

Key figures

Key figures 2012
of Rhône Valley AOCs



INTER RHÔNE
INTERPROFESSION DES VINS A.O.C.
CÔTES DU RHÔNE & VALLÉE DU RHÔNE

Rhône Valley AOCs within their production area

Source: Inter Rhône 2012

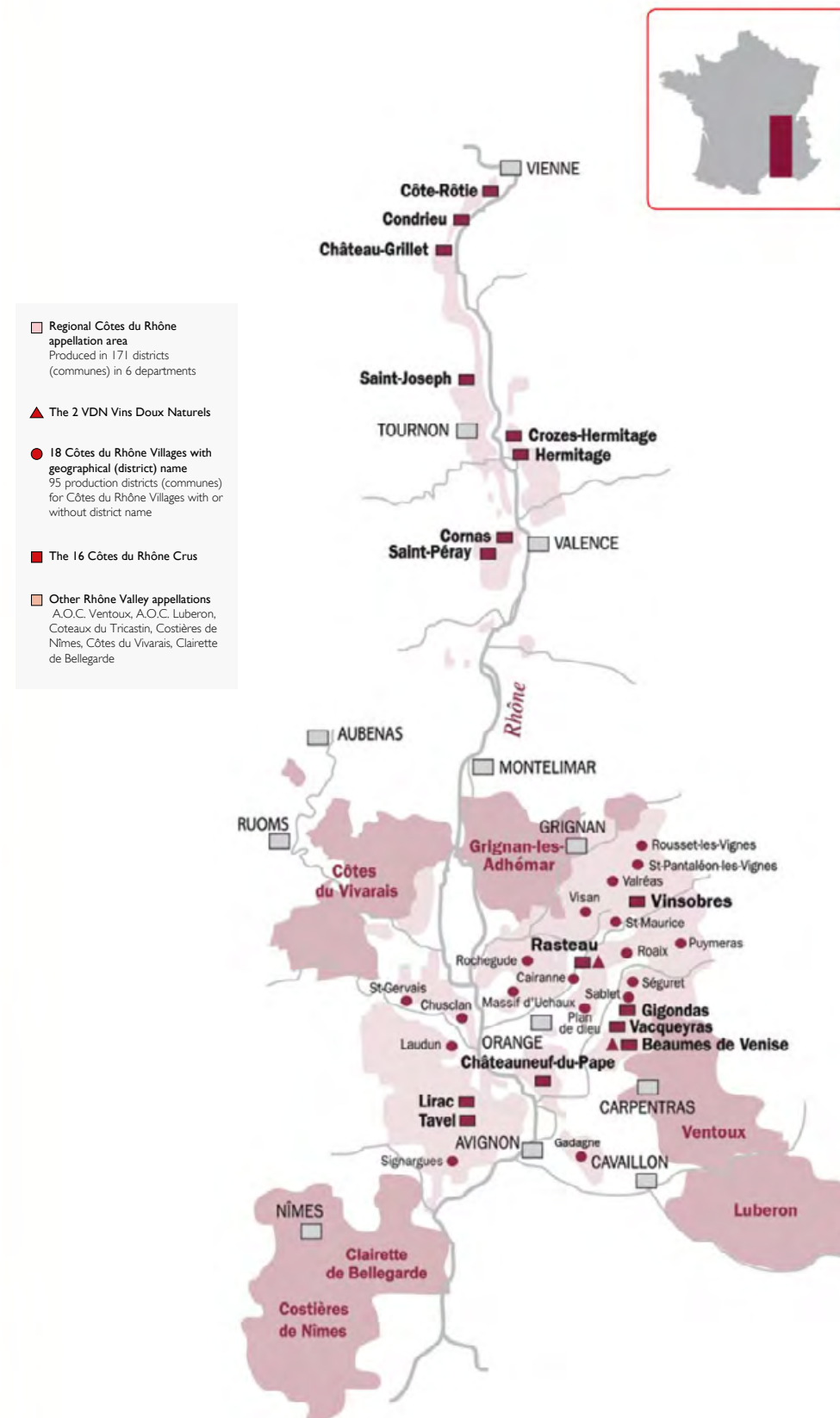
Rhône Valley AOCs within their production area

Source: Harvest Declarations - statement declaraitons - DAI/DS

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Located between Vienne and Nîmes, the Rhône Valley region is one of the largest and most varied in France.



The Rhône Valley extends over 6 "departments":
Vaucluse, Gard, Drôme, Ardèche, Rhône et Loire.

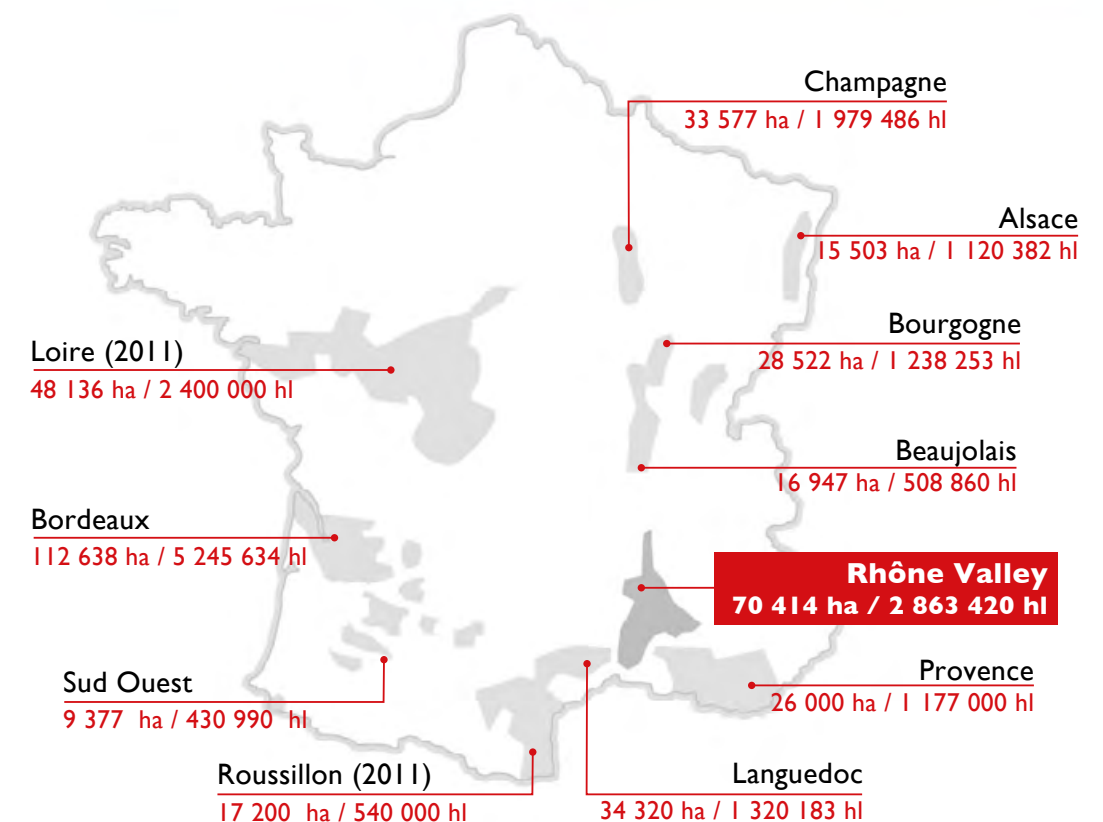


The Rhône Valley: the 2nd largest French AOC wine area

	Rhône Valley AOC production in 2012 (hl)	Rhône Valley surface area in 2012 (ha)	Share of RV AOCs within the department's agricultural production area	Share of RV AOCs within the department's viticultural production area
Vaucluse	1 385 000	35 800	32,2%	76,3%
Gard	790 420	17 960	11,2%	34,1%
Drôme	570 000	13 500	6,6%	82,2%
Ardèche	95 000	2 500	1,9%	23,4%
Rhône, Loire, Isère	23 000	650	0,1%	3,4%

