



Press Release

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## Growth in sales of Beaujolais continues to increase in both France and the export markets

### French supermarkets: sales of Beaujolais continue to progress

Recent figures published by market analysts IRI concerning supermarket sales for the rolling 12-month period ending 28 June 2017 confirm the trend already noted in 2016 of renewed interest for Beaujolais wines, which are demonstrating strong growth in sales in the context of a morose national market.

**Beaujolais** (all AOP combined), with a progression of **0.6% in volume** and **2% in value**, outperforms red AOPs whose sales have fallen by 3%! The increase in 2% in value is on a turnover of 82 million euros.

**And whilst the AOP Beaujolais category is stable, Beaujolais Villages** show significant progression at **+9.3% in volume**, driven by sales of brands, Domaines and Châteaux. The Crus have also registered healthy growth at +5.2% in volume.

Beaujolais wines are also performing well **in local stores** (< 400m<sup>2</sup>) with an increase of **+1.8%**.

**In the Click and Collect sector**, Beaujolais, which already saw its sales rise by +15.7% in 2016, continues its trajectory with a progression of almost **17%**.

Moreover, this development of sales has been accompanied by an **enlarged offer on the shelves**.

**This Autumn's Wine Fairs are a good illustration of this phenomenon with a strong presence of Beaujolais wines in their offer.**

### Beaujolais pursues its conquest of export markets

Here again, the figures registered by the French Customs and compiled by Business France speak for themselves: **+13.4% in volume** and **+20% in value** in first half results for 2017, compared to the same period in 2016.

Although AOP Beaujolais is lagging behind a little with a dip in volume of 10%, **Beaujolais Villages** have progressed by **9%** and **the Crus** are top of the league with an increase of **14%**.

Excellent results are to be noted in several markets, particularly **Holland +48.7%**, **the United Kingdom +7.2%**, **Canada +12.5%**, **China +37%**, **the United States +25%** and **Switzerland +27.5%**. Japan remains stable. The only disappointment is Belgium, where there has been a downturn in sales of 4.6%, a figure which is put into perspective, however, by the low volume concerned (177 hectolitres).

All the signals are on green, and the exceedingly promising 2017 vintage enables us to view the future with optimism. **The new generation of Beaujolais is on the move ...**

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