

## 2018-2019 Press pack

NATIONAL FEDERATION OF MANUFACTURERS  
AND MIXERS OF CRÉMANT



*Alsace*  
*Bordeaux*  
*Bourgogne*  
*Die*  
*Jura*  
*Limoux*  
*Loire*  
*Savoie*

Dare to taste the *difference* with **Crémant**



“The excellent 2018 vintage ushers in a promising future”

3 questions put to Franck Vichet, President of the National Federation of Crémant Growers and Producers.

**How is production of Crémants faring?**

Acreage and the number of producers are constantly progressing in most of the 8 producer regions. The excellent 2018 vintage, with record volumes posted by the vast majority of regions, ushers in a promising and dynamic future with a return to even stronger growth.

**And from a market perspective?**

The Crémant market is doing well, both in France and abroad, particularly in Benelux, Germany and the United States. Crémant is now a recognised segment that has found its place in the sparkling wine market and enjoys its own reputation. With each bottle displaying a price tag of €8 to €10, our products offer good value for money. The consistent quality of Crémants is also attracting more and more consumers.

The 2018 vintage has allowed stocks to be replenished. After a challenging harvest in 2017 (with a lot of frost), the Federation's ambition of exceeding the 100-million-bottle mark announced at the last AGM has been heeded, and the future looks more promising with the potential for increased sales and a more comfortable market positioning. It's all systems go for the future of our Crémants!

**What are the priority projects the Federation will roll out?**

From an economic perspective, we will continue our actions to consolidate market share and enhance price points for our products. The Federation plans to increase its communication efforts targeting the highest growth markets at international level and thus further broaden awareness of Crémants.

At the same time, an image campaign already underway will likely be bolstered by consideration given to developing high-end labels.

A new website also went live in February 2019: [www.cremants.com](http://www.cremants.com)

# A Federation to champion and promote Crémant

*Created in 1982, the National Federation of Crémant Growers and Producers today comprises eight appellations: Alsace, Bordeaux, Burgundy, Die, Jura, Limoux, Loire and Savoy.*

Founded thirty-seven years ago, the National Federation of Manufacturers and Mixers of Crémant has several objectives.

- It oversees the strictest respect of the use of the name “Crémant” for sparkling wines from the Controlled Origin Appellation (AOC), prepared in line with the conditions for which provision is made by decrees and specifications outlining the conditions for production, and for which the term “Crémant” is an integral part of the Controlled Origin Appellation.
- It contributes in consultation for the production of texts governing the “Crémant” appellations.
- It defends the best interests of French producers of Crémant against any misuse of the name which may be made in France or abroad.
- It contributes towards the knowledge and promotion of Crémant both nationally and internationally. Bound by a common “Crémant mindset” and a single, specific method of production, eight grower unions are members of the Federation: Alsace, Bordeaux, Burgundy, Die, Jura, Limoux, Loire, Savoy (see pages 4 to 11).

# How Crémant is made

*Crémant is a traditional product coming from any one of the eight regions\* in which production of this appellation is authorised. This sparkling wine variety, each having been AOC classified (Controlled Origin Appellation), is produced in line with the traditional method.*

*\* Alsace, Bordeaux, Bourgogne, Die, Jura, Limoux, Loire & Savoie.*

## A traditional production method

Crémant is made in line with the specific rules for producing sparkling wines as decreed in a Community regulation of 14 July 2009\*.

**A second fermentation process takes place in the bottle**, following the first within a barrel; it is indeed this second process within the bottle which creates the bubbles, thanks to the further fermentation.

**A maturing period plus nine months' ageing.** Following a period of ageing for at least nine months, the bottles are then turned upside down so as the deposits, formed exclusively from natural yeast, accumulate in the neck of the bottle before discharging. The wines may only be sold from at least 12 months after bottling.

**The deposits are then separated by discharging.** The "discharging" operation allows for the deposits of yeast which have accumulated in the neck of the bottle, to be removed. The deposits are removed by a cooling process. The cork is then inserted as well as its cover.

