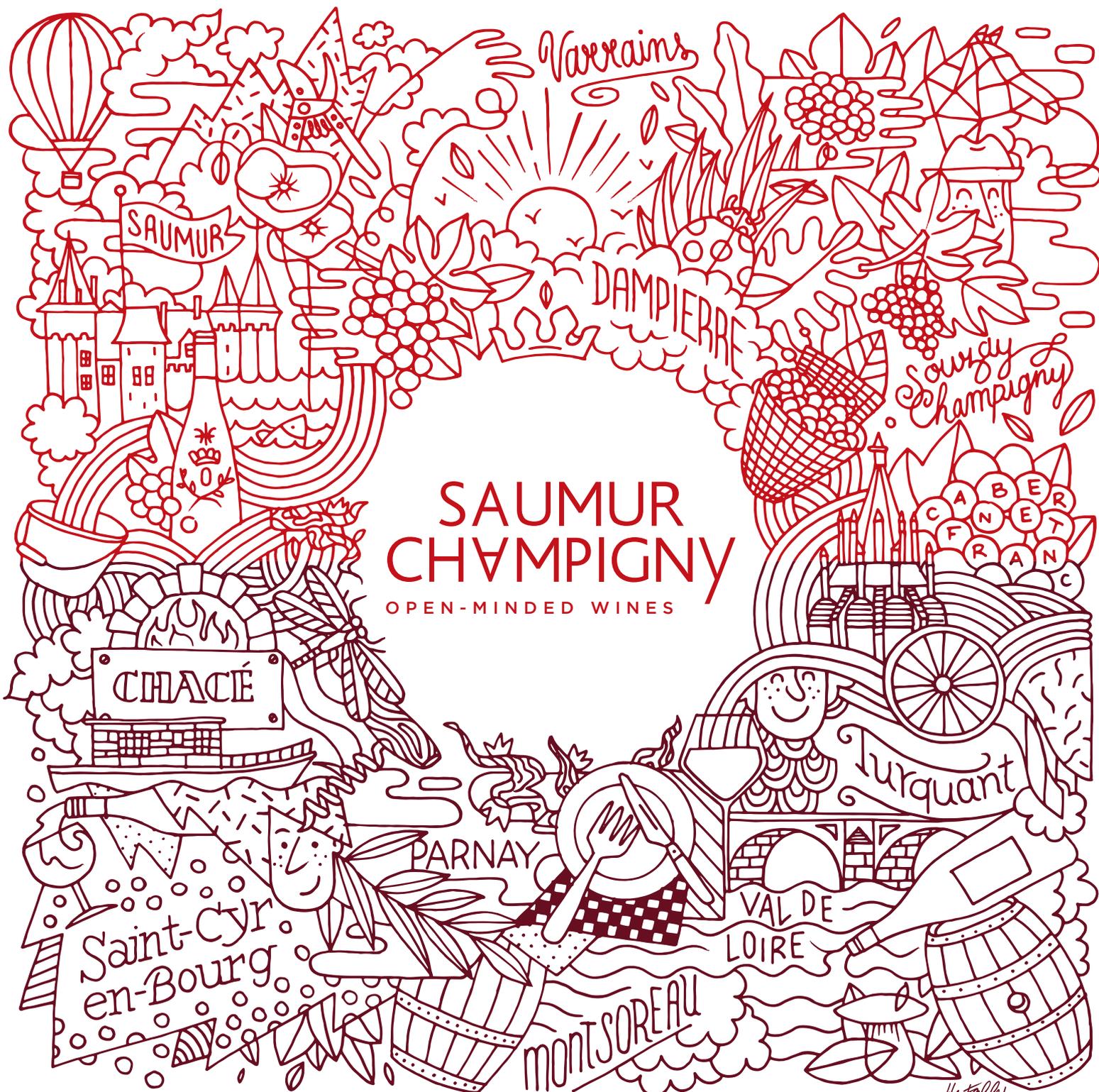


**PRESS
RELEASE**

2019



the folley

SUMMARY

A CONSTANTLY EVOLVING APPELLATION, AND ITS MULTIFACETED WINES.....	p.3
A HUMAN AND COLLECTIVE ADVENTURE	p.4
FROM PAST TO PRESENT... ..	p.5
THE ROOTS OF A UNIQUE LAND	p.6
SAUMUR-CHAMPIGNY, FROM WINEMAKING TO TASTING.....	p.7
CULTURE IN HARMONY WITH NATURE AND MANKIND	p.8
GLOBAL RECOGNITION.....	p.9
A MEETING PLACE	p.10
INSTITUTIONS AROUND THE SAUMUR-CHAMPIGNY	p.11

EDITORIAL

RÉGIS VACHER,
Winemaker and President of the «Syndicat des producteurs de Saumur-Champigny» (wine producers union), talks about the strengths and distinctiveness of the appellation, which make it stand out.