The Rhône Valley in France: 2012 harvest figures

Source: French Interprofessions



Production of Rhône Valley AOCs in 2012

Sources: Harvest declarations - statement declarations

5,000 wine growing businesses

2,863 million hl
70,414 ha

80 % Red
14 % Rosé
6 % white

Producers Unions' data 2012	Production areas (ha)	Production (hl)	Average yield achieved (hl/ha)	Reds		Roses		White	
				%	HL	%	HL	%	HL
Total Rhône Valley	70 414	2 863 420	-	80%	2 297 977	14%	398 556	6%	167 090
Total Côtes du Rhône	55 778	2 207 729	-	89%	1 957 050	7%	145 360	5%	105 522
Côtes du Rhône Régional	33 569	1 445 859	43	89%	1 288 295	7%	101 093	4%	56 471
Côtes du Rhône Villages	8 729	314 535	36	96%	302 555	2%	4 828	2%	7 153
Without district name	3 010	112 842	37	98%	110 105	2%	1 760	1%	977
With district name	5 719	201 694	35	95%	192 450	2%	3 068	3%	6 176
Total crus des CDR	13 480	447 334	-	82%	366 200	9%	39 439	9%	41 899
Beaumes de Venise	626	20 784	33	100%	20 784	-	-	-	-
Chateauneuf du Pape	3 173	92 609	29	94%	86 689	-	-	6%	5 920
Château-Grillet	4	30	9	-	-	-	-	100%	30
Condrieu	167	6 265	38	-	-	-	-	100%	6 265
Comas	128	4 218	33	100%	4 218	-	-	-	-
Côte-Rôtie	275	9 972	36	100%	9 972	-	-	-	-
Crozes-Hermitage	1 534	66 150	43	91%	60 143	-	-	9%	6 007
Gigondas	1 228	37 015	30	99%	36 667	1%	348	-	-
Hermitage	136	4 434	33	70%	3 105	-	-	30%	1 329
Lirac	729	22 988	32	81%	18 625	10%	2 267	9%	2 096
Rasteau	887	30 299	34	100%	30 299	-	-	-	-
St-Joseph	1 201	41 915	35	90%	37 526	-	-	10%	4 594
St-Péray	76	2 686	35	-	-	-	-	100%	2 686
Tavel	917	36 397	40	-	-	100%	36 397	-	-
Vacqueyras	1 432	44 656	31	96%	42 901	1%	427	3%	1 328
VDN Muscat de Beaumes de Venise	482	10 501	22	-	-	-	-	100%	10 501
VDN Rasteau	40	1 143	28	-	-	-	-	100%	1 143
Vinsobres	445	15 271	34	100%	15 271	-	-	-	-
Total other AOCs	14 636	655 691	-	52%	340 927	39%	253 196	9%	61 568
Clairette de Bellegarde	9	270	30	-	-	-	-	100%	270
Costières de Nîmes	3 534	177 854	50	50%	91 143	40%	71 621	8%	15 090
Côtes du Vivarais	311	13 492	41	54%	7 291	41%	5 508	5%	693
Grignan les Adhémar	1 487	51 959	41	75%	38 942	17%	8 791	8%	4 226
Luberon	3 312	153 365	46	30%	46 758	49%	75 013	21%	31 593
Ventoux	5 983	258 751	43	60%	156 792	36%	92 263	4%	9 696

Stocks of Rhône Valley AOCs

Sources: DAI/DS - IR survey

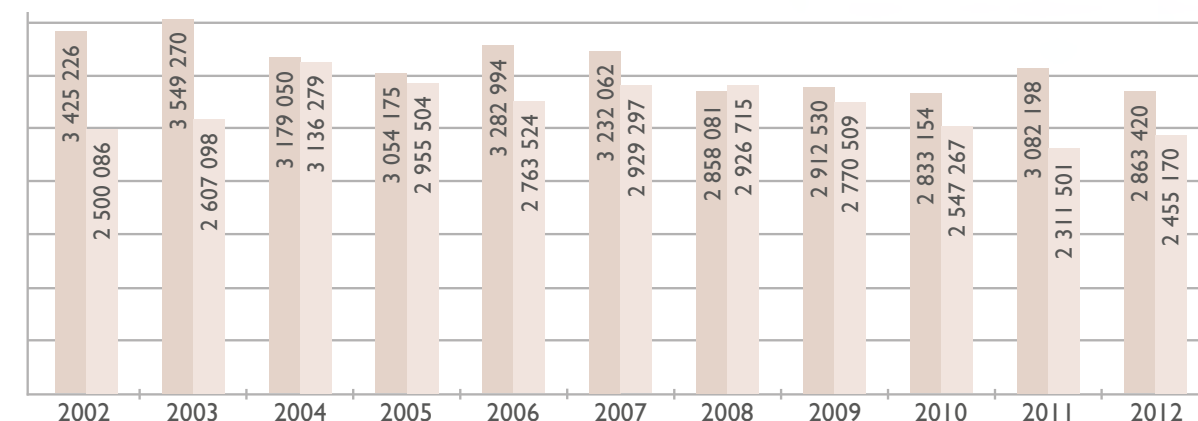
	2011		2012	
	Stock Production (hl)	Stock Négoce (hl)	Stock Production (hl)	Stock Négoce (hl)
Total Rhône Valley	2 311 501	921 314	2 454 754	873 022
Total Côtes du Rhône	1 862 705	791 544	1 994 373	748 745
Côtes du Rhône Régionaux	946 289	515 389	1 078 694	458 953
Côtes du Rhône Villages	343 153	75 758	309 989	77 573
Total Crus	573 263	200 397	605 690	212 219
Beaumes de Venise	26 923	2 972	25 053	2 343
Chateauneuf du Pape	152 763	44 243	167 452	40 789
Château-Grillet	201,98	0	207	0
Condrieu	3 271	3 447	3 292	4 188
Comas	6 958	3 675	7 088	4 005
Côte-Rôtie	11 865	16 876	12 630	17 800
Crozes-Hermitage	88 338	46 796	87 606	50 789
Gigondas	48 245	21 527	48 574	20 346
Hermitage	6 773	11 889	7 550	13 836
Lirac	29 318	2 975	32 513	2 598
Rasteau	26 030	2 000	38 157	7 967
Saint Joseph	60 783	17 607	59 798	21 579
Saint Péray	2 920	672	2 718	880
Tavel	13 798	7 495	15 858	7 018
Vacqueyras	48 863	15 199	51 213	15 347
VDN Muscat de Beaumes de Venise	22 206	505	22 461	496
VDN Rasteau	3 176	232	3 493	11
Vinsobres	20 832	2 287	20 027	2 227
Total other AOCs	448 796	129 770	460 381	124 277
Clairette de Bellegarde	488	0	312	0
Costières de Nîmes	141 424	31 293	136 700	25 679
Côtes du Vivarais	11 747	435	11 747	1 673
Grignan les Adhémar	45 823	11 428	63 652	8 889
AOC Luberon	87 013	37 497	96 349	34 992
AOC Ventoux	162 301	49 117	151 621	53 044

