



FOR IMMEDIATE RELEASE

Innovative and diverse French varietal wines “for every occasion, for every day, and for every budget”

Meet some of the men seducing the palettes of wine enthusiasts worldwide with the high quality and accessible wines of the PAYS d'OC IGP...*

New York, NY ô December 5, 2012 ô United States wine consumers are learning more about the unique character, high quality, and exceptional value of Pays d'OC IGP wines. And the more they learn, the more they like these innovative, varietal wines from Southern France.

“The idea with the Pays d'OC is that there is a range of styles. There's a wine for every occasion, there's a wine for every day, and there's a wine for every budget,” says Fred Dexheimer, Master Sommelier. “They're able to produce these wines of great variety, great quality, great uniqueness ... with a plethora of different varieties, at a price that is, really, easily acceptable and affordable to the public.”

A Brief History of Pays d'OC

The Vins de Pays d'OC became an official label with set production conditions in 1987. In 2009, that designation changed to the current Pays d'OC IGP* (Indication Géographique Protégée or Protected Geographical Indication). The new designation was due to European efforts to better classify wine according to origin and quality of the production process.

The Pays d'OC IGP comprises the Languedoc-Roussillon region of Southern France and stretches along the Mediterranean coast from the Spanish border to the Rhone delta. The Pays d'OC IGP is home to 56 authorized grape varieties ô 58% of the wine is red, 22% white, and 20% rosé.

The Pays d'OC IGP is both a region-specific umbrella brand and an official quality certification label. Similar to the Appellation d'Origine Protégée (AOP) system of quality assurance, the IGP certification guarantees the origin, traceability, quality, and safety of the wine. The Pays d'OC Wine Producers Union confirms that the wines comply with specifications set forth by the Bureau Véritas Certification France in terms of analysis and flavor. Every stage of the production process ô from vine to bottle ô is checked, and all the wines are tasted to ensure that they meet the standards.

What Does This Mean to a Consumer?

Consumers know what they can reliably expect from a Pays d'OC IGP wine. There's a consistent quality that's linked directly to the denomination. These wines are diverse, yet they're also distinctly recognizable as coming from the Languedoc-Roussillon. It's been said that ôin Pays d'OC, the grapes speak French with a strong Mediterranean accent.ö

Truly, there is a Pays d'Oc IGP wine for everybody – from the first-time buyer and casual consumer, to the wine enthusiast and connoisseur. These wines are –fruity and new, elegant and modern, refined and contemporary. The 20,000 winemakers in the Pays d'Oc IGP are dynamic, talented, and dedicated to giving consumers what they want – whether that's a simple, fruity wine to enjoy over a casual meal with friends or a distinguished, high-end wine to share with fellow sophisticated wine lovers.

Meet a Few of the Pays d'Oc IGP Winemakers, all available in the US

Gérard Bertrand was named *Red Winemaker of the Year* at the International Wine Challenge 2012. He was born and raised in Southern France, and he began making wine with his father, Georges, when he was just 10 years old. Gérard Bertrand wines represent the quality and the diversity of the Pays d'Oc IGP. He strives to evoke "l'Art de Vivre" – the "art of life" – with each of his wines.

Jean-Claude Mas is the winemaker/owner of Domaines Paul Mas. His driving mission is to "craft superior wines with a modern, New World flair." He does this by taking traditional winemaking expertise and merging it with modern equipment and techniques (including stainless steel tanks, pneumatic presses, and sophisticated temperature control). His cuvée Paul Mas Valmont, Grenache Blanc 2011 recently won the International Trophy "Best In Show" for a White Single Varietal under \$10 at the Decanter World Wine Awards 2012.

Gilles Louvet is a French pioneer in producing organic wine. When he founded it in 1993, Gilles Louvet Vineyards was one of the first French companies specializing in organic wine production. And now, Gilles Louvet Vineyards works with 300 other winegrowers to offer an extensive range of organic wines.

Vincent Chansault is the winemaker at Domaine Gayda. He graduated from the school of Viticulture and Oenology in Cognac and has winemaking experience from working in the Loire Valley, the Rhone, and the Languedoc as well as in the Stellenbosch area of South Africa. He is passionately committed to the quality of the Pays d'Oc IGP and all that it represents.

Michel Laroche acquired Mas la Chevalière in 1995 and now has a total of 40 hectares of grapevines in production. He has a grower's appreciation of finding the ideal combination of terroir and climate to obtain the very best flavors from the grapes. He produces a diverse and exceptional range of red, white, and rosé wines.

To recap, Pays d'Oc IGP wines are:

- Accessible and affordable;
- Innovative and trendy;
- Diverse yet distinctive;
- Consistently high quality; and
- An excellent value for a superb French wine experience.

Inter Oc, the wine trade association for Pays d'Oc IGP wines, has chosen Sopexa USA to raise awareness of these wines in the United States. To receive samples of Pays d'Oc IGP wines, please contact Marie Christina Batich at marie-christina.batich@sopexa.com before Wednesday, December 12th.

###

Media Contact:

Sopexa USA

Marie Christina Batich

Tel: (212) 386-7416

Marie-Christina.Batich@Sopexa.com