*\* (EC) Regulation no. 607/2009 of the European Commission of 14 July 2009.*

## "Crémant": a protected appellation

The name "Crémant" can only be used for quality white or rosé sparkling wines which are AOP classified (Protected Origin Appellation). In addition to being produced in line with the traditional method, they should respect the following production methods:

- grapes should be manually harvested;
- wines come from must which is obtained from squeezing full or skinned grapes. The quantity of must obtained should not exceed 100 litres for 150 kilos of grapes;
- the maximum content of sulphur anhydride should not exceed 150 mg/l ;
- the sugar content should be lower than 50 g/l.

## Key figures (2018)

- **Number of AOC** : 8 (Alsace, Bordeaux, Bourgogne, Die, Jura, Limoux, Loire & Savoie).
- **Total surface area of production**: 11 722 ha
- **Number of producers**: more than 6000, any regions and across all categories.
- **Annual production** : 874 820 hl for all regions.
- **Sales** : 83.6 million bottles. Exports vary according to the region, but on average represent between 20% and 50% of sales.
- **Average price by bottle**: between €8 and €10.



*“As a wine which can be enjoyed as an aperitif or as a cocktail, Crémant is unquestionably a wine to be enjoyed on happy occasions. It will add sparkle to your aperitif, whether sweet or savoury. It can even accompany an entire meal, thanks especially to its subtle fizz which adds an extra special note to the most refined cuisine.”*



“ Since 1990, sales of Crémant d’Alsace have undergone a continuous increase, at an average rate of around 5.7% each year. ”



## The Alsace Wine Trail

For fifty years, the Wine Trail has contributed towards the awareness of Alsace wines, including Crémant. Covering some 150km, it crosses a part of the appellation. Known across the whole world for its exceptional train and simplicity, it facilitates discovery of this wonderful region and its wine producers. Note: Crémant d’Alsace represents 25% of all AOC classified wine production in Alsace.

### Find out more

Syndicat des producteurs  
de Crémant d’Alsace  
Olivier Sohler, director  
68000 Colmar  
Tel.: + 33 (0)3 89 20 07 17  
E-mail: [olivier.cremant@orange.fr](mailto:olivier.cremant@orange.fr)

# Crémant d’Alsace

## An AOC at the heart of Alsace

Having been classified as an AOC since 24 August 1976\*, Crémant d’Alsace earned its letters and reputation down the years. Today, Crémant d’Alsace accounts for more than 32.9 million bottles further consolidating its position as market leader in the AOC sparkling wine market, excluding champagne. The geographical region stretches from the row of hills beneath the Vosges, in the east, at an average altitude of 300 metres, from Marlenheim (to the west of Strasbourg) to the north as far as Thann (west of Mulhouse) in the south.

\* The decree was amended in 2002 and 2005.

## A dry and sunny continental climate

We should not omit the fact that there are favourable climate conditions: the Vosges protect the vineyards from oceanic influences, so as this area has the lowest rainfall amounts in France. The region also enjoys warm summers, sunny autumns, which contrast with rather rigorous winters. The geology of the region is rich in diversity, to such a degree that often people talk of the Alsace Mosaic.

## Several grape varieties

The Crémants d’Alsace generally come from the harmonious combination of several grape varieties (pinot blanc, reisling, pinot gris, chardonnay, auxerrois and pinot noir). However, they can also come from a single grape variety. For instance, the majority of Crémants d’Alsace, the “whitest of whites”, are produced using pinot blanc grapes. Just as the pinot noir is the only variety which is used in producing rosé Crémant d’Alsace, and more rarely the “whitest of reds”.

## Flavours

Crémants d’Alsace have a pale golden robe (or nuanced with strawberry hints for rosé varieties). The bubbles are fine, even and rise in columns up the flutes – preferred to champagne glasses. To the smell, there is a real freshness with the scents of white-fleshed fruits (pear, apples), peaches or apricots, and sometimes dry fruits, with white leaves, and brioche. There is a really freshness to the fruit flavour when tasting the wine and enjoying its light sparkle. When served shaken between 5 °C and 7 °C, Crémant d’Alsace constitutes a sophisticated aperitif and a perfect cocktail wine or an ideal accompaniment to a reception. Its discretely fruity freshness also make this a suitable accompaniment to some of the most diverse types of cuisine: cold or hot starters, seafood, white meats, skinned cheeses (brie, camembert), and, of course, desserts.

