



## Terre de Vignerons formally announces its integrated sales force under the name "Vignerons mais autrement."

Known as the second-largest cooperative group of still wines in France and the leader in Nouvelle-Aquitaine, Union Terre de Vignerons extends beyond viticulture to offer businesses turnkey solutions and innovative industrial equipment. This year, it will showcase its commercial prowess as "Vignerons but Differently" at the Wine Paris & Vinexpo Paris from February 12-14, 2024, where it will also premiere its new cuvées

### **VIGNERONS MAIS AUTREMENT : THE FUSION OF TRADITION AND INNOVATION**

In 2024, Terre de Vignerons Union distinguishes its industrial support and product offerings to highlight all its expertise. With "Vignerons but Differently," the union's integrated commercial force stands out by promoting and marketing decidedly modern wines that seek new trends while maintaining connections to their roots.

"Vignerons but Differently" is the commitment of 1,000 vigneron managing 15,000 hectares of vineyards, producing a wide variety of wines from still to sparkling, from Vin de France, to the fresh shades of IGP Atlantique and the rich terroirs of Bordeaux, spanning Entre-Deux-Mers, Côtes de Duras, Bergerac, to the fine bubbles of Crémant de Bordeaux.

By combining distinctive terroirs, a variety of grape types, and innovative industrial infrastructures, it creates rich cuvées suited to both French and international markets. Always on the lookout for trends, it addresses new consumer expectations like wine seltzers or non-alcoholic wines.

#### **The various ranges include:**

- **New Generation Bordeaux** featuring delicious flavors and striking packaging.
- **Offbeat Cuvées** with new grape varieties, unique colors, or humorous brands.
- **Bubbles range** including Crémant de Bordeaux or traditional method sparkling wines.
- **No/Low** profile wines that combine taste and lightness, from wine-seltzers to completely non-alcoholic wines.
- **Traditional** offerings with around forty châteaux and well-established brands that celebrate the terroir of the vigneron.
- **Organic wines.**

The commitment to quality has been a priority for over ten years, focusing on excellence in quality and food safety validated by several prestigious certifications, including ISO 9001 and IFS Food. The wines exceed French and international standards through rigorous methods, advanced technology, and a dedicated team.,



**At the 2024 Wine Paris & Vinexpo Paris, "Vignerons mais autrement" will premiere its new cuvées, including**

- "Black and Wine," a subtle and delicate blanc de noir;
- "Orange Blossom," a unique orange wine;
- "Trocquet," a new transgenerational wine from France; and
- "Lune & Bulles," a sparkling Crémant de Bordeaux.

## **BACK TO THE ORIGINES OF UNION TERRE DE VIGNERONS**

Terre de Vignerons is a union for the production and marketing of wines from 10 cooperative wineries located in the Entre-deux-Mers (Gironde, 33) and Pays Duraquois (Lot-et-Garonne, 47) regions since 2012. By pooling their resources, these 10 wineries operate across 17 vinification sites, producing an average annual output of 240,000 hectoliters of bottled wine. With two production facilities situated in Saint-Vincent de Pertignas and Landerrouat, the union achieved a consolidated turnover of 68 million euros in 2022.

Its core business involves bottling, marketing the wines from its member wineries, offering turnkey solutions, and providing customized support to both French and international clients (oenology, packaging, dry materials, bottling, storage, dispatching, etc.).

Terre de Vignerons stands out with its state-of-the-art industrial equipment:

Since mid-2022, a line dedicated to bottle sizes ranging from 25 cl to 1.5 L has been operational. This line, equipped with an isobarometric filler, is linked to a membrane contactor, allowing for the option to carbonate wines inline or reduce their dissolved oxygen content.

It features a versatile capping turret capable of handling various types of closures, including screw caps, press-on screw caps, glass stoppers, stoppers with heads, and crown caps.

By the end of 2024, it will also offer closure options with wire hoods accompanied by capsules.

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### **About Terre de Vignerons**

Terre de Vignerons is the second largest French cooperative group in the production of still wines and the largest in Nouvelle-Aquitaine. It is a union for the production and marketing of wines from 10 cooperative wineries located in the Entre-deux-Mers (Gironde, 33) and Pays Duraquois (Lot-et-Garonne, 47). Currently, it represents 18 vinification sites with an average annual production of 836,000 hectoliters of wine. With two production facilities in Saint-Vincent de Pertignas (33) and Landerrouat (33), Terre de Vignerons reported a consolidated turnover of 72 million euros in 2020, equivalent to 35

million bottles.   

### **Press Contact**

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