“ The Saumur-Champigny appellation recently celebrated its 60th anniversary. What makes you different?

What strikes me the most is the spirit of conviviality and joviality that animates the hundred or so winemakers who make up the union, and which has been passed down from generation to generation since 1957. Whether it is thinking of how to protect our appellation, organising big events or to setting up collective projects, we take every opportunity to meet up and bring together the Saumur-Champigny connoisseurs.

Everyone contributes their good practices and this is reflected in our vineyards and in our wines, giving them precision, daring and diversity. This is also what we wanted to share with our new signature campaign: OPENMINDED WINES.

”

“ How do you see the future of Saumur-Champigny?

Very bright, of course.

On the tasting side, we are very attentive to how consumer tastes evolve. We encounter amateurs who are more and more sophisticated. Our reputation is built around light and fruity wines. Today, we offer wines that are more or less intense, light or complex, tailored to a variety of consumer experiences. Whether spring wines or long-keeping wines, there is a Saumur-Champigny for everyone.

As for vineyards, the protection of our environment has been one of our main priorities. Our appellation was a pioneer in this matter, when already back in 2004, we launched the biodiversity program to cover the entire appellation (see p.8 note). Today, thirty-nine domains are certified organic or in conversion. This constitutes about 29% of land, progress is ongoing and we're proud of it! With our tasting committee, created this year, we are preparing a terroir program that will enable us to observe, plot by plot, the interaction of climate, land and local biodiversity. And their effects on our wines, obviously.

In short, this is an appellation where it is a pleasure to live and work, and we try to emphasise this aspect, particularly to overcome the shortage of workers in many of our domains. With regard to publicity, we are always on the lookout for opportunities to showcase our wines and meet our consumers, here and elsewhere: trade shows, events, wine tourism promotion, export... great challenges await the new generation of winemakers!

”



SAUMUR CHAMPIGNY

OPEN-MINDED WINES



AN APPELLATION THAT IS CONSTANTLY EVOLVING, AND ITS MULTIFACETED WINES

In the heart of the Loire Valley, the Saumur-Champigny appellation is endowed with an exceptional terroir. The know-how, passed down from generation to generation flourishes and produces a wide range of red wines, reflecting the creativity of the winemakers.

Nestled between the Loire, the Thouet and the forest of Fontevraud, the Saumur-Champigny appellation covers nine villages: Chacé, Montsoreau, Parnay, Saint-Cyr-en-Bourg, Saumur, Souzay-Champigny, Turquant, Varrains, and Dampierre-sur-Loire. It brings together 100 active winemakers who work 1,600 hectares of vines (4000 acres), an area which has been stable for 10 years, and produce an average of 10 million bottles per year.

Mindful of this luck to develop wines on an exceptional terroir, the winemakers have been running a biodiversity program since 2004. A sustainable commitment, naturally good for humans and their environment (see p.8).



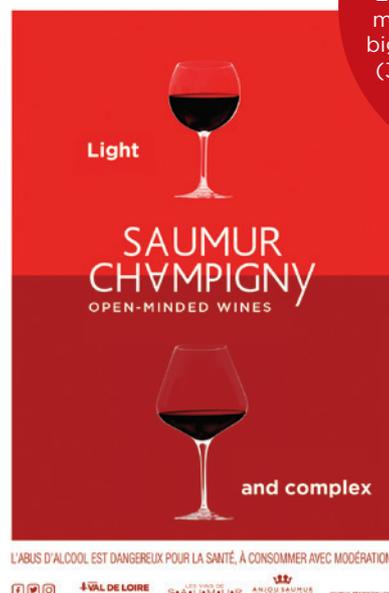
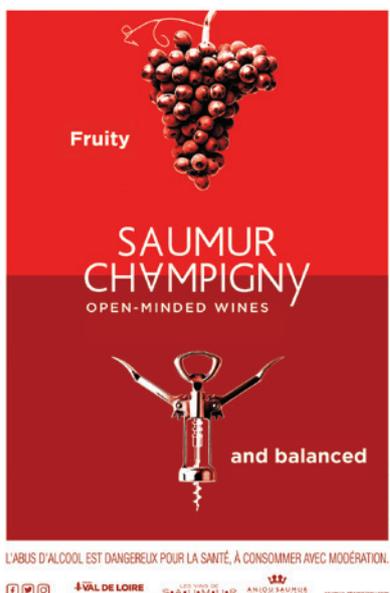
120 members



