

La Journée Vinicole

Quotidien

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We wish all our readers a very Merry Christmas and a Happy New Year. Our next issue comes out on January 8th.

**Belgium****France****New Languedoc-Roussillon centre opened in Brussels**

With every political changeover in local government comes a raft of new ideas and an end to many projects associated with the previous administration. Since the Languedoc-Roussillon regional council switched over from right-wing to left-wing with the controversial figure Georges Frêche now at its helm, the 'Maison du Languedoc-Roussillon' in Barcelona has been closed and this month a new regional tourist centre opened in Brussels. Without expressing any kind of political bias, it is reasonably fair to say that the relevancy of a centre in the capital city of Belgium, a nation where Francophiles are legion, is undoubtedly greater than in Barcelona. Despite the close ties between Languedoc-Roussillon and Catalonia, the Spanish city hardly seems like the most profitable site to tout for tourist trade or canvass for its agribusiness. Brussels, on the other hand, not only as the capital city of one of French wine's leading destinations but also as the heart of the European Union, appears a more sensible choice. The newly opened Maison du Languedoc-Roussillon is the first of its kind abroad since Frêche took over and its mission is not only to promote the region's cultural and tourist assets, but also its technological know-how, its agricultural produce and of course, its wines. With European legislation constantly changing, it will also provide the region with a base for monitoring changes in the pipeline, some of which will prove vital to the region's future.

Winegrowing incomes fall in 2006

French farmers saw their net incomes rise by 15% in 2006, a turnaround in farming fortunes after several years of decline. New figures released this week however show that although most of the leading agricultural categories enjoyed a rise, winegrowing was the only major sector to experience a fall in incomes. Entry-level table wine growers suffered most, with a significant 34% drop, but even producers of AC wines saw their incomes drop by 10%. The figures mirror the deepening industry crisis in France, although the Agriculture Ministry remains optimistic : *"the 2006 harvest is of average quantity, whilst inventories at the start of the financial year remain high. Distillation measures, which will start having an impact during the current financial year, should help to improve market conditions. For appellation wines, prices should rise throughout the year"*.

Sainsbury's releases Red Heart

Renewed media interest in the health benefits of wine, following a series of positive research findings, has led UK retail distribution chain Sainsbury's to launch Red Heart, billed as "a red wine that is actually good for your heart". Released on December 1st, Red Heart is an easy drinking red wine from Australia, made from the Cabernet Sauvignon and Petit Verdot grapes, which Sainsbury's claims has an antioxidant level 32% higher than the average level of other leading red wines. The multiple retailer is hoping to cash in on the huge increase in consumer awareness of the benefits of eating and drinking healthily over the last few years, and the role that red wine can play in a healthy, balanced diet. Red Heart is available exclusively at Sainsbury's priced at £4.99 and promotes a safe-drinking message. Sainsbury's supports sensible drinking and hopes that Red Heart will "build the image of wine as a healthy drink when consumed in moderation".

New minimum content rules

As of February 1st 2007, Canadian wines labelled as «Wine cellared in Canada» or «Wine produced in Canada» will once again be required to contain at least 30% of wine made from local grapes, as compared with 1% currently. New legislation also stipulates that no labrusca grapes or grape product derived from such grapes shall be used in the manufacture of wine except for light wine and fortified wine. Additionally, a winery that uses imported grapes or grape product in the manufacture of wine must make, keep and immediately submit to the Alcohol and Gaming Commission of Ontario upon request a series of records regarding the quantity of grapes grown in Ontario, grape product produced from such grapes, other domestic grapes and grape product from such domestic grapes acquired by the winery and the times of acquisition, each order that the winery has placed for imported grapes or grape product, along with the customs declaration and bill of lading relating to the order, tank records and racking orders for all brands of wine that set out a complete processing record up to and including packaging, and transfer records that describe the movement of bulk or cased wine between wineries, including dates and details of varieties and quantities.



Great Britain



Canada

A horizontal banner with a collage background showing people at a wine event, a vineyard, and a cellar with barrels. The text is overlaid in a dark, elegant script.

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