Progression in Rhône Valley AOCs production/stocks balance

Sources: Harvest declarations
Statement declarations - DAI/DS

Low harvests since 2008 and stable sales have resulted in a significant reduction in the region's stocks

■ Production
■ Production stocks at the start of the campaign



Rhône Valley AOC Organic Wines

Sources: IR Survey, Millésime Bio, Statement declarations

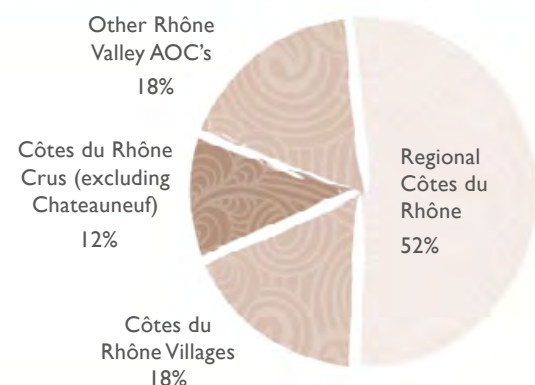
Cellar despatches of Rhône Valley AOCs

Source: DRM - Inter Rhône 2012

390 million bottles of Rhône Valley AOCs sold around the world in 2011/2012

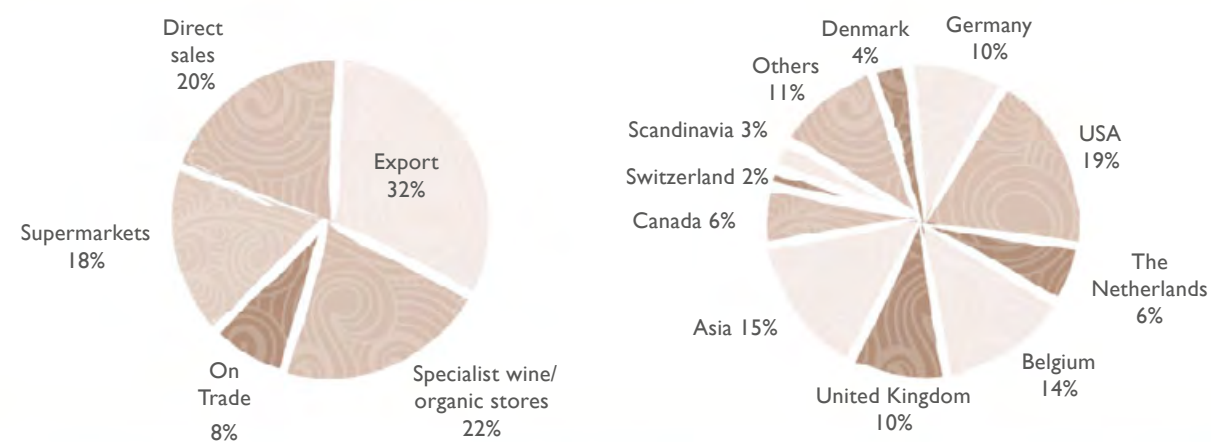
In 2012, organic Rhône Valley AOCs represented 10% of the total vineyard surface area, thereby exceeding requirements set for 2012 by France's Grenelle Environment Forum.

Rhône Valley organic AOC wines production



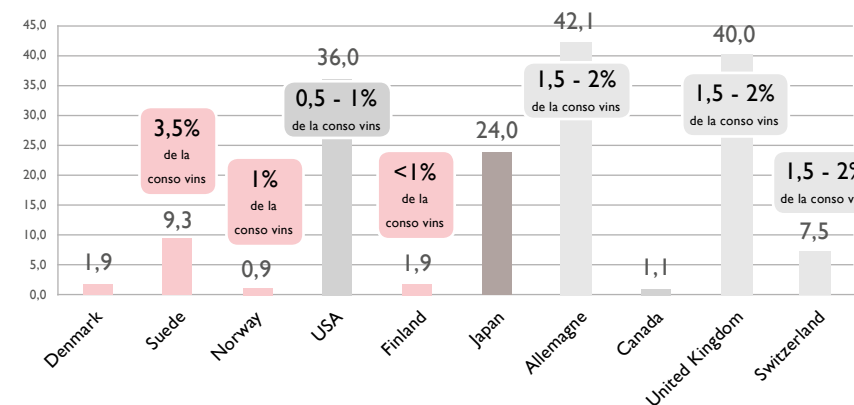
In 2012 it is estimated that in Rhône Valley organic AOC wines covered 6 000 ha, and produced 215 000 hl

Rhône Valley AOC Organic wines distribution channels



Consumption of organic wines in France and around the world

Estimation des ventes de vins issus de l'agriculture biologique sur les différents marchés export (en millions de cols, source, Ubifrance, GfK, Nielsen)



Penetration of organic wines in the supermarket channel in France continued to grow. According to an IRI survey carried out in 2012 by the SymphonyIRI Group, organic wine sales represented 10 million litres per year, i.e. 0.7% of the annual sales volume of still wine and 1.1% of the value of the still wine market.

In 2012, the increase in organic wine sales volume was responsible for 35% of the overall increase in still wine sales.

For the Rhône Valley AOCs, 2012 saw a 11% growth in organic wine sales volume in hypermarkets, along with an increase in on-shelf space.

In supermarkets, price increases continued but volume stagnated.

In export markets, the consumption of Organic wines also remained fairly limited, representing between 1% and 3.5% of total wine consumption.

Companies selling Rhône Valley AOCs in 2011/2012

	Private wineries	Cooperative wineries	Trading companies (négoce)/ Producers Unions/ Winemaking entities
Côtes du Rhône (Régional - Villages - Crus)	1 259	64	168
Costières de Nîmes - Clairette de Bellegarde	96	10	48
Grignan les Adhémar	36	10	16
AOC Ventoux	139	15	63
AOC Luberon	52	11	33
Côtes du Vivarais	17	3	3

Bulk/bottle sales breakdown for Rhône Valley AOCs in 2011/2012 (in hl)

	Bulk	Packaged	Vinifications	Other Despatches	Total Cellar Despatches
TOTAL AOC Rhône Valley	1 911 201	874 197	91 399	45 485	2 922 333
TOTAL Côtes du Rhône	1 483 646	648 061	85 217	34 325	2 251 300
Côtes du Rhône Régional	1 158 365	290 572	44 480	23 728	1 517 145
Côtes du Rhône Villages	174 883	114 450	3 755	4 909	297 997
Without district name	117 408	28 930	1 291	1 607	149 236
With district name	57 475	85 520	2 463	3 302	148 760
Beaumes de Venise	3 737	18 361	140	612	22 850
Chateauneuf du Pape	-	-	-	-	88 644
Château-Grillet	-	-	-	-	50
Condrieu	1 403	2 052	2 777	95	6 326
Comas	942	2 433	806	109	4 290
Côte-Rôtie	1 737	3 958	4 184	157	10 036
Crozes-Hermitage	19 301	37 832	10 199	302	67 634
Gigondas	14 978	20 791	3 258	680	39 706
Hermitage	795	1 412	2 029	50	4 286
Lirac	5 123	12 112	76	446	17 757
Rasteau	9 259	9 821	153	328	19 561
Saint Joseph	13 268	23 260	8 479	424	45 432
Saint Péray	138	1 707	1 104	59	3 008
Tavel	14 509	21 212	833	380	36 934
Vacqueyras	15 466	27 634	2 282	1 043	46 425
VDN Muscat de Beaumes de Venise	304	9 707	-	585	10 596
VDN Rasteau	-	1 042	-	60	1 101
Vinsobres	5 116	5 385	664	357	11 522
Total Other AOCs	427 555	226 136	6 183	11 160	671 033
Clairette de Bellegarde	115	314	-	16	444
Costières de Nîmes	120 694	73 901	-	2 949	197 544
Côtes du Vivarais	6 376	5 042	-	216	11 633
Grignan les Adhémar	21 995	16 147	297	931	39 371
AOC Luberon	107 777	30 392	-	2 518	140 687
AOC Ventoux	170 598	100 340	5 885	4 531	281 354