1,600 hectares



10 million
bottles
produced/year





A HUMAN AND COLLECTIVE ADVENTURE

CONVIVIALITY AS SECOND NATURE

Created in 1957, the «Syndicat des producteurs de Saumur-Champigny» brings together a hundred winegrowers and winemakers with character. Organic or traditional producers, in biodynamics, cooperators or winemakers in their own cellars, their only collective credo: to make you love Saumur-Champigny.

As you might have guessed, terroir and quality are, of course, crucial here, but what makes this appellation a true jewel of the Loire Valley, is its winemakers. Men and women, young and old alike, come together to prove it to you at trade shows and events of all kinds (see page 10). Meet them and you'll see.

They take every opportunity to meet people through various types of hospitality: bed and breakfast, tasting in the cellar, guided tour of the vineyard, hiking on foot or on a horse-drawn carriage, on a Volkswagen minibus and even on river barges.

**Visit the website in the winegrowers' directory
for further details**





FROM PAST TO PRESENT

BECAUSE SAUMUR-CHAMPIGNY BECAME WHAT IT IS THROUGH THE YEARS, GOING BACK TO ITS FOUNDERS, FROM PAST TO PRESENT



THE «CUVÉE DES 100» IS CELEBRATING ITS 30TH ANNIVERSARY: 30 YEARS OF SHARING AND COMMUNITY SPIRIT

In 1988, the notion of a collective cuvée was born to ensure the appellation's promotion.

Thirty years later, this cuvée has grown impressively thanks to the passion of winemakers who still meet up during the harvest to bring a share of their crop (15kg /ha - 13lbs/acre). The grapes of the appellation's 100 winemakers will be vinified together to create this unique cuvée.

Connoisseurs please note, you won't find the Cuvée des 100 at your local wine boutique or restaurant. Indeed, the 10,000 bottles produced each year are not for sale but simply for the pleasure of discovery and are offered by vinegrowers at events such as the Foulées du Saumur-Champigny or the Grandes Tablées. Les Grandes Tablées is also where the latest vintage is presented each year, to be tasted amongst old vintages: yet another chance to see its potential for ageing and its diversity.

In 2019, it will be celebrating its 30th vintage. Cheers to its health!



IN FIGURES:

AVERAGE ANNUAL
TEMPERATURE : **12.6 C°**

PRECIPITATION:
450.3 MM

THE ROOTS OF A UNIQUE LAND

MOSAIC OF TERROIRS

Soil, climate, exposure: the skill and know-how of the winemakers work together in doing justice to the local terroir to bring out its very best. To get closer to this goal, more and more winemakers are carefully mapping their plots by noting, day after day and year after year, the reactions of soils, plants and their fruits to fine-tune their produce, from the vineyard to the table. This is how they develop their unique cuvées.

A GENEROUS SOIL AND CLIMATE

Protected from oceanic moisture by the Mauges and the Armorican massif, the Saumurois is a real climatic enclave: its rainfall is low, especially during the late season, and its average annual temperature is relatively high. This microclimate, among the hottest and driest in the Loire Valley, enables wonderful grape varieties to flourish, notably Cabernet Franc, the star grape variety (see page 7).

In terms of its soil, the appellation sits on Turonian: a Cretaceous sediment composed of highly carbonated marly chalk. This clay-limestone soil, composed of Tuffeau (known thanks to the Loire Valley Castles and troglodyte houses), has the capacity to absorb rain and conserve heat from sunlight: two elements which nourish the vine, and help the fruit to mature beautifully. It is this special quality which gave its name to Saumur-Champigny: Champigny, Latin «Campus Ignis», meaning 'fields of fire.'