## Key figures (2018)

- **Total surface area of production:** 3,900 ha
- **Production area:** 119 villages
- **Number of producers:** 530 mixers and 3,200 producers
- **Annual production:** 310,000 hl
- **Sales:** 21 % exports
- **Number of bottles sold:** 32.9 million per year



“*‘Prise de mousse’ – a second fermentation in the bottle – of Bordeaux wines is an ancestral tradition which goes back more than a century.*”



## Bubble Party

“The Bubble Party is the event of the year that allows local opinion formers and the media to immerse themselves in the rising stars of Bordeaux so that they can take them to even greater heights. The Crémant de Bordeaux appellation is proud of ITS bubbles and the expertise of its producers”, Dominique Furlan, chairman of the Crémant de Bordeaux department.

2019 will be the 7th edition of this now key event for Crémant de Bordeaux.

When? At the end of 2019  
Where? In Bordeaux

## Find out more

Syndicat des élaborateurs  
de Crémant de Bordeaux  
ODG Bordeaux  
33750 Beychac-et-Caillau  
Tel.: + 33 (0)5 57 97 19 35  
E-mails: [louisa.hamdi@planete-bordeaux.fr](mailto:louisa.hamdi@planete-bordeaux.fr),  
[dominique.furlan@sfr.fr](mailto:dominique.furlan@sfr.fr)  
[www.planete-bordeaux.fr](http://www.planete-bordeaux.fr)

# Crémant de Bordeaux

*Putting some fizz into the atmosphere!*

## An AOC at the heart of Bordeaux

The Crémant de Bordeaux, an AOC classified drink at the heart of Bordeaux and recognised since April 1990, this comes from a longstanding tradition in the region of producing sparkling wines, dating back as far as the 19<sup>th</sup> Century. The appellation applies to white wines and rosé wines. The Crémant de Bordeaux, which today sells some 6.4 million bottles per year, is likely to be produced across the entire Bordeaux AOC vineyard region (61,294 hectares across all AOC vineyards, of which 800 hectares are especially for Crémant).

## A moderate oceanic climate

The vineyard enjoys a moderate and humid oceanic climate, characterised by mild winters with rare frosts, early springtime, beautiful sunny summers which are mild and long. The soil here is a sandy chalky clay.

## To main grape varieties: sémillon and sauvignon

Two main grape varieties are used in production of the white Crémant de Bordeaux: sémillon, which makes up around 60% of the wine, and sauvignon. The rosé variety of Crémant de Bordeaux is a subtle combination of grape varieties such as cabernet (70%) and merlot (30%).

## Flavours

Well-known for the light bubbles it produces, the Crémant de Bordeaux is a shiny wine with a persistent sparkle, with a long and fruity aftertaste. This is a wonderful aperitif, but its temperament, vivacity and aromatic freshness make it ideal also as an accompaniment for meals. Crémant de Bordeaux is ideal for happy occasions.

## Key figures (2018)

- **Total surface area of production:** 910 ha
- **Production area:** 143 villages
- **Number of producers:** 6 mixers and 159 producers
- **Annual production:** 66,571 hl
- **Sales:** 20 % exports
- **Number of bottles sold:** 6.4 million released from wineries







“Today, the Crémant de Bourgogne appellation is a key element in Burgundy wine production, representing 10% of the total volume of wine produced.”



## Segmentation of Crémant de Bourgogne

The Crémant de Bourgogne appellation was segmented on 19th March 2016, creating a hierarchy with two segments under the AOC Crémant de Bourgogne umbrella. The first, “Eminent” Crémant de Bourgogne, denotes Crémants which are aged on racks for at least 24 months. The second, more restrictive segment, “Grand Eminent” Crémant de Bourgogne, denotes the use of specific grape varieties, a minimum alcohol content, a restricted use of pressed juices, ageing 36 months or more, a required lapse of time prior to sale after bottling. Wines not meeting these criteria are simply Crémant de Bourgogne “brut”.

