



PAYS D'OC
Indication Géographique Protégée

COLLECTION 2017



Landmark Collection for the designation's 30th anniversary

The "Collection" endorsement excels at promoting the incredible diversity and outstanding quality of wines labelled Pays d'Oc PGI. The eleventh event took on a whole new flavour, ushering in the next generation of grape varieties whilst also marking the anniversary of a designation established in 1987. Similarly, tasking Samuel Masse, chairman of the Hérault Young Farmers' association with chairing the Senior Panel was a nod to the upcoming generation of Pays d'Oc producers.



30 years old with a gift for quality grapes was the underlying message sent out by the latest, iconic Collection whose emergence is intimately linked to the Pays d'Oc story. "Created in 1987, our designation devoted twenty years to resurrecting vineyards by improving the varietal range. The aim was to build up a quality varietal wine proposition with a unique tracking process, offering an alternative for vineyards not eligible for appellation status", recounts Florence Barthès, the organisation's managing director. "Once the challenge had been completed, the huge vessel freighted with 6 million hectolitres of wine had to be segmented and an event capable of promoting the top tier of outstanding wines was needed. This is how the Collection scheme was born, to showcase selected wines and ambassador wine growers who champion its ethics and values. It encapsulates the identity and provenance of Pays d'Oc PGI and is a testimony to its expertise and creativeness. Freedom of expression geared to excellence is what it ultimately epitomises".



28 ambassador wines

And who better than Samuel Masse to chair the Senior Panel for this anniversary Collection? Chairman of the Hérault Young Farmers' association, the wine grower belongs to the Pays d'Oc generation. "I was born and grew up with the designation which in my opinion has always been a driving force. It enabled French-grown varietal wines hinging on Mediterranean typicity to be promoted. These are extremely balanced wines with an outstanding propensity for export which span an incredibly broad range of styles". Under his guidance, eleven other international experts representing 7 nationalities joined the 2017 Senior Panel which met on June 29 at La Villa Guy in Béziers. A total 28 wines – 14 whites, 2 rosés and 12 reds including 4 organic wines – were chosen from the 67 pre-selected wines. For a year, they will act as ambassadors for Pays d'Oc PGI during a raft of events in France and abroad. "Every year, Collection wines reflect vintage variation, consumer trends and of course, the favourite choices of panel members. Choosing wines for the 30th anniversary made it even more of a challenge!" stresses Samuel Masse, intimating at the "top-flight" standard of entries.





Strength in numbers with 58 varieties

His viewpoint is shared by Sylvie Tonnaire, editor-in-chief of the magazine *Terre de Vins* and chair of the pre-selection panel. She comments: "The selection attracts an increasing number of wine growers and quite rightly so because it is constantly securing recognition and appreciation". The 2017 "vintage" drew 262 entries from 83 companies, a record-breaking number. "On top of the high standard of the wines, this year's event proved Pays d'Oc's amazing ability to innovate with, for example, a wine made from the Spanish grape variety Albarinho. It also reveals how ambitious its producers are with increasingly complex blends and fine-tuned ageing procedures". According to wine writer and journalist Rosemary George MW, "the designation was right to open up to new grape varieties which offer exciting and unexpected results here... Albarinho's delicate expression differs from the Spanish style, whilst Pinot noir is fresh and elegant on the palate. That's the future!" Today, no fewer than 1,200 independent wine growers and 175 co-operative wineries draw on a range of 58 grape varieties, spanning from the star-studded international cultivars that are Cabernet-Sauvignon, Chardonnay and Syrah for instance, to the new stars with their southern accents, including Grenache and Carignan, not forgetting the off-beat characters offered by Terret and Portan. The result is an array of varietal wines that never fail to surprise and are rich in their diversity but retain close ties with their native region.

A leading designation

- France's leading GI by volume
- France's leading GI in export markets
- France's leading producer of GI rosé
- 1 in 4** bottles of organic wine sold in French super/hypermarkets
- 120,000** hectares of vines, half the vineyard area in Languedoc-Roussillon
- 743** million bottles (equivalent) marketed, including 48 % in export markets
- 3.6** billion euros in turnover