Progression of Rhône Valley AOCs cellar despatches

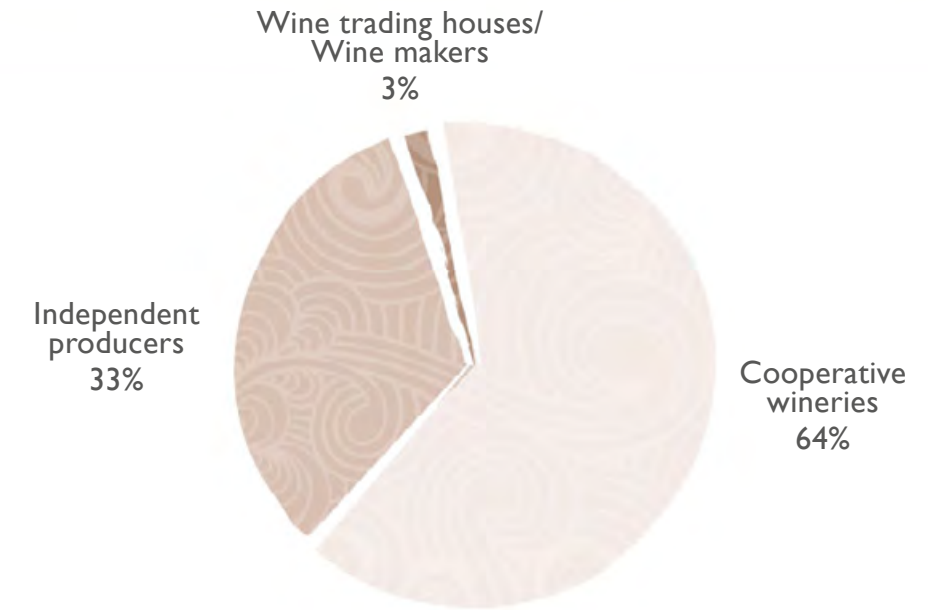
Source: DRM - Inter Rhône 2012

	2007 / 2008	2008 / 2009	2009 / 2010	2010 / 2011	2011 / 2012
TOTAL Rhône Valley AOCs	3 149 897	2 991 433	3 097 268	3 029 269	2 922 333
Total Côtes du Rhône	2 501 751	2 284 138	2 390 857	2 338 815	2 251 300
Côtes du Rhône Régional	1 773 995	1 613 234	1 694 367	1 609 909	1 517 145
Côtes du Rhône Villages	298 165	287 453	299 726	313 400	297 997
Without district name	148 486	137 678	143 041	151 596	149 236
With district name	149 679	149 775	156 685	161 804	148 760
Total Crus	429 591	383 451	396 764	415 506	436 158
Beaumes de Venise	20 142	19 205	19 697	23 328	22 850
Chateauneuf du Pape	105 728	84 041	83 348	91 637	88 644
Château-Grillet	127	68	53	44	50
Condrieu	5 006	4 311	4 947	5 796	6 326
Comas	3 452	3 691	3 938	3 648	4 290
Côte-Rôtie	8 974	8 267	9 414	9 108	10 036
Crozes-Hermitage	62 034	51 115	60 567	65 466	67 634
Gigondas	45 574	36 276	39 853	39 606	39 706
Hermitage	4 556	3 580	3 951	3 911	4 286
Lirac	17 496	18 759	19 850	17 662	17 757
Rasteau	-	-	-	4 785	19 561
Saint Joseph	40 827	41 059	39 880	39 663	45 432
Saint Péray	2 438	2 457	2 457	2 486	3 008
Tavel	36 413	36 848	39 388	38 939	36 934
Vacqueyras	51 834	49 126	45 278	45 568	46 425
VDN Muscat de Beaumes de Venise	12 123	11 590	11 839	12 234	10 596
VDN Rasteau	1 452	1 414	1 273	1 286	1 101
Vinsobres	11 415	11 644	11 031	10 339	11 522
Total Other AOCs	648 146	707 295	706 411	690 454	671 033
Clairette de Bellegarde	-	449	402	439	444
Costières de Nîmes	197 348	209 680	218 907	213 756	197 544
Côtes du Vivarais	13 097	16 573	13 968	12 263	11 633
Grignan les Adhémar	55 536	54 449	51 022	45 165	39 371
AOC Luberon	123 478	140 854	134 194	150 462	140 687
AOC Ventoux	258 687	285 290	287 918	268 369	281 354

Distribution of Rhône Valley AOCs

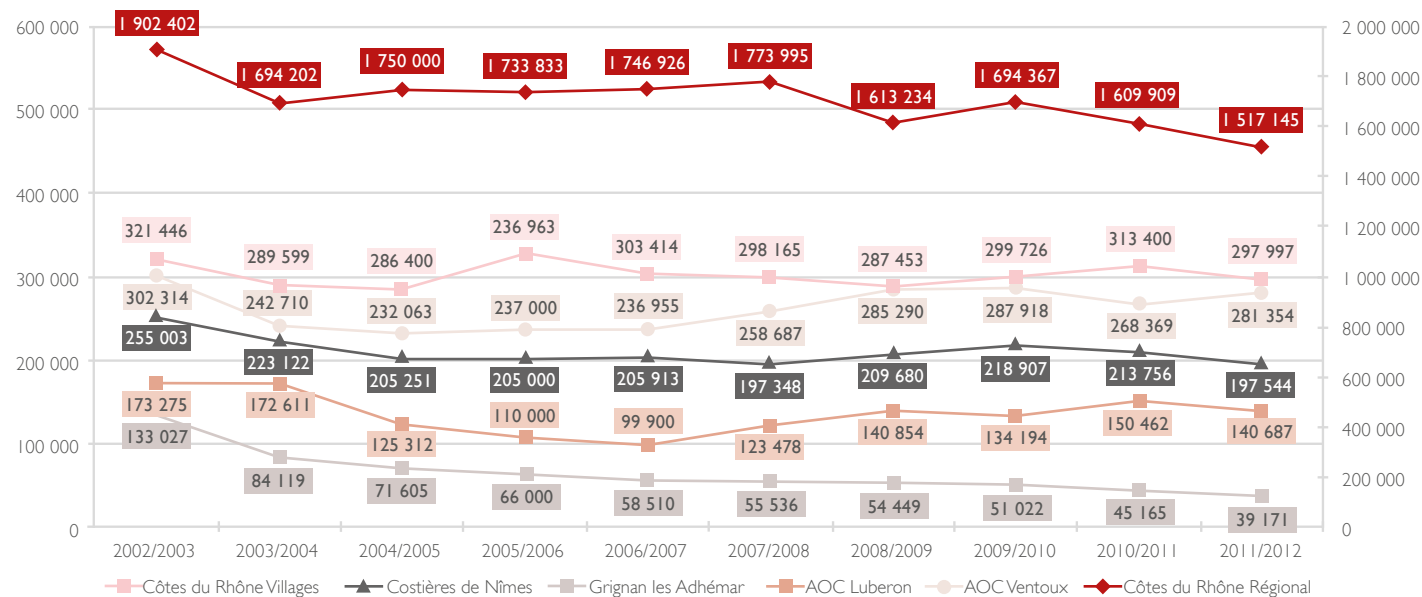
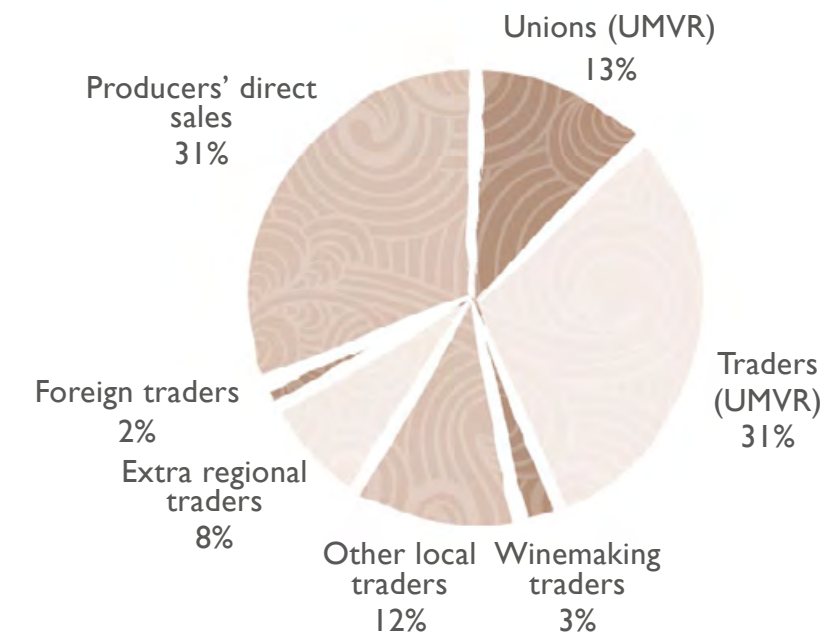
Breakdown of Rhône Valley AOCs cellar despatches by production entity type

