayor, Community Counselor delegated to Agriculture, Wine and Food; Mr. Jean-Claude Estirach, Great Master of the brotherhood 'La Commende Majeure de Roussillon', and Mr. Philippe Bourrier, President of the Conseil Interprofessionnel des Vins du Roussillon (CIVR).

A first recognition for a French city

Perpignan is the first French city to be awarded the title of *European Wine City Dionisio*. Traditionally, the title was granted to Spanish or Italian cities. Thanks to RECEVIN, a network chaired by José Calixto implemented in 11 countries with a presence in near to 800 cities, the project has been move forward. RECEVIN is advocating for the defense of the winegrowing territories and their designations of origin, and promoting their interests within the European Parliament and EU institutions.

A strategic lever for the wines of Roussillon

Nowadays, cities are playing a pivotal role in the valorization of the territories, thus the importance of an interconnected communication approach around Perpignan and the wines of Roussillon. Fostering a federative identity, *Perpignan European Wine City* will hold a range of events aiming to reach at different audiences and achieving various objectives. Nicolas Ponzio, General Manager of the CIVR explains : "*Perpignan European Wine City* will therefore become an umbrella brand encompassing various targeted positionings".

An opportunity to showcase the wines of Roussillon

The wines of Roussillon are in perfect alignment with the organoleptic trends nowadays and in years to come: a distinctive terroir-driven identity, a soft and generous Mediterranean texture, and a fresh and lingering finish that provides a great drinkability. Benefiting from an outstanding patchwork of terroirs, the Roussillon is the southernmost vineyard of France and features magnificent landscapes. Implementing its communication strategy, *Perpignan European Wine City* will capitalize on the rejuvenation efforts initiated by the producers and wine merchants of the region, and nurture a unified identity rooted in qualitative evocations. The ultimate objective being to position Perpignan as a key actor on the global wine and gastronomy scene, acknowledged for its identity and excellence; a capital showing confidence in its products and enchanting visitors by providing them with the authentic Perpignan experience.

A rich festive program of activities

By endorsing an experiential marketing approach around various federative activities spread over the year, the CIVR wishes to propose a range of events from March to December 2019 that combine B2B and B2C events, and integrate initiatives involving private and public happenings. This strategy will allow to multiply exchanges with the public around either an event, or a brand, and to benefit from an international visibility. A global and nationwide communication plan, intensively digital, that will increase the notoriety of the wines of Roussillon. Business to business events will be implemented in synergy with complementary initiatives such as the Grenache of the World Contest, the European Summit of the Bacchus Brotherhoods, the General Assembly of the National Council of Independent Winemakers of France, a study trip for sommeliers-educators, the Masters of Wine study trip...

For more information

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