New generation Pays d'Oc



Samuel Masse

"Through the hard work of the wine growers and high performance, creative firms who have established a pedigree for the designation in 170 export countries, Pays d'Oc PGI has realised what it set out to achieve in terms of quality. Our entire industry can pride itself on having secured its status as Europe's leading PGI", says a delighted Florence Barthès. Looking both in the rear-view mirror over the past and ahead towards the future, Pays d'Oc PGI has wholeheartedly embraced the need to help young people enter the wine industry. "Widespread uprooting has left a lot of land fallow with no planting permission. Bare land does not qualify for grants and plots around built-up areas fetch astronomical prices", comments Samuel Masse who took over the family farm in Saint-Bauzille-de-Montmel. In practical


terms, this means that a 1,000-euro/hectare grant is allocated to growers eligible for regional planting subsidies provided they declare their new plantings as Pays d'Oc PGI. "This is a powerful gesture for a cutting edge designation, ensuring both contractualisation and remunerative prices". For Florence Barthès it is "a way of supporting those who will be producing the Pays d'Oc wines of tomorrow".

And the 2017 Collection Ambassadors are :

THE WHITES

Laurent Miquel - « Solas » - **Albarino** - 2016
Calmel & Joseph - « Villa Blanche **Chardonnay** » - 2016
Domaines Paul Mas - « Astelia » - **Chardonnay** - 2016
 **Domaine Gayda** - « Figure Libre **Chenin Blanc** » - 2015
Les Jamelles - « Gewurztraminer Cépâge Rare » - 2016
Domaine d'Aigues Belles - « Premier Rolle » - 2016
Famille Guilhem - « **Sauvignon** » - 2016
Domaine La Fadeze - « **Terret** » - 2016
Les Vignerons de Puimisson - « Le Pas du Centurion » - **Viognier** - 2016
Les Vignobles Foncalieu - « Le Versant **Viognier** » - 2016
Les Vignerons du Sommierois - « **Viognier** » - 2016
Rives-Blanques - « **Chardonnay - Chenin du Domaine** » - 2016
Haut-Blanville - « Grande Réserve - **Chardonnay** Roussanne » - 2015
Domaine Ventenac - « Cuvée de Marie » - **Chenin / Colombard** - 2016

THE ROSÉS

 **Gens et Pierres** - « Sud-Sud » - **Grenache Noir / Syrah** - 2016
Domaine de l'Engarran - « Terres de l'Engarran » - **Assemblage** - 2016

THE REDS

 **Domaine Gayda** - « Figure Libre **Cabernet Franc** » - 2015
Domaine de la Jasse - « Réserve d'Excellence » - **Cabernet Sauvignon** - 2014
Les Jamelles - « **Mourvèdre Cépâge Rare** » - 2015
Domaine de la Baume - « Saint Geniès » - **Petit Verdot** - 2016
Domaine de Valensac - « ENTRE NOUS selon Valensac » - **Petit Verdot** - 2015
Anne de Joyeuse - « Gargantuavis - Terroir des dinosaures » - **Pinot Noir** - 2016
Laurent Miquel - « Solas » - **Pinot Noir** - 2016
Domaine de Gourgazaud - « Quintus » - **Syrah** - 2014
Domaine les Yeuses - « **Syrah Les Epices** » - 2015
Domaine les Yeuses - « Ô d'Yeuses » - **Marselan / Cabernet Franc** - 2015
 **Anne de Joyeuse** - « Loriu » - **Merlot / Cabernet** - 2016
Domaine du Grand Chemin - « Clos Rogé » - **Assemblage** - 2014

Senior panel members for the 2017 collection



FRANCE

Samuel Masse, Chairman of the Senior Panel
Chairman of the Hérault Young Farmers' association
Sylvie Tonnaire, Chair of the pre-selection
Editor-in-Chief of Terre de Vins
Olivier Dauga, Oenologist and Consultant Winemaker
Dominique Laporte, France's Best Sommelier
& Best Craftsman in 2004
Paolo Bouca Nova, Sales and Purchasing Manager
at Repaire de Bacchus
Bertrand Baudaire, Chairman of the La Boucherie group

GERMANY

Verena Herzog, Sommelier

CANADA

Vanya Filipovic, Head Sommelier at the Joe Beef, Liverpool House and Vin Papillon restaurants in Montréal

JAPAN

Kohei Shindo, Owner and Head Sommelier at the Bon Pinard restaurant in Tokyo since 2005. Trained by the head sommelier at l'Atelier de Joël Robuchon in Tokyo

NETHERLANDS

Peter Klosse, Gourmet Food Lecturer

UK

Rosemary George, MW, Wine Writer and Journalist

USA

Roger Voss, Wine Enthusiast European Editor

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