Source: DRM - Vinification contracts



Breakdown of Rhône Valley AOCs sales by type of sales entity

Source: DRM - Interprofession's bulk contracts - vinification contracts

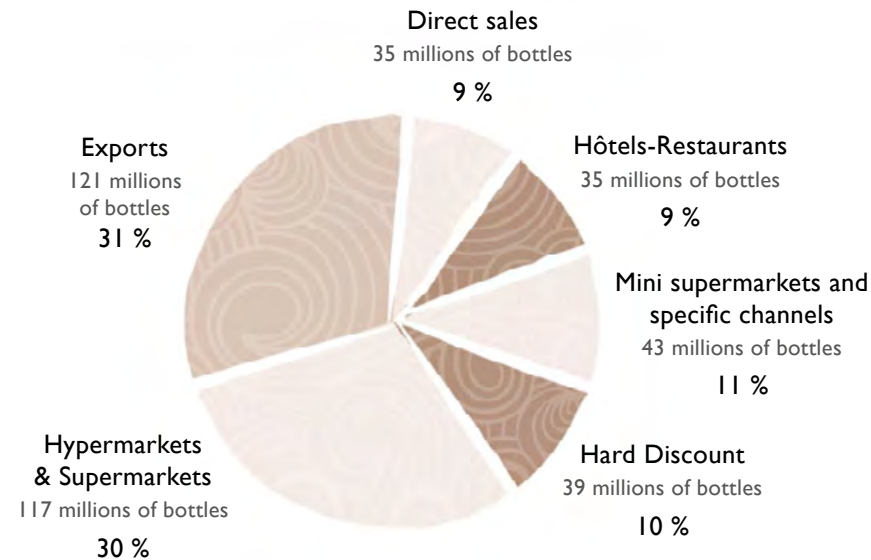


Sales of Rhône Valley AOCs by distribution channel

Rhône Valley AOC wines sales during the 2011/2012 campaign represented 390 million bottles, with over 30% exported !

Breakdown of Rhône Valley AOC sales by distribution channel in 2012

Source: Inter Rhône estimates 2012



Estimated breakdown of Rhône Valley AOCs commercial flows

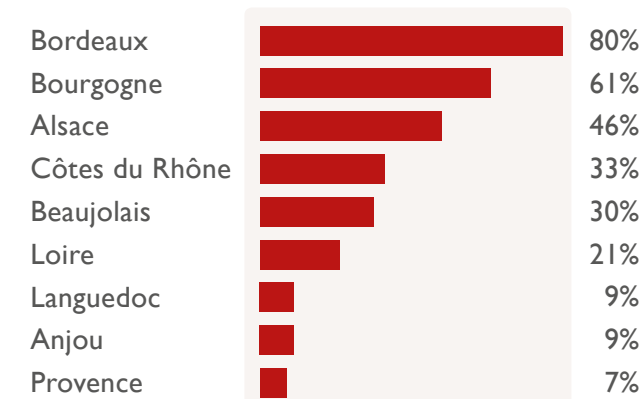
Source: Inter Rhône commercial flows research

AOC	Estimate of breakdown by distribution channel (% of total sales)						Source
	Supermarkets/HD	Specialist wine stores	Wholesalers/On Trade	Direct Sales	Export		
Côtes du Rhône Villages with district name	49%	4%	9%	14%	24%		Et Flux IR 2009
Beaumes de Venise	40%	2%	23%	9%	26%		Et Flux IR 2009
Condrieu	3%	15%	31%	25%	26%		Et Flux IR 2009
Cornas	9%	13%	23%	27%	28%		Et Flux IR 2009
Côte-Rôtie	6%	20%	20%	25%	29%		Et Flux IR 2009
Crozes-Hermitage	26%	10%	19%	10%	35%		Et Flux IR 2009
Gigondas	25%	4%	14%	17%	40%		Et Flux IR 2010
Hermitage	12%	10%	25%	23%	30%		Et Flux IR 2009
Lirac	9%	6%	12%	16%	57%		Et Flux IR 2011
Rasteau	49%	1%	7%	7%	36%		Et Flux IR 2009
Saint Joseph	26%	15%	22%	25%	12%		Et Flux IR 2009
Saint Péray	32%	5%	15%	39%	9%		Et Flux IR 2009
Tavel	50%	3%	18%	5%	24%		Et Flux IR 2011
Vacqueyras	19%	4%	20%	13%	44%		Et Flux IR 2010
Vinsobres	19%	11%	11%	17%	42%		Et Flux IR 2011
VDN Muscat de Beaumes de Venise	54%	1%	7%	21%	17%		Et Flux IR 2009
AOC Luberon	45%	4%	12%	11%	28%		Et Flux IR 2009
Costières de Nîmes	57%	4%	6%	10%	23%		Et Flux IR 2009
Grignan les Adhémar	35%	8%	17%	26%	14%		Et Flux IR 2011
AOC Ventoux	40%	3%	8%	14%	35%		Et Flux IR 2010

Analysis of the sales and the position of Rhône Valley AOCs in the French market

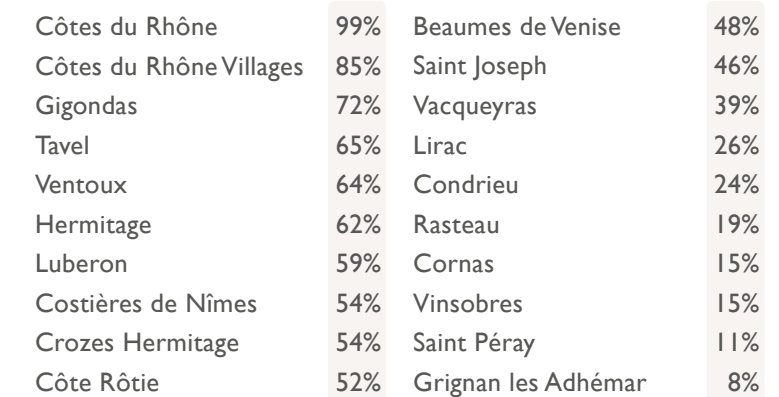
Source : TNS Sofres 2011

Wine drinkers' spontaneous awareness of various appellations



Source : TNS Sofres 2011

Focus on prompted awareness of Rhône Valley appellations (*From this list of appellations, can you tell me which ones you recognize?)