### Find out more

Union des producteurs et élaborateurs  
de Crémant de Bourgogne (UPECB)  
Pierre du Couëdic, délégué général  
21200 Beaune  
Tel.: + 33 (0)3 80 22 32 50  
E-mail: [ducouedic.uepcb@orange.fr](mailto:ducouedic.uepcb@orange.fr)  
[www.cremantbourgogne.fr](http://www.cremantbourgogne.fr)

# Crémant de Bourgogne

## An AOC at the heart of Bourgogne

An AOC classification at the very heart of Burgundy, the Crémant de Bourgogne is produced in the Yonne, the Côte d'Or, in Saône et Loire and the Rhone. The controlled origin appellation was amended on 17 October 1975, becoming Crémant de Bourgogne. It is known under four different names : white Crémant de Bourgogne, Crémant de Bourgogne whitest of whites, Crémant de Bourgogne whitest of reds and rosé Crémant de Bourgogne. Today the appellation sells some 19.2 million bottles per year.

## A continental climate

The climate is continental with cold and harsh winters, often late frosts, but the summers are warm and sunny. The composition of the soil is diverse.

## There are two main grape varieties : pinot noir and chardonnay

Crémant de Bourgogne is produced from traditional Burgundy grape varieties which are organised into two categories.

- First category : pinot noir, chardonnay (minimum 30 % of production), pinot blanc and pinot gris.
- Second category : gamay noir with white juice (limited to a maximum of 20 % of the production), aligoté, melon and sacy.

The majority of Crémants de Bourgogne are produced using pinot noir and chardonnay.

## Flavours

Whilst Crémants de Bourgogne are perfect when enjoyed as an aperitif, they are also a perfect accompaniment to a meal. White Crémants with an intense nose, fruit and brioche flavours, which are a perfect suitor for starters.

**Fresh white Crémant**, with spicy aromas which are perfect as an accompaniment to shellfish or river fish. The aromatic freshness and light acidity will be a perfect match for smoked fish dishes.

**More wine-style Crémants de Bourgogne**, the white of reds, where pinot brings structure, body and scale, which make for a wonderful combination with meat, ideally poultry or Bresse chicken.

**Rosé Crémant de Bourgogne** will be a wise choice for a dessert wine. The mix of pinot noir and gamay gives off powerful aromas of flowers, roses, which perfectly match ice creams. The wine texture and body leave a wonderful aftertaste, with a fresh taste at the end of the meal; it will be a perfect accompaniment to petits fours. However, above all it will be the fruity flavours which will create the perfect combination between the rosé Crémant with a red fruit sorbet.

## Key figures (2018)

- **Total surface area of production:** 2,861 ha
- **Production area:** 386 villages
- **Number of producers:** 138 mixers and 1,685 producers
- **Annual production:** 231,719 hl
- **Sales:** 38 % exports
- **Number of bottles sold:** 19.2 million per year



“*The Crémant de Die  
is made from Clairette,  
the main grape.*”



## Between the Drôme river and the Vercors mountains

Some of the plots for the Crémant de Die grow at an altitude of nearly 700 metres, making it one of the highest altitude vineyards France.

## Find out more

Syndicat de la Clairette de Die  
et des vins du Diois  
Marie Lafargue, Manager  
26340 Vercheny  
Tel.: + 33 (0)4 75 21 29 76  
E-mail: [marie.lafargue@clairette-de-die.com](mailto:marie.lafargue@clairette-de-die.com)  
[www.clairette-de-die.com](http://www.clairette-de-die.com)

# Crémant de Die

## An AOC at the heart of the Drôme

The Crémant de Die has been AOC classified since 1993 and comes from vineyard plots along the Drôme valley. The vineyard is located on both banks of the river, at an altitude of between 200 and 700 metres. It lies within the same area as the Clairette de Die. Today the appellation sells more than 200,000 bottles per annum.