Above this characteristic limestone floor, the soil is more or less deep before hitting the sub-soil. When there is little soil depth, the wine produced is rather mineral, sensitive and fresher. Conversely, if the soil is deeper, the wine is rich and fleshy, because the roots will draw moisture and freshness. As for the presence of clays in the soil, they bring roundness to the wines, giving them a plumper side.



SAUMUR-CHAMPIGNY WINES: FROM VINIFICATION TO TASTING

ON THE CELLAR' SIDE : IN SEARCH OF THE PERFECT BALANCE

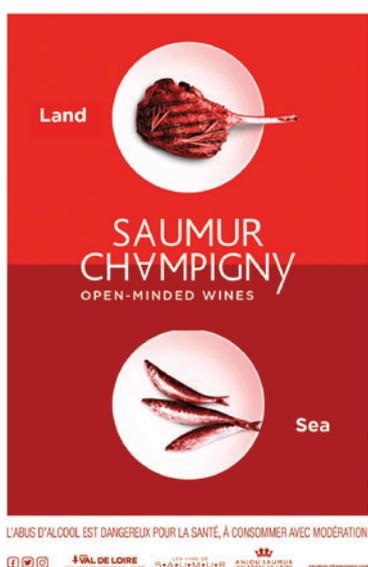
Each winemaker grows his vines and transforms his wine according to his sensitivity, experience and instinct.

Although three grape varieties are allowed, the real star here is the Cabernet Franc, a red grape of the Loire Valley. Thus, almost all Saumur-Champigny wines are produced with 100% of this variety. The specifications authorise two secondary grape varieties up to 15% maximum: Pineau d'Aunis and Cabernet Sauvignon, which are increasingly attractive to winemakers.

Known for its authentic character, Cabernet Franc requires special attention. It delivers elegant tannins and a welcome acidity, producing wines with natural fruity notes (raspberry, wild strawberry, blackcurrant) and a slightly floral (violet, iris) or spicy note for wines aged in barrels. Saumur-Champigny can sometimes be a light and fruity spring wine, sometimes a powerful wine with impressive ageing potential. The only way of finding out is by tasting them!

When the end of the summer comes, each winemaker prepares to oversee the ripening process. Here, the harvest can be either mechanical or manual. The grapes are sorted and macerated more or less depending on the structure of the desired wine. The skins and pips then gradually fill the juice with their tannins and colour. The yeasts microorganisms naturally present on the skin of the grapes then transform the sugar into alcohol. This is known as alcoholic fermentation.

The ageing process then follows, in vats or barrels, from 6 to 24 months. Some racking and bottling later, and it's tasting time!



AT THE DINING TABLE: THE ESSENCE OF SAUMUR-CHAMPIGNY

On the eye: A bright garnet colour with purple hues

On the nose: A note of red fruits, with floral or spicy undertones

On the palate: Supple and direct, its taste reveals fine tannins, resulting in a subtle balance

In texture: A velvety and distinctive freshness

Full-bodied reds, deep and light at the same time.

From 'spring' cuvées to savour right away, to wines with high ageing potential, the Saumur-Champigny is multifaceted and goes with a wide range of dishes: from aperitif to dessert, from the picnic table to those of the most renowned fine dining restaurants.



CULTURE IN HARMONY WITH NATURE AND MANKIND

ON THE ROAD TO MORE BIODIVERSITY SINCE 2004.

Aware of the richness and fragility of their environment, the winemakers of Saumur-Champigny decided in 2004 to embark on an ambitious program for the preservation and development of local biodiversity - a first on the scale of an appellation.

Development of Ecological Reservoirs Zones (French acronym: ZER), installation of meteorological stations, methodological observation of species ... the practices developed at the time have now become commonplace and enable everyone, winemakers, locals and even hikers, to enjoy a protected environment.

ZERs, which have been developed since 2005, now include shrubs, trees or climbing plants. They provide insects and animals shelters, food and breeding grounds, thus contributing to the natural regulation of harmful insects and fungi in the vineyard. Today, 20 km (12 miles) of hedgerows enable winemakers to significantly reduce inputs and establish a natural balance between species.