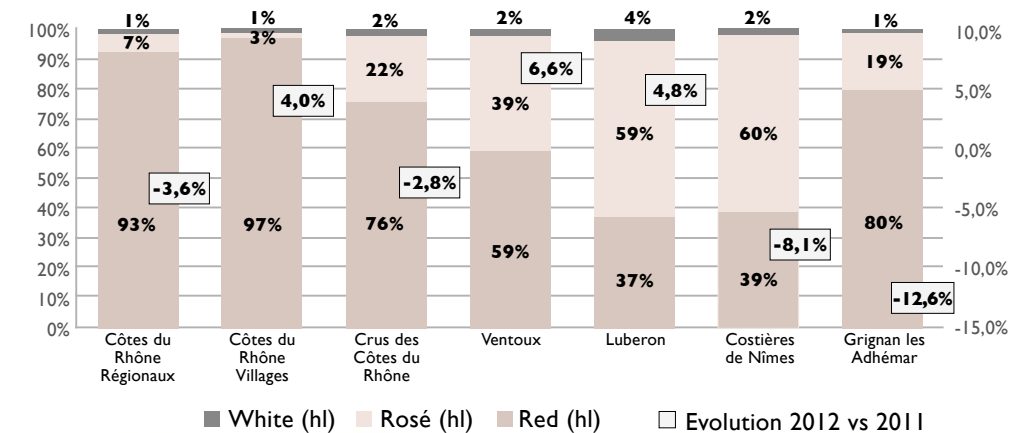
Source : TNS Sofres 2011

Analysis of Rhône Valley AOC sales in Hyper/Supermarkets in France

Source: Symphony IRI distributor panel

In hyper/supermarkets in France in 2012, volume sales of Red Rhône Valley AOCs declined by - 2.3% versus 2011, but their value grew by + 1.7%. Sales of bottles under 3€ declined by - 6% while those of wine retailing at over 3€/bottle grew by + 3%.

For the Rosés, we saw + 1.4% growth in Rhône sales due, in particular, to strong growth from the Ventoux and Luberon AOCs (distribution, demand and promotional activity).



Analysis of Rhône Valley AOC sales in the On Trade (Cafés - Hotels - Restaurants)

Source: CHD Expert-CNIV On Trade research 2012

In 2012, the share of still wines (excluding sparkling wines and Champagne) in the restaurant sector's sales value declined slightly (-1%), representing 20% of restaurants turnover.

Orders of wine in bottle continued their strong decline in 2012, but we saw continual growth in orders of wine by the glass. Overall sales of wines within the restaurant sector declined by -2.7% in 2012.

In 2012, the Rhône Valley was the 2nd biggest wine region within the restaurant sector, and was available in 75% of restaurants. On

average, there were 6.3 Rhône wine references per establishment.

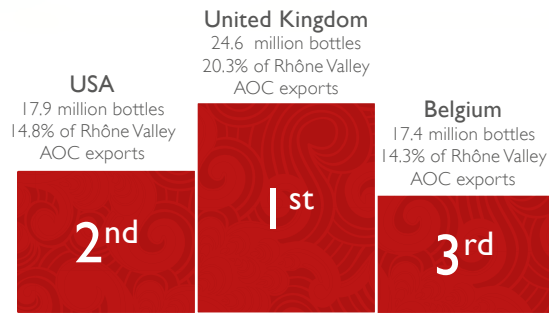
Since 2011, we have seen growth in the consumption of wine by the glass. 97.5% of establishment offer wine by the glass with 3 references on average. The Rhône Valley has fully benefited from this drinking trend, as it tops the list of appellations preferred by establishments : **66% of wine bars offer Rhône wines, making the Côtes du Rhône the leading A.O.C. in wine bars.**

Exports of Rhône Valley AOCs

In 2012, French wine and spirits exports were Euros 11.5 billion, generating a positive balance of €9.9 billion. In 2012 wine and spirits therefore represented the second biggest trade surplus in France, after the aeronautics industry.

Breakdown of Rhône Valley AOCs exports by volume

Source: French customs/ Inter Rhône estimates



The overall rankings confirm the importance of the North American and Western European markets. Asia continues to show dynamic growth resulting in this region moving into the top 10 by value. Currently, the volume of exports outside the European area (USA, Canada, China and Japan) represents 35% of Rhône exports versus 65% for destinations closer to home and historical markets whose performance reflects the economic gloom in the eurozone.

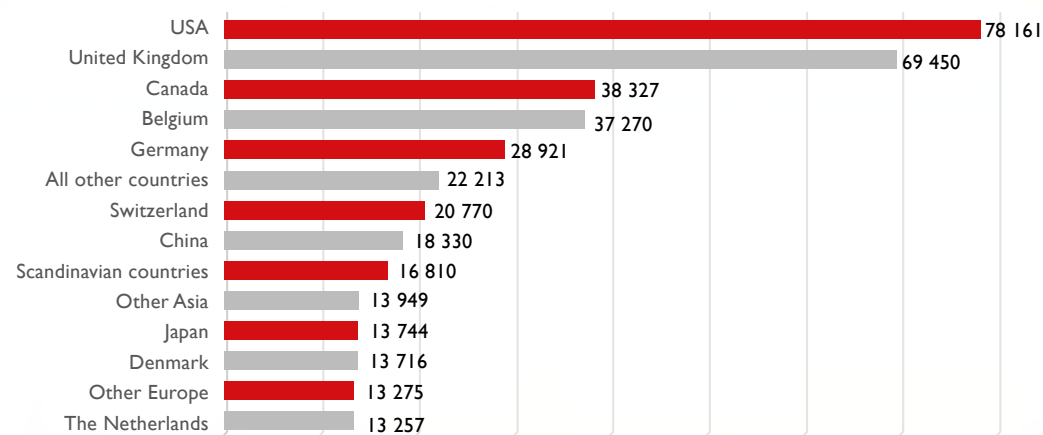
In terms of breakdown, the 5 top markets by volume represent 65% of exports.

In hl	Côtes du Rhône Red/Rosé 2012 (reg, vill, crus)	Côtes du Rhône White 2012 (reg, vill, crus)	Other Rhône Valley Reds/Rosés 2012	Other Rhône Valley Whites 2012	TOTAL Rhône Valley 2012
United Kingdom	153 632	11 825	16 951	2 275	184 682
Belgium	99 247	3 986	25 520	1 603	130 355
Germany	52 031	868	24 111	918	77 927
Switzerland	51 119	338	4 792	46	56 296
The Netherlands	33 807	1 061	8 999	349	44 216
Denmark	31 824	355	4 013	190	36 382
Scandinavian countries	33 988	432	2 132	20	36 571
Other Europe	19 240	2 026	4 502	0	25 768
USA	88 343	5 968	30 143	9 825	134 280
Canada	35 957	2 777	15 648	3 292	57 674
China	31 819	420	12 740	318	45 297
Japan	14 048	2 924	5 539	1 352	23 863
Other Asia	10 818	1 000	2 359	0	14 177
All other countries	30 899	1 528	6 862	1 810	41 099
TOTAL	686 772	35 506	164 310	21 998	908 586

Ranking of Rhône Valley exports by value in €K

Source: French Customs / Inter Rhône estimates

In 2012, the USA become the Rhône Valley's top export market by value.