## Bordering the Alps and Provence

It's dry in the summer, the days are hot and nights are cool; winter is influenced by the Vercors mountain climate. The soil is composed of clay-limestone.

## A single variety : clairette

At the outset, this sparkling white wine was produced solely using the clairette variety. Today, aligoté (between 10% and 40%) and muscat (between 5% and 10%) are also used in its composition and grant it the flavours of green fruits.

## Flavours

With its buttery apple and green fruit flavours, Crémant de Die combines aromatic richness and a fresh aftertaste. Its fine and light bubbles make this an elegant wine with a beautiful pale gold colour. Either alone or with a kir with chestnut liqueur, Crémant de Die is an ideal companion for all of your aperitifs. It can also be enjoyed with a meal and is perfect with shellfish and scallops.

## Key figures (2018)

- **Total surface area of production:** 30 ha
- **Production area:** 31 villages
- **Number of producers:** 13 mixers and 24 producers
- **Annual production:** 1,719 hl
- **Sales:** 8 % exports
- **Number of bottles sold:** 201,080 per year





“*Today the Crémant du Jura  
appellation represents almost  
one quarter of production  
of Jura AOC wines.*”



## Finesse and lightness

Crémant du Jura is renowned for its fine, light bubbles which showcase the freshness and elegance of its chardonnay and the aromatic finesse of poulsard, as well as its savagnin notes.

It can be served along with Macvin du Jura or alone, as an aperitif or dessert wine.

## Find out more

Société de viticulture du Jura

Daniel Cousin, directeur

39016 Lons-le-Saunier Cedex

Tel.: + 33 (0)3 84 35 14 02

E-mail: [daniel.cousin@jura.chambagri.fr](mailto:daniel.cousin@jura.chambagri.fr)

[www.sv-jura.com](http://www.sv-jura.com)

# Crémant du Jura

## One AOC at the heart of the Jura

The Crémant de Jura appellation is intrinsically linked to the Côtes du Jura, d'Arbois, Château-Chalon and Étoile Classified as an AOC on 9 October 1995, the Crémant du Jura sells around 1.7 million bottles per year. Today white Crémant du Jura is produced by over 90% of the domains, whilst 10% produce rosé Crémant du Jura.

## A semi-continental climate

The winters are harsh ; however, the clement weather begins from the first days of spring, leading to particularly warm summers and mild autumns. The chalky land in the Jura is mixed with clay, with compact shale beneath. The blue, black or red shale constitute the majority of the material underground.

## There are four main varieties of grape : chardonnay, pinot noir, trousseau and poulsard

The varieties authorised are poulsard, pinot noir, trousseau, chardonnay and savagnin. For white Crémant du Jura, chardonnay, pinot noir and trousseau must represent 70% of the grapes used. For rosé Crémant du Jura, pinot noir, poulsard and trousseau must represent over 50%.

## Flavours

A convivial wine to enjoy during the good times, the Crémant du Jura is renowned for the finesse and lightness of its bubbles, which showcase the freshness and elegance of chardonnay or the aromatic flavour of poulsard. This can be served cool as an aperitif (alone or with macvin) or with dessert.

## Key figures (2018)

- **Total surface area of production:** 515 ha
- **Production area:** 80 villages
- **Number of producers:** 104 mixers and 450 producers
- **Annual production:** 35,000 hl
- **Sales:** 30 % exports
- **Number of bottles sold:** 1.7 million per year







“*Crémant de Limoux is the only sparkling wine from the Pays Cathare, Languedoc and South of France.*”



## The longest carnival in the world

The Limoux carnival is an integral part of the history of the town. It dates back as far as the 16th Century and is one of the most well renowned carnivals, alongside those in Venice and Rio de Janeiro. It takes place between January and March and lasts for a total of ten weeks. Each Saturday and Sunday, “bands” roll through the streets of the town to the sound of music, making Limoux the longest carnival in the world.