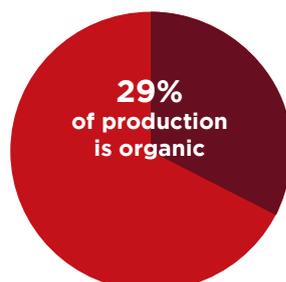
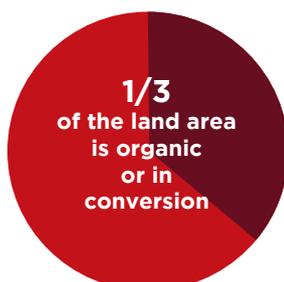
The meteorological stations help towards preventing diseases of the vine.

Everyone's commitment is ongoing. This collective awareness is reflected today in an appellation made up of 29% of domains in organic production, or 1/3 of the total land area. A benchmark in sustainable viticulture and biodiversity.

Find out more on our website www.saumur-champigny.com



KEY FIGURES



**20 km of ecological
reservoir zones**

**70 farms
involved in the ZERs**



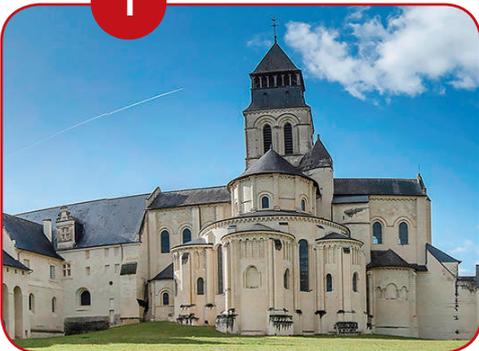
GLOBAL RECOGNITION

Classified as a UNESCO World Heritage Site, with 40,000 hectares of vineyards and 350 estates spread over the entire vineyard, the Loire Valley is France's 1st wine tourism place.

Amongst wineries, vineyards, estates, troglodytic caves, castles and gardens... There are countless places where you can explore the region and the Saumur wine-growing area. Saumur-Champigny is a proud representative of this touristic area, and there are 76 wineries with direct cellar sales and 24 labelled 'Tourist Wineries' which welcome visitors for local tours.

SOME OTHER LOCAL JEWELS

1



1

ABBAYE ROYALE DE FONTEVRAUD

The largest monastery town in Europe with a history going back nine centuries. Vine cultivation dates back from 1101 and was practised by the abbesses who lived here. Today, the Abbaye Royale de Fontevraud has become renowned for its art, history and culture with, amongst other things, a hotel and a gourmet restaurant.

2



2

CHÂTEAU DE SAUMUR

Located on the historic road of the Valley of the Kings, the Château de Saumur is one of the famous of the Loire Valley châteaux. Formerly a royal palace, a prison, and then a weapons depot, the Château de Saumur today opens its garden and doors to visitors and hosts many events. The panorama of the Loire and the city here is breathtaking.

3



3

CHÂTEAU DE MONTSOREAU CONTEMPORARY ART MUSEUM

A pioneer in the architectural style of the Renaissance, the Château de Montsoreau-Museum of Contemporary Art is an artistic centre of the Loire Valley. Built on a rocky outcrop located in the course of the Loire, its location gives it the distinction of being the only castle of the Loire to have been built on the river bed; at the very spot where the Vienne flows into the Loire and becomes the widest river in France.

Whether by VW minibus, river barge, hot air balloon, tandem, horse-drawn carriage, you can explore the winery through means of transport that are full of character.

The winemakers of the appellation will be happy to welcome you for a stay in the region. Contact the union for an individual or collective press reception.

COME AND JOIN US!



There are countless opportunities here for sharing a drink sitting down, dancing, exploring, running, and so on. Come to Saumur-Champigny and enjoy the charms of the wonderful Anjou countryside! Cyclists, pedestrians, runners, hikers and epicureans, here are the four not-to-be-missed attractions of Saumur-Champigny:



ANJOU VÉLO VINTAGE - 5th to 7th July 2019 **9th edition**

Saumur goes into a guinguette mode for three days outside the retro-biking-excursion and holiday season. A cycling immersion through the winery is obviously available for the bravest. Distinguished gentlemen and ladies are also invited to take part in the elegance contest, where every year, the most beautiful costumes are awarded.



LES GRANDES TABLÉES DU SAUMUR-CHAMPIGNY **From 31st July to 1st August 2019 - 19th edition**

This is THE unmissable event of the summer! The winemakers of Saumur-Champigny are bending over backwards to accommodate nearly 10,000 people and serve 6,000 meals for two days. Come and join us at the Place de la République in Saumur for about 2km of tables for a country banquet, decked out in the colours of the appellation and the region.