Average ex cellars price excluding tax in €/L of Rhône Valley AOC exports by destination

Source: French Customs / Inter Rhône estimates

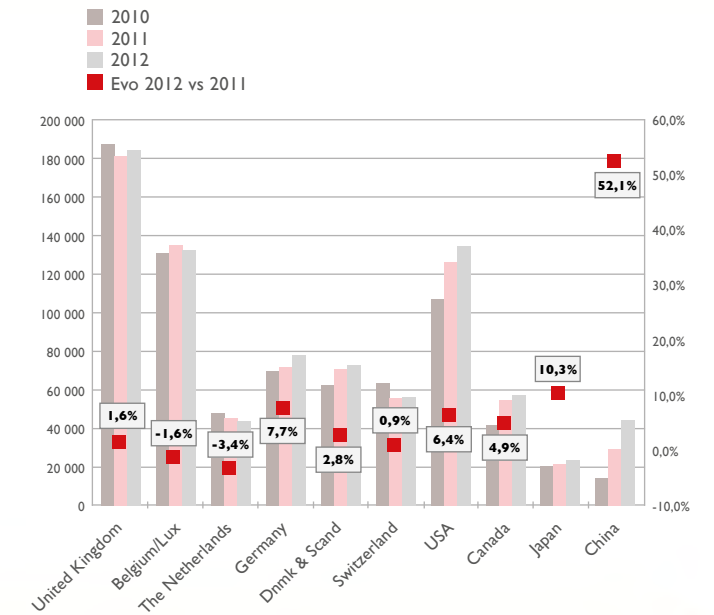
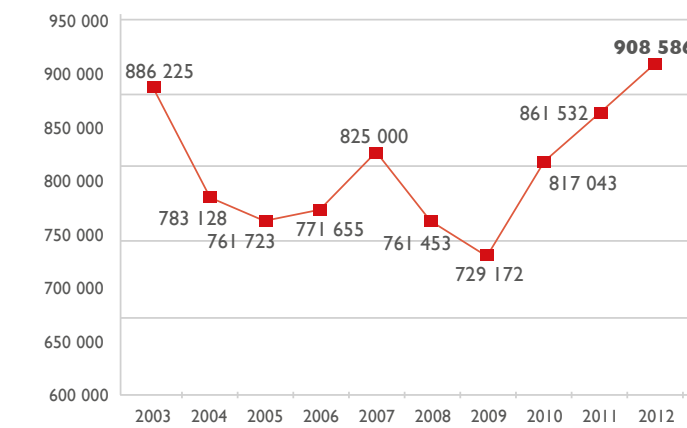
In 2012, Rhône Valley AOCs achieved an average export price of 4.33 €/L excluding tax.

Progression in Rhône Valley AOCs exports

Sources: French Customs / Inter Rhône Estimates

With a +5% increase in 2012, Rhône Valley AOC exports continued to grow for the 3rd consecutive year.

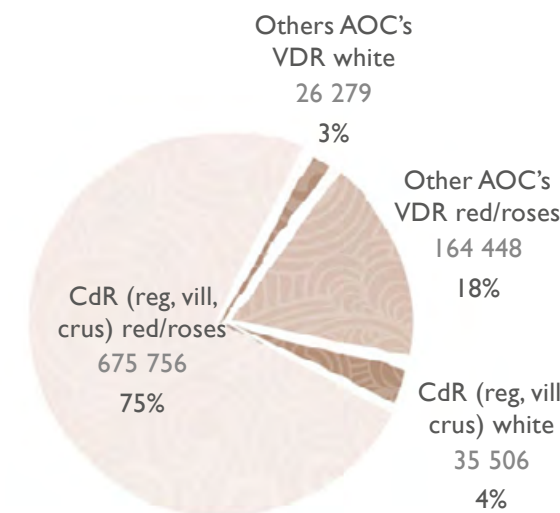
Progression of Rhône Valley AOC wines exports (hl, source: Customs)



Estimated breakdown of Rhône Valley AOCs exports

Source: Inter-Rhône commercial flows studies
Customs data

The Côtes du Rhône -regional, villages and crus- make up 79% of exports.



Estimated breakdown of Rhône Valley AOCs exports

	United Kingdom	Belgium/Lux	Germany	Switzerland	The Netherlands	Danemark/Scandinave	USA	Canada	Asia	Others	Source
Côtes du Rhône Régional	23%	15%	8%	7%	4%	9%	14%	5%	8%	7%	Customs 2012
Côtes du Rhône Villages	29%	11%	5%	7%	6%	8%	13%	7%	7%	7%	Douanes 2012
Beaumes de Venise	14%	58%	1%	2%	2%	11%	3%	6%	1%	2%	IR Flow Est. 2009
Condrieu	21%	13%	7%	6%	5%	10%	15%	3%	13%	7%	IR Flow Est. 2009
Comas	23%	9%	4%	6%	3%	16%	23%	4%	7%	5%	IR Flow Est. 2009
Côte-Rôtie	19%	10%	7%	8%	3%	13%	15%	8%	11%	6%	IR Flow Est. 2009
Crozes-Hermitage	35%	5%	2%	5%	9%	27%	6%	2%	4%	5%	IR Flow Est. 2009
Gigondas	16%	12%	6%	18%	6%	14%	17%	4%	4%	3%	IR Flow Est. 2009
Hermitage	32%	5%	4%	5%	1%	9%	12%	3%	9%	20%	IR Flow Est. 2009
Lirac	9%	22%	7%	3%	6%	33%	12%	4%	3%	1%	IR Flow Est. 2009
Rasteau	9%	8%	12%	9%	0%	12%	5%	40%	0%	5%	IR Flow Est. 2009
Saint Joseph	31%	25%	2%	5%	8%	1%	12%	8%	3%	5%	IR Flow Est. 2009
Saint Péray	12%	11%	2%	1%	1%	7%	15%	15%	24%	12%	IR Flow Est. 2009
Tavel	1%	37%	7%	2%	8%	13%	17%	9%	2%	4%	IR Flow Est. 2009
Vacqueyras	6%	44%	7%	4%	8%	8%	16%	4%	2%	1%	IR Flow Est. 2009
VDN Muscat de Beaumes de Venise	25%	24%	0%	7%	20%	6%	5%	4%	3%	6%	IR Flow Est. 2009
Vinsobres	38%	15%	4%	1%	2%	1%	9%	28%	1%	1%	IR Flow Est. 2009
AOC Luberon	6%	21%	23%	1%	4%	3%	21%	8%	9%	4%	Customs 2012
Costières de Nîmes	18%	13%	11%	4%	6%	5%	11%	10%	20%	2%	Customs 2012
Grignan les Adhémar	26%	17%	32%	1%	6%	5%	4%	2%	6%	1%	Customs 2012
AOC Ventoux	8%	14%	7%	3%	5%	5%	31%	13%	9%	5%	Customs 2012

Awareness of Rhône Valley wines around the world

Rhône Valley wine's positioning provides it with a differentiation factor within the French wine offer, recognised for its accessibility in terms of taste, its good value/good enjoyment for money, and also for the mindset of Rhône Valley wine companies.

