



Quincy Celebrates its 80th year as an AOC

Quincy – The Loire Valley's first AOC marks 80 years of wine making

New York, NY, May 25, 2016 – France's largest white wine producing region, The Loire Valley, is excited to announce the 80th anniversary of the Quincy appellation. In August of 1936 Quincy was the first Loire Valley appellation to receive an AOC (*Appellation d'Origine Contrôlée*) status – Controlled Place of Origin. An AOC status signifies that no other region in the world can produce wine at the same quality and characteristics presented to that AOC region.

Quincy is located in Centre-Loire, the ideal climate for Sauvignon Blanc- the sole grape of the appellation. It sits on the left bank of the Cher River, encompassing over 690 acres. With over 2,000 years of grape growing expertise, the Quincy appellation has evolved into a women-driven industry. In fact, with women at its forefront - females account for nearly half of the viticulturists and winemakers in the regions workforce - Quincy is changing the vineyard landscape.

For the last 80 years Quincy has exceeded all expectations with its racy dry Sauvignon Blanc. The sandy gravel terrain atop a bed of limestone, combined with the regions temperate climate allows the grapes to ripen very early compared to its neighbor in Sancerre. The Quincy appellation produces light-bodied, lively wines that pair perfectly with a variety of foods, from fish to a summer picnic. As confirmation of its exceptional quality, Quincy was the second appellation to be created in France.

To honor Quincy's excellence, join us the week of June 6th- 10th 2016 for a unique tasting experience in New York. 8 top NYC restaurants will have the pleasure of presenting tasting menus featuring Quincy wines expertly paired by sommeliers with dishes from renowned New York chefs. Each distinct pairing is designed to reflect the origin and terroir of the Quincy appellation.

For a full list of participating restaurants visit:

<http://test.hudsonmind.com/loirevalleywine/quincy/>

Quincy invites you to raise a glass and celebrate its 80 years of AOC. Pop open a bottle and indulge yourself in the exquisite taste of the Quincy appellation.

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About Loire Valley Wines

The Loire Valley, referred to as the Garden of France, is known for its magnificent chateaux, rich history and runs at the heart of France with 5 distinct wine regions - Pays Nantais, Anjou, Saumur, Touraine, Centre-Loire – each with its own characteristics of grapes, appellations and styles. The wine-growing regions dotting the Loire's banks feature no less than 4,000 wineries, 170,000 acres of vineyards and 61

appellations of origin, thus making the Loire Valley the third largest French wine making region. Producing 380 million bottles per year – be they red, rosé or white; still or sparkling; dry or semi-dry, supple or sweet – the Loire Valley is France’s leading producer of white wines and ranks second for rosés. The region as a whole exports 68 million bottles every year to 157 export markets.

Follow @LoireValleyWine or visit <http://www.loirevalleywine.com/> for more information.

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