Each year, the event presents the new vintage of the Cuvée des 100. In 2019, it is the 30th vintage that will be celebrated, yet another excuse, if you need one, to mingle with the Saumur locals and dance all night long!



VIGNES VINS RANDOS **31st August 2019 - 16th edition**

Each year, Interloire and Saumur-Champigny winemakers offer hundreds of walkers the chance to explore a different village of the appellation, with a fun hike of about 7km, in the heart of the vineyard and guided by producers who share their glasses of wine and passion for this occasion.



LES FOULÉES DU SAUMUR-CHAMPIGNY **Sunday 8th September 2019 - 18th edition**

This trail is for athletes and those who enjoy the off-the-beaten track. From Nordic walking to trail running, participants, disguised for the most part, travel the vineyards of Saumur-Champigny on circuits ranging from 9 to 29 km... punctuated by tasting breaks of course!

FESTIVINI **From June to September 2019 - 10th edition**

The Festival of Culture of Wine and Gastronomy hosts, during the summer, many events for exploring the wine-growing area of Saumur: summer evenings, 7 AOCs showcased, with a breathtaking view of the Loire, an exclusive event at the heart of the Abbey Fontevraud, featuring picnics, hiking, horseback riding, and much more.

PROFESSIONAL EVENTS

«Salon des vins de Loire», «La Dive Bouteille», Wine Paris, Prowein, Independent Winemakers' Salons: there are numerous professional events where you can sample the diversity of Saumur-Champigny.



INSTITUTIONS AROUND SAUMUR-CHAMPIGNY

THE SAUMUR-CHAMPIGNY AOP (APPELETION OF PROTECTED ORIGIN)
IS ONE OF FOUR BIG VITICULTURAL INSTITUTIONS.

LES VINS DE
S•A•U•M•U•R



7

appellations

WINES OF SAUMUR

The AOP Saumur-Champigny is one of the seven appellations that make up the wines of Saumur, together with Saumur Blanc, Saumur Rosé, Saumur Fines Bulles, Coteaux de Saumur, Saumur Puy-Notre-Dame and Saumur Rouge. The 3,800 hectares of vines and the 390 winemakers produce 28 million bottles a year. Our AOP alone covers 1/3 of Saumur wines volumes and around 40% of the area.

» www.vins-de-saumur.com



ANJOU SAUMUR
VIN ROYAL EN LOIRE



27

appellations

WINE FEDERATION OF ANJOU-SAUMUR

From Saumur to Ancenis, the winegrowing area of Anjou-Saumur covers an area of 20,000 hectares. This 'royal Loire wine' includes 27 AOP, made from 15 grape varieties. Amongst these, two grape varieties are emblematic of the vineyard: Chenin for whites and Cabernet Franc for reds, of which Saumur-Champigny is a proud representative. .

» www.federationviticole.com

VINS DU
VAL DE LOIRE



50

appellations

WINES OF VAL DE LOIRE

This is a joint trade organisation bringing together all the appellations of the Loire, from Nantes to Blois, covering an area of 43,000 hectares, spread over 3 regions and 14 departments.

The Loire Valley winegrowing region has the greatest diversity of wines in the world, with 50 appellations. A wide range of wines and colours from 24 grape varieties. With around 270 million bottles produced each year, exported to 160 countries, the Loire Valley is the third largest French wine region in terms of production.

» www.vinsvalde Loire.fr

Light

SAUMUR
CHAMPIGNY
OPEN-MINDED WINES

and complex

L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, À CONSOMMER AVEC MODÉRATION.

saumur-champigny.com

www.saumur-champigny.com

CONTACTS

Syndicat des Producteurs of Saumur-Champigny
 infos@saumur-champigny.com - (0033) 2 41 51 16 40
 49 rue du Maréchal Leclerc - 49 400 SAUMUR

PRESS - ALICE VADÉ
 alice.vade@gmail.com
 Tel : (0033) 6 89 54 67 20

LES VINS DE
 S•A•U•M•U•R

ANJOU SAUMUR
 VIN ROYAL EN LOIRE

VINS DU

L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, À CONSOMMER AVEC MODÉRATION