In the United Kingdom

In the UK, 73% of wine trade members surveyed recognized the Côtes du Rhône advertising campaign and 68% found it effective, appreciating its off-beat tone, the strength of its visual identity and slogans, as well as the effectiveness of the use of outdoor media (transport).



In the United States

In the U.S., the Rhône Valley is the 4th most spontaneously cited region among "the most dynamic" imported wine regions, ahead of all other French wine regions, according to Wine Opinions research carried out in 2012.

The region is recognized within the premium heart of the market.

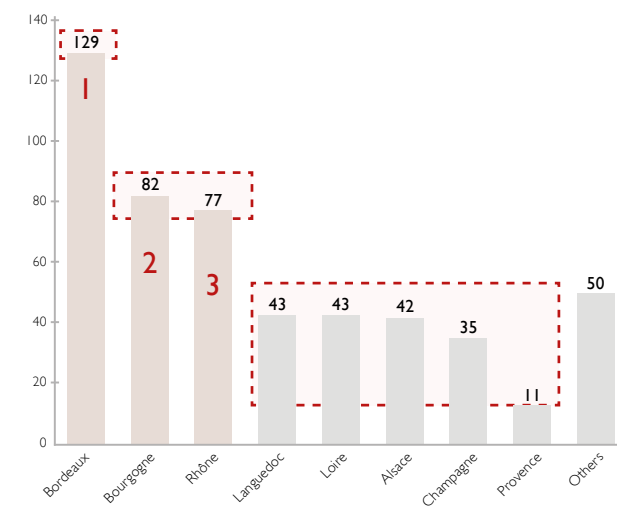
Région	2011	2012
Argentina	21%	15%
Rioja	21%	26%
Spain	19%	15%
Chili	18%	11%
Mendoza	15%	12%
Rhône	15%	15%
Bordeaux, New Zealand	13%	11%, 6%
Italy	11%	10%
Australia	11%	13%
Champagne	8%	8%
Loire	7%	8%
Languedoc	4%	5%
Beaujolais, Tuscany	4%	3%, 10%

In China



Awareness of the Rhône Valley is growing: in 2012 it was ranked 3rd among French wine regions according to Daxue research of November 2012. This awareness level is fairly constant across the different regions of China.

The Rhône Valley is considered to be one of the most dynamic wine regions due, in particular, to its "Rhône Valley Wines, happiness that does not wait" advertising campaign



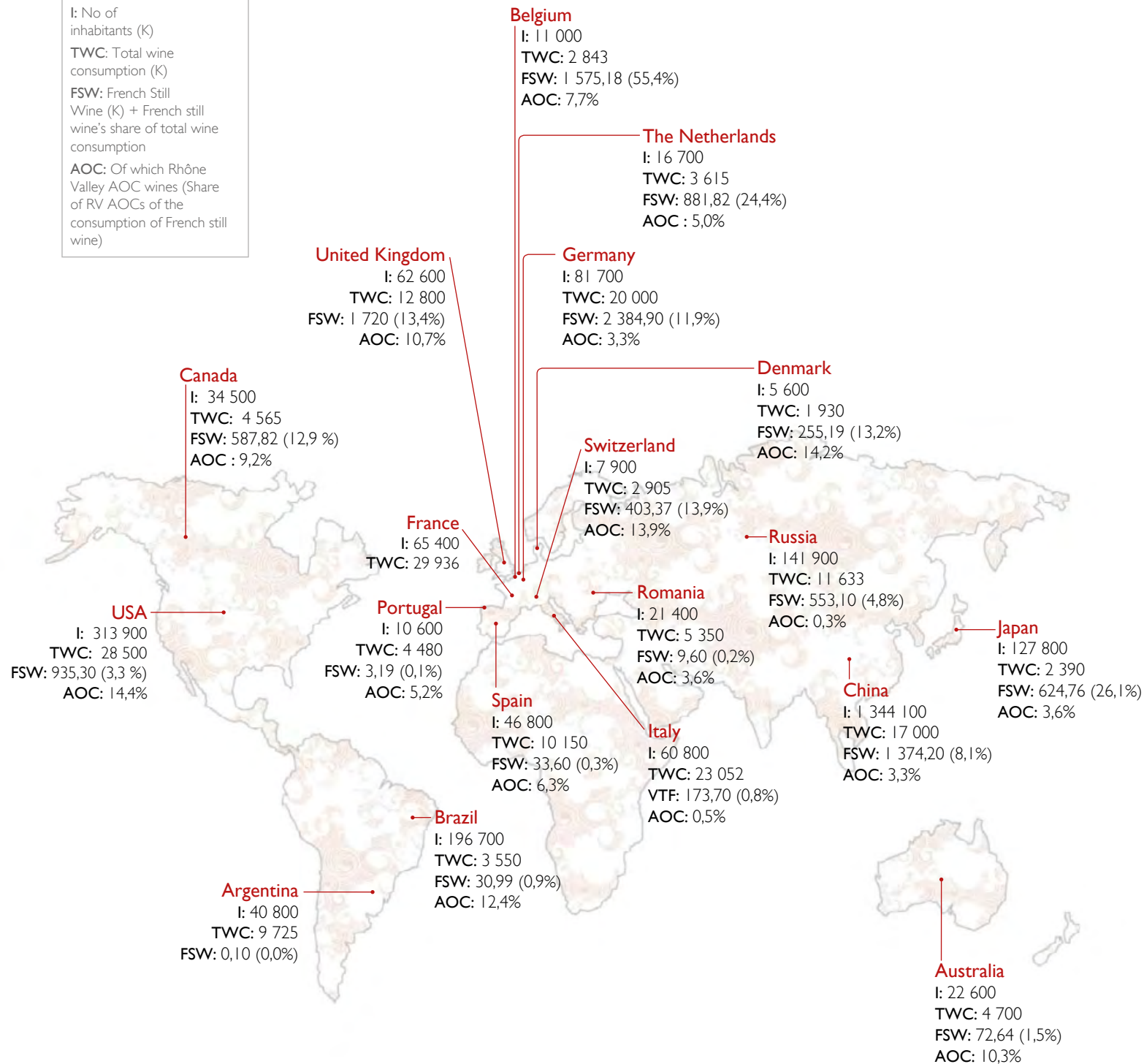
World wine consumption

TOP 10 biggest wine consuming countries

Source: OIV

Légend:

I: No of inhabitants (K)
 TWC: Total wine consumption (K)
 FSW: French Still Wine (K) + French still wine's share of total wine consumption
 AOC: Of which Rhône Valley AOC wines (Share of RV AOCs of the consumption of French still wine)



Key figures 2012

70 414 hectares and
5000 wine growing businesses

2nd biggest French AOC wine region
in surface area and in production for
both conventional wines and Organic

2,863 million hl harvested in 2012

390 million bottles sold in
2011/2012

1,2 billion turnover generated by
Rhône Valley AOC wines in 2012

164 countries around the world
consumed Rhône Valley wines in
2012

98% of wine drinkers in France know
Côtes du Rhône AOC wines

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For Rhône Valley wineries and
trading companies
(maisons de négoce), full econo-
mic information can be found on
the [http://www.vins-rhone.com/
espaceAdhérents](http://www.vins-rhone.com/espaceAdhérents)



INTER RHÔNE
INTERPROFESSION DES VINS A.O.C.
CÔTES DU RHÔNE & VALLÉE DU RHÔNE