**Event of note:** “Toques et clochers” food festival during the weekend of Palm Sunday; “Vignes et terroir en fête à Limoux” [Limoux Wine Festival] in August.

## Find out more

Syndicat du Cru Limoux  
Marlène Tisseire, directrice  
11300 Limoux  
Tel.: + 33 (0)4 68 31 12 83  
E-mail: [m.tisseire@limoux-aoc.com](mailto:m.tisseire@limoux-aoc.com)  
[www.limoux-aoc.com](http://www.limoux-aoc.com)

# Crémant de Limoux

## An AOC in the heart of the Cathar country

In the middle of the Languedoc. The Crémant de Limoux has been officially recognised as an AOC since 21 August 1990. It is one of the five AOC classifications in the Limoux appellation\*. The Crémant de Limoux sells approximately 5,8 million bottles per year.

\* Blanquette de Limoux, Limoux méthode ancestrale, red and white Limoux

## Between the Mediterranean and the Ocean

In the country of the Crémant de Limoux, at between 200 and 400 metres in altitude, the oceanic influences help to lead to a more temperate Mediterranean climate. The appellation enjoys good levels of sunlight and well distributed rainfall throughout the year. The soil comprises chalky clay and sandy clay.

## The two main grape varieties are chardonnay and chenin

The Crémant de Limoux is made using two main grape varieties, chardonnay and chenin, in a maximum proportion of 90% of the grape varieties, chenin should represent at least 10% and at most 40%. The secondary varieties - mauzac and Pinot Noir - are limited to a combined proportion of 40%. The proportion of mauzac must not exceed 20%.

## Flavours

Crémant de Limoux can be recognised by its pale robe with golden reflections, ultra fine bubbles, and its elegant effervescence. This is, above all, a brut which can be characterised by its nose of white flowers with subtle hints of spice and toasted bread. It should be consumed, ideally, within two years following purchase, at 6 °C to 7 °C, generally as an aperitif with small savoury snacks, or to accompany fish and white meat. Crémant de Limoux have a pale salmon colour and an aromatic bouquet of red fruits. They are ideal when served to accompany a meal.

## Key figures (2018)

- **Total surface area of production:** 823 ha
- **Production area:** 41 villages
- **Number of producers:** 15 mixers and 183 producers
- **Annual production:** 40,811 hl
- **Sales:** 44 % exports
- **Number of bottles sold:** 5.8 million per year





“Crémant de Loire  
is the largest sparkling AOC  
variety in the Loire.”



## A privileged appellation for wine tourism

In “Crémant de Loire”, there is the Loire. Classified as a Unesco World Heritage Site, the Loire Valley, third largest AOC wine production area in France, and largest region for sparkling wine production, offers an unrivalled appeal for visitors. In the Saumur area alone, 500,000 visitors each year come to discover some forgotten marvels.

## Find out more

Syndicat général des vignerons  
producteurs de Crémant de Loire  
Christian Pauleau, president  
49000 Angers  
Tel.: + 33 (0)2 41 88 60 57  
E-mails: c.pauleau@orange.fr,  
a.demersseman@federationviticole.com

# Crémant de Loire

## An AOC at the heart of the Loire

The Crémant de Loire was recognised as an AOC on 17 October 1975. From the village of Drain (to the west of Angers) to Cheverny (to the east of Tours), the production area spans across the AOC classified regions of Anjou, Saumur, Touraine and Chevery. 17 million bottles are today sold.

## Climactic nuances

The total scope of the Crémant de Loire appellation and its northern location lead to some climactic nuances. In the westernmost area, to the confines of Touraine, the climate is rather clement. More towards the Centre, the climate changes to become semi-continental. In terms of the soil, in the west there is a vast range of diversity in each of the regions of the appellation (sandstone, shale, chalk with clay, silica, gravel or sand and clay silica soil).

## The two main grape varieties are chenin and cabernet franc

Whilst chenin is the white grape variety used for Crémant de Loire, cabernet franc is undeniably a red grape variety. However, these are not alone, as several grape varieties are used in a true mosaic in the production of Crémant de Loire, including chardonnay, pinot noir, grolleau noir, grolleau gris and even a highly original orbois, of which there are only a few extremely rare vineyard sin Loir-et-Cher. Cabernet sauvignon and pineau d'Aunis can also be used to some degree in the production.

## Flavours

The Crémant de Loire has a subtle nose and a pleasant freshness on the pallet, and sparkles for all occasions. It has a clear crystal robe with grey. Straw yellow or golden reflections. The rosé has a cherry-salmon robe. The Crémant de Loire has hints of white fruits, lemon, white flowers, nuts, almond or even a touch of vanilla and liquorice. The rosés have red fruit scents. Ideally served at 6 °C to 8 °C. After removal of the deposits following maturing on wooden slats, the sparkling wines are kept for several months in cellars prior to be distributed on the market. They should ideally be drunk within three years following purchase.

## Key figures (2018)

- **Total surface area of production:** 2,626 ha
- **Production area:** 255 villages
- **Number of producers:** 38 mixers and 597 producers
- **Annual production:** 185,000 hl
- **Sales:** 56 % exports
- **Number of bottles sold:** 17 million per year





“On 11th September 2015, Crémant de Savoie joined the Crémant family by being officially awarded the AOC label.”



## Native grape varieties

The latest addition to a large family comprising Alsace, Burgundy, Bordeaux, Die, Jura, Limoux and Loire, Crémant de Savoie is the consecration of a long Savoy tradition of sparkling wine production. Made with local grape varieties (altesse or jacquère), this new Crémant is made using methods which best express the uniqueness of these wines.

## Find out more

Syndicat Régional des Vins de Savoie  
Maison de la vigne et du vin  
Michel Bouche  
73190 Apremont  
Tel.: + 33 (0)4 79 33 44 16  
E-mails: m.bouche@vindesavoie.net,  
aoc@vindesavoie.net

# Crémant de Savoie

## An AOC at the heart of the French Alps

Crémant de Savoie was recognised on 11th September 2015, the date on which its Decree was published in the Official Journal. This official recognition is the crowning success of a long tradition of quality sparkling wine production in Savoy.

## Ideal climate conditions

The Savoy AOC wine area is located mainly on steep slopes along the valleys. This singularity is supplemented by an alpine genealogy with altitudes of between 250 and 450 metres, and various orientations, depending on the micro-terroirs.

## Based on native grape varieties...

60 per cent of the blend must be made from the Savoy grape varieties of jacquère and altesse (including at least 40 per cent of jacquère). The authorised varieties for the remaining 40 per cent include chasselas, chardonnay, pinot noir and gamay, and must consist of at least 20 per cent of black grapes.

## Flavours

The minerality of the terroirs in Savoy imparts unique, recognisable freshness to Crémant de Savoie. Citrus aromas and the floral notes of the Alps make up its elegant aromatic palette. Enjoyed as an aperitif or along with a meal, it is the ideal companion for all occasions centred on conviviality, sharing and good food.

## Key figures (2018)

- **Total surface area of production:** 57 ha
- **Production area:** 44 villages
- **Number of producers:** 2 mixers and 50 producers
- **Annual production:** 4,000 hl
- **Sales:** 5 % exports
- **Number of bottles sold:** 350 000 per year





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*Loire*  
*Savoie*



Dare to taste the *difference* with **Crémant**

### Press contact

Agence Clair de Lune  
Emilie Charvet & Clarisse Mallard  
Tel.: + 33 (0)4 72 07 31 93  
E-mail: [clarisse.mallard@clairdelune.fr](mailto:clarisse.mallard@clairdelune.fr)  
[www.clairdelune.fr](http://www.clairdelune.fr)

### Contact

Fédération Nationale des Producteurs et Elaborateurs de Crémant  
Olivier Sohler, director  
Tel.: + 33 (0)3 89 20 07 17  
E-mail: [olivier.cremant@orange.fr](mailto:olivier.cremant@orange.fr)



Fédération